



© Copyright: Shailendra Publication (Since 1999)  
Shailendra Kesari (Editor & Publisher)  
Reg: 405, C-Wing, Shreepati Aaradhana, Bhuleshwar Road, Mumbai - 400 002  
Corp: 602, B4, Highland Garden, Dhokali Road, Thane (W), Mumbai - 400 607  
Mobile: 99699 48787 / 97690 58991 / 98695 88200  
Email: shailendra@safariplus.co.in  
Web: www.safariplus.co.in

Printed: Rainbow Creation Offset Printers  
Unit No: 5 & 13, 2nd Floor, No. 20, Thakkar Industrial Estate,  
Champshi Bhimji Road, Mazagaon, Mumbai - 400 010.

**INDIAN TOURISM THROUGH DECADES  
FROM INDUS TO INDEPENDENCE AND BEYOND**

**Written By: Gour Kanjilal**

**Published By: *Shailendra Publication***

**Under Banner: SAFARI PLUS**

**Edited & Designed By: Parul Kesari**

Subject to Mumbai Jurisdiction

Edition : 3rd Edition (2018)

Price : **Rs - 600.00 (INR)**

**\$20 USD**

**INDIAN TOURISM  
THROUGH DECADES  
FROM INDUS TO INDEPENDENCE AND BEYOND**

**By: Gour Kanjilal**

## About The Author

**Gour Kanjilal**, currently Executive Director of **Indian Association of Tour Operators (IATO)** and former **Deputy Director General, Ministry of Tourism, Government of India** is an authority on tourism matters.

He has seen Indian tourism growing from 1970 till this date. He had worked on different capacities in Ministry with overseas posting covering India Tourism offices in **UK, France, Spain, UAE, South Africa, Middle East** countries and had been to 80 countries overseas. He held various postings in India last being **Regional Director, India Tourism, Mumbai**. He had also worked as Dy. Director Indian Institute of Tourism & Travel Management Delhi, Principal Indian Institute of Skiing and Mountaineering, New Delhi, Principal, National Institute of Water Sports Goa.

He also completed specialized courses offered by UNWTO and PATA and speaks 5 Indian languages, French and Japanese. He has authored three books related to Tourism. He is also visiting faculty in Delhi University, Jammu University Institute of Tourism and Travel Management, Government of India, Delhi and many other Private Institutes which promotes Tourism Education. His articles appear regularly in National and International Press. Wherever he had worked he left behind an Indelible impression of excellent PR due primarily to his proactive interaction with tourism partners.

## Editor's Note

The Book talks about the Tourism aspects of India that many of us may not know. We only talk about tourist attractions of India when we talk of India Tourism. The book is a collection of articles which are based on his talk and lectures given at tourism institutes in course of his postings in India and overseas as an official in the Ministry of Tourism, Government of India. Even in course of his being Executive Director in Indian Association of Tour Operators (IATO). The book will be of big help to many students who are studying tourism and look for career in tourism to get good knowledge about tourism aspects of India. It takes the readers through the tourism developments in India in a very lucid language. Some of the topics are very modern like **Branding India, Cruise Tourism, MICE tourism, Sustainable Tourism and Community involvement, Agro-tourism, Culinary tourism, Spiritual Tourism** that is to say **India going beyond the Golden triangle of Delhi-Agra-Jaipur** and more focusing on experiential tourism.

Thus the book opens up to whole world of new experiences which await tourists in India. He holds an experience of 50 years in tourism both being associated with the government and private sector but travelled to over 80 countries in the world. Still feels India is unique and if all these new segments are developed with sincerity, India should be the most sought of the destination for tourists in the world.

I must accept the work done by my wife **Ms. Parul & Mr. Manoj Babbar**. They also helped me with their inputs to have a chronological development of Indian tourism going through reference material. And I feel honored to have an association of two decades with **Mr. Kanjilal** and joined many of his lecture sessions where humor never missed. I present this book to my friend Gour Kanjilal and all his friends tourism lovers students and looking to experience New India.

Shailendra Kesari (Editor & Publisher)

## From the Author

*I Hope you find this book useful. This book mainly covers my experience of 50 years in tourism with the **Ministry of Tourism, Government of India** in overseas and within India, being with Indian Institute of Tourism and Travel Management, National Institute of water sports, Goa, Indian Institute of Skiing and Mountaineering, being faculty members in various private institutes offering courses in tourism and eleven years' experience with National Apex body for tourism and travel industries **Indian Association of Tour Operators (IATO)**, various universities with whom I could make interaction through lectures, Seminars viz Delhi University, MD University (Rohtak) Jammu University, Bundelkhand University and many more this provided me vast knowledge and I wanted to reflect them in my book as much possible looking into all new trends, changes visible, technological developments and statistical Data base for which I purely depended on government of India, Ministry of Tourism statistics book. I still advise my readers for up to date data's on tourist arrivals. Please do refer to Ministry of Tourism website [www.tourism.gov.in](http://www.tourism.gov.in) and even update on the new policy changes and flow of funds. Tourism is rapid changing and Ministry of Tourism also accordingly took various new initiatives. **Digital India, Cruise Tourism, MICE, Medical, Spiritual, Skill development, global Marketing etc** and for this MOT website will be right source of information. This book is to show you a chronological growth of Indian Tourism as I saw and an very happy to share with you.*

*This is my humble effort and **Mr. Shailendra Kesari** my dear friend for whom I had been contributing articles, took all the*

*initiative on his own to put all my articles, lectures power point presentations in a consolidated book form. He feels that this book will service a prime interface for building a credible tourism knowledge for new entrants in tourism business and put his relentless effort to doing this publication out even taking his financial risks.*

*I trust you will enjoy reading my articles as much **Mr. Shailendra** has enjoyed producing it. I am also thankful to my wife **Mrs Susmita Kanjilal** and my daughter **Ms. Suparna** (now in USA) who had been motivating me to write my experience so that others can benefit specially students who are looking forward to make a career in tourism field.*

***Mr. Manoj Babbar** of Spirit India Holidays was of great help in compiling the topics, need based for the market.*

*I saw a new enthusiasm for tourism education because of job opportunities. Even present government is giving priority to tourism with lot of new initiatives like **e-tourist visa, Global Marketing Campaign, GST** putting ease in tourism business, and introducing tourism courses in schools to inculcate the value of tourism to younger students. This book is to help future entrants to tourism business.*

*Gour Kanjilal*

## Index

- 1 Tourism In The Service Of Humanity
- 2 Development Of Tourism In The World
- 3 History Of Tourism In India
- 4 The Progress Of Tourism In India
- 5 Focused Tourism Development Plan
- 6 Tourism Planning With A New Approach In The 10th Five Year Plan Onwards
- 7 Major Schemes Undertaken During The 10th Five Year To 12th Five Year Plan Period
- 8 Tourism Schemes In Financial Year 2017-18 Of Ministry Of Tourism, Government Of India
- 9 Various Initiatives Undertaken By The Ministry Of Tourism In The Recent Past For Development And Promotion Of Tourism In The Country. In Course Of 12th Five Year Plan
- 10 New Initiatives For Engagement With Hotels/Travel Trade/ Online Advertising/Web/App And Digital Service Providers Since 12th Five Year Plan
- 11 Tourism Marketing
- 12 Domestic Tourism In India
- 13 Role Of Tourism Organisations International/Indian For Tourism Development
- 14 Human Resource Development In Tourism In India
- 15 Tourism Education And Future Meets
- 16 Various Facets Of Indian Tourism
- 17 Responsible Tourism
- 18 Incredible Indian Culinary Journey”
- 19 Accessible Tourism & Government Initiatives
- 20 Rail Tourism (Luxury Train Journey)
- 21 Sustainable Tourism In India
- 22 An Insight Into Eco-Tourism In India
- 23 Goods & Service Tax (Gst) And Impact On Tourism Sector
- 24 Aviation In India : Airlines & Airports - New Challenges Of 21st Century
- 25 Golfing In India
- 26 New Opportunities and Innovations and Investments
- 27 Crisis Management
- 28 India Branding – “Incredible India”
- 29 Cruise Tourism
- 30 Tourist Cruise Circuits
- 31 Key trends for future – An Overview

## CHAPTER - 1

### TOURISM IN THE SERVICE OF HUMANITY

Tourism is fast becoming the dominant global activity surpassing even trade in oil and manufactured goods. For developed and developing countries alike, it has become a major source of foreign exchange earnings, a generator of personal and corporate incomes, a creator of employment and a contributor to Government revenues.

Much of its growth is due to higher disposable incomes, increased leisure time and falling cost of international air travel within the developed countries. Essentially it is about ease of use. As airports become more enjoyable places to pass through, as travel agency services become increasingly automated and as tourists find it easier to get information on the places they want to visit and tourism grows. The internet has fuelled the next step in the travel industry growth by providing online booking facilities. It has also provided people with the power to explore destinations and cultures from their home personal computers and make informed choices before laying allows tourists to scrutinize hotels, check weather forecasts, read up on local food and even talk to other tourists around the world about their travel experiences for a chosen destination. This new trend has made tourism job very challenging. The holidayers want to good rate of return on the investment. They are to be lured with value additions and improved customer service. This also put emphasis on the regular flow of manpower who have specific skills at the appropriate levels, can meet the demand of the global standards, multifunctional and multi-skill. The success of the hospitality industry is Quality in living rooms, food, service and ambience. There is no doubt that fitness has increasingly become a larger part of everyone's lives. And business and leisure travelers alike look to maintain their fitness goals while away from home.

Awareness should be created about the environment and education. A collective effort and co-operation with a powerful networking are the need of the hour. People should be acting as the watch dog of the society as far as environmental issues are concerned. Eco-tourists are growing community and tourism promotions have to adopt such eco-practices which could fit this growing community. Another growing trend in the tourism scene is Incentive Market and scope of the destination to attract conference and convention traffic. Here the prospects are better for those destinations where state of the art infrastructure have been developed along with safe and clean image. Tourism today is more than just about developing good, products. More and more it is about quality, insightful thinking and ability to have global information about technology, partners, contacts and respond quickly to the global and Regional trend. The fundamental task before the tourism promotions to facilitate integration of various components in tourism trade as active participants in the nations social and cultural life. There is a long road ahead. All must work towards a society where people can work and participate as equal partners. Tourism should be vehicle for international co-operation, understanding of the various civilisations and harbinger of peace.

## CHAPTER - 2

### DEVELOPMENT OF TOURISM IN THE WORLD

Travel has always interested man right from the early days. In ancient times, man travelled to fulfill basic requirement of gathering food, he then made settlements and then travelled to sell his surplus crops and to meet his relations. Man travelled in thereafter in search of knowledge as well as business opportunities. It clearly indicates that the earlier times the primary motivation for travel was not for pleasure but mainly for trade, commerce and related activities. Over the years, new discoveries, automation and increase in wealth, all led to travel for the sake of rest and pleasure to get away from the monotony of daily life. These developments paved the way for the development of travel and tourism in the subsequent period. The Phoenicians were probably the first travelers in the modern sense. Credit goes to them for the invention of money, in 3000 BC which in turn paved the way for the development of trade and commerce. Traders could pay for travel and accommodation. This in turn established the way for development of organized travel. **Romans** were in fact pioneers of pleasure tourism. They provided necessary infrastructure such as good roads, places to stay enroute, travel booklets; visited temples, monuments, pyramids, seaside resorts, spas and the fall of the Roman Empire in the 5th Century AD, pleasure travel suffered a setback. The period is termed as the Dark Age for tourism gave rise to tourism in **Europe. Italy** which was the intellectual capital of Europe attracted noble men from different parts of Europe who considered travel as essential to complete their education. Thus the concept of **Grand Tour** became popular. These tourists respected learning, antiquities and social refinements of the old world. Travel increased with the increase in new wealth in the hands of the middle class people. The years in between 1763-1773 were considered to be the golden age of the Grand Tour. These grand tours included the poets, authors and intellectuals and they paved the way for popular tourism in the 19th 20th centuries. Military expeditions and wars resulted in the mass movement of people, besides the discovery of new trade routes to hitherto unknown destinations. In the middle ages the main motive for travel was religion. Travel for religious purposes was a well-established custom in most part of the world. The spread of religion subsequently led to numerous pilgrims making their way to the holy land. Pilgrimage provided the necessary impetus for the society to break out its narrow confines and visit places associated with religion. The powerful influences of a crusading religions slowly penetrated a foreign land such as Christianity in Europe and later in America, Islam and Hinduism in Asia.

In the 18th century the middle income group began to travel from village to city, from city to city and from country to country. The development of good transport and accommodation further improved tourism. Moreover, the introduction of the railways in 1840 gave a tremendous boost to tourism. In 1860, the first passenger traffic between **Liverpool to Manchester** commenced. Organized rail travel came into being in 1841 when the Baptist preachers of Derbyshire engaged a special train from **Leicester to Loughborough** to take delegates to attend a meeting and bring them back. Later **Thomas Cook** took about 570 passengers by Midland countries Railway at a specially reduced rate. This was



the beginning of concessions for tours. In India, on April 16th 1853, the train service started from **Bori Bunder in Bombay to Thane** covering a distance of 33 kms. Today Indian Railways have the third largest network in the world under a single management.

The rail-road development was followed by the motor cars which reduced travel time. The boom in the tourist movement in Europe can be directly linked to the introduction of the private motor car coach and improved road conditions led to a tremendous tourism, the introduction of steam ships, helped man to cross boundaries and promote inter-continental travel and promote international tourism. The adventurous seamen like **Christopher Columbus** discovered new lands. Travel to America, the "**New World**" was considered a land of opportunities and fortunes.

The tourism which was prospering in leaps and bounds suffered a setback during the World War I. Tourism is global and national scale being possible only in times of peace and prosperity, suffered yet another setback during the World War II which brought in economic destruction and political instability. However, the period in between the two world wars saw a fair amount of travel and tourism.

The development of Air transport after the Second World War in 1950, gave a boost to tourism. The society experiencing rising standard of living began to reap the benefits of faster and economic travel through airways. **Mass tourism** thus emerged on a large scale.

The Industrial revolution was responsible for changes in the economic as well as social systems prevailing at the time. A large number of factories came up, towns sprang up which in turn necessitated larger scale migrations from the country sides to the towns and cities. During the Industrial Revolution, paid annual holidays were awarded to the workers for work done for a year. Due to long working hours and poor living conditions, the need for relief was acute for the working class and an escape was the only answer to the problem. Those who could afford the escape proceeded to various resorts nearby forest and relaxation. Gradually better working conditions, increase in material wealth and improvement in transport and communication during the second half of the 19th century, enabled industrial workers to avail of holidays in faraway places for rest, relaxation and pleasure.

### THE PRESENT WORLD TOURISM SCENARIO

Though travel is as old as man himself and some record of ancient travel is available accurate analysis of the measurement of travel can be traced back to just 50 years back. In 1975 **World Tourism Organization** came into existence with its headquarter at Madrid in Spain. The WTO covers all sectors of tourism on worldwide basis and provides statistics to improve and regulate tourism in the world. **In 1976, there were nearly 220 million international tourist arrivals in the world.** This was an increase of nearly 90% in the ten years preceding it. Economic fluctuations resulted in a temporary setback to the growth of tourism in early 70's and lower purchasing power had brought this fall in tourist movements. But by 1992, travel and tourism became the world's largest industry and by all indications, heritage and cultural tourism is emerging as the fastest

growing segment of the industry. It provides employment to millions of people besides earning considerable foreign exchange for the nation concerned. Tourism also being a smoke less industry, it is in great demand in most countries. Increased per capita incomes coupled with increasing prosperity gives a higher purchasing power increase in the discretionary incomes to a majority of people will make travel and tourism accessible to a large number of people in 21st century and this will lead to travel to the most remote destinations and to space also.

Tourism is emerging as a key driver of 21st century economic and social evolution. It is the largest creator of jobs, Wealth and investment in the world.

### TOURISM SCENE AFTER 11TH SEPTEMBER TERRORIST EVENT IN THE US

The terrorist attacks on **New York and Washington** dealt a terrible blow to the tourism industry, and officials of the World Tourism Organization (WTO) are predicting that the industry will demonstrate its characteristic resilience with a quick recovery.

WTO Secretary-General **Francesco Frangialli** sent a message of sympathy and solidarity to the United States following the attacks.

"It is important that an international organization such as ours demonstrates that it has the courage to continue in the face of adversity," said Mr. Frangialli. "It is the first time that four aircraft have been hijacked at the same time, the first time that all US airports have been shut down and the first time that international air traffic has been thrown into such chaos. So it is very difficult, if not impossible, to draw conclusions in such unusual circumstances," he said.

The magnitude of the tourism crisis will also depend a great deal on what happens in the days to come. If further actions are confirmed by a single region of the world, there would be less repercussion," he added.

Three main factors are currently wreaking havoc on the tourism industry-lack of consumer confidence in the safety of air travel, uncertainty about the near future and weakening of the global economy in recent months.

"Beyond the measurable advances that tourism can make possible it is also as bridge to better mutual understandings making people from all values of life said, **Antinio Guterres** UN Secretary General. These were valuable observations how UNWTO wants its members to move forward in the 21st Century. India always takes the UNWTO guidelines for any measures for progressive tourism development and Ministry of Tourism, Government of India keeps all stakeholders as partners in the efforts for achieving success.

**With over 102 billion people crossing borders to travel, tourism enjoyed its Seventh consecutive years of average growth in 2016.** The sector continues to assist in advancing economics, preserving diverse cultures, environments and forcing lasting peace between populations, nations and regions. Without peace it is virtually impossible to build the tourism life style, tourism economy and sustainable tourism economical growth. Tourism can transform our world and build better understanding in a world living a deficit tolerance said UNWTO

Secretary General **Talab Rafai** at the opening ceremony of 2017 Edition of **ITB Berlin**. He also called the declaration of 2017 as the International Tourism Year of Sustainable Tourism Year of **Sustainable Tourism** for development by the United Nations and that is a clear reorganization of the potential contribution of tourism in social progress, equality, prosperity and peace and tourism must be at the forefront of the 2020 Agenda for sustainable development.

“In a world that seems increasingly short of tolerance and generosity. We shall cherish tourism as a previous pillar of peace amongst communities and Nations. We all need to ensure that as our sectors grows, it contributes to the wellbeing of the world and not to its peril. Tourism must fulfil its responsibility to contribute to all and universal sustainable development goals”, **Tabela Refai** Past Secretary General UNWTO.

This remarks were very valuable if tourism has to grow and play its global role for Peace and Prosperities vision and goal of WTO. In the tourism sector one of the fundamental is climate change. It is essential if we don't address the issue in the course of next 20/30 years our grandchildren will freeze or fry. So we want to have peace in tourism. We have to start to think the way not much talk of GDP, Contribution to trade. These UNWTO guidelines for 21st century need to be followed by all.

#### FUTURE TRENDS OF INTERNATIONAL TOURIST ARRIVALS

##### WORLD WIDE AND BY REGION 1995-2020 (TOURIST ARRIVALS-MILLION)

Region	Base year (Growth Rate (%))			Forecasts(Growth Rate (%))			
	1995	2000	2010	2020	1995-2000	2000-2010	2010-2020
Africa	20	27	46	75	6.0	5.6	5.1
Americas	111	134	134	285	3.9	3.8	3.8
East	80	116	116	438	7.7	7.2	6.6
Asia/Pacific							
Europe	335	390	390	717	3.3	3.1	3.1
Middle East	14	19	19	69	6.9	6.7	6.5
South Asia	4	6	6	19	6.4	6.2	5.8
World	564	692	692	1,602	4.2	4.2	4.4

\*Source: World Tourism Organization (WTO), Tourism 2020 Vision, 1997.

The WTO's projections contained in the “**Vision 2020**’ also make a comprehensive analysis of some other important emerging trends.

Understanding of these issues that are likely to shape the tourism scenario of the future should be of invaluable help to the policy-planners and the decision-makers of the future. There is no doubt that most of these trends are dependent on many other factors which are not constant and will change with changes in other interdependent variables. Yet, they are very useful indications of the types of influences that are likely to determine the future growth.

#### Some of the important observations of WTO are summarized below:-

- i. By 2020, there will be 1.6 billion international tourist arrivals.
- ii. Tourism receipts will rise to a staggering US\$ 2000 billion. Infact in 2016 – it crossed Trillion dollars
- iii. These figures represent sustained average growth rates of 4.3 percent and 6.7 percent respectively for arrivals and receipts which is far above the maximum probable expansion of 3 percent per annum in the world's wealth.
- iv. In spite of such tremendous growth, only 7 percent of the population of the world will, in fact, be potential tourists. Therefore, the industry truly still is in its infancy, and the future potentials are far greater than what has been projected.
- v. The top ten tourist receiving countries will undergo major changes with China becoming the top destination by 2020.

#### WORLD'S TOP DESTINATIONS – 2020

Country	Tourist arrivals	Market Share(%)	Percent Growth rate per annum	1995-2020
1. China	137.1	8.6		8.0
2. United States	102.4	6.4		3.5
3. France	93.3	5.8		1.8
4. Spain	71.0	4.4		2.4
5. Hong Kong (SAR)	59.3	3.7		7.3
6. Italy	52.9	3.3		2.2
7. United Kingdom	52.8	3.3		3.0
8. Mexico	48.9	3.1		3.6
9. Russian Federation	47.1	2.9		6.7
10. Czech Republic	44.0	2.7		4.0

Similarly, there will be changes in the top ten tourist generating countries Japan, China and Russian Federation will emerge as major outbound tourism countries.

## WORLD'S TOP OUTBOUND COUNTRIES – 2020

Country	Total arrivals generated worldwide (Million)	Market Share (%)
1. Germany	163.5	10.2
2. Japan	141.5	8.8
3. United States	123.3	7.7
4. China	100.0	6.2
5. United Kingdom	96.1	6.0
6. France	37.6	2.3
7. Netherlands	35.4	2.2
8. Canada	31.3	2.0
9. Russian Federation	30.5	1.9
10. Italy	29.7	1.9
<b>Total</b>	<b>788.9</b>	<b>49.2</b>

vi. Europe will remain the largest receiving region through the growth will be below the global average and, therefore, its share in the world market will decline from 59% to 45%.

East Asia will emerge as the second largest receiving region. Its share in total arrivals will increase to 27% and thereby it will overtake the Americas.

South Asia will grow at the rate of 6.1% per annum but its share, in arrivals during the period will grow only from 0.7% to 1.2%.

### Forecast of India:-

**World Travel & Tourism Council (WTTC)** has forecast India's tourism industry growing at around 10 percent annually over the next 10 years, and resurgence of global demand by 2003 with annual growth at 6%.

WTTC's report "The Impact of Travel and Tourism on Jobs and the Economy – 2002" released recently says traditional tourism markets such as France, the US and the UK will continue to take a backseat and India and China, with 9.7% and 8.5% growths respectively, will emerge as the second and third largest growing markets by 2012, after Turkey.

For the Asia Pacific region, WTTC says "In 2002, travel and tourism is estimated to generate 108,565,000 jobs or 6.7% of total employment which will be one in every 14 jobs in the region.

The WTO projection growth of tourism region-wise till 2020 may sometimes lead the South Asia Region to a false sense of complacency. South Asia is expected to grow at the rate of 6.1% which is higher than the projected growth rate of the world as a whole.

The important point is that the growth rate will not be possible unless positive efforts are made to overcome the infrastructure bottlenecks to take up dynamic

and professional marketing and to train human resources to provide the required quality in services. It will also be essential to keep in mind the emerging trends in the world and to fashion out the strategy to be in tune with those emerging trends. The South Asia Region to be projected as a compact destination each country supplementing and enhancing the attractions of the other so that the tourists get the best value for their money in planning a trip to the region as a whole. The South Asia Region to put up common platform including the private sector to project it as a region in all form where tourism is discussed.

Training and advisory services and sharing of training and educational facilities should be an integral part to ensure that the region has different level of expertise in human resources development related to tourism. Infrastructure management through internet and database system, communications link, Research and development, public private partnership would go long way in strengthening the tourism promotion efforts and build up the market for South East Asia Region. WTO has repeatedly mentioned that the future tourism trends will be influenced primarily by great developments in technologies. Growth in tourist traffic would also depend on adequate safety and security norms and collaboration between countries of the region. With these efforts only. South Asia Region can promote intra-regional tourism, will go as per WTO's future vision. All the countries in the Region must work towards removing all the bottle neck to such intra-regional movements. All these observations reflect tourism growth trends and areas need urgent attention.

### 22ND UNWTO GENERAL ASSEMBLY IN CHINA

The approval of the **Chengdu Declaration on Tourism** and the **Sustainable Development Goals**, the approval of the **Framework Convention on Tourism Ethics** and the appointment by consensus of **Zurab Pololikashvili** as Secretary-General for 2018-2021 were only some of the achievements of the 22nd session of the General Assembly of the World Tourism Organization (UNWTO), held in Chengdu, China recently.

An intense week of meetings, decisions and agreements marked the 22nd session of the UNWTO General Assembly in Chengdu, China on 13-16 September. The biennial event convened more than 1300 participants from Member States and Affiliate Members of UNWTO representing over 130 countries.

"Chengdu will always remain in UNWTO history as host of the Assembly that approved the Organization's first international convention – the Framework Convention on Tourism Ethics," said UNWTO Secretary-General **Taleb Rifai**.

The Convention on Tourism Ethics converts the Global Code of Ethics into a binding document to advance the ethical components of tourism. The document covers the responsibilities of all stakeholders in the development of sustainable tourism, providing a framework that recommends an ethical and sustainable modus operandi including the right to tourism, freedom of movement for tourists and the rights of employees and professionals.

"In an interconnected world where the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles, it is important to set out a legal framework to ensure that growth is dealt with responsibly and



that it can be sustained over time. Tourism is a power that must be harnessed for the benefit of all,” said Chairman of the World Committee on Tourism Ethics (WCTE) **Pascal Lamy**.

“This is an historic moment for UNWTO”, said Rifai. “The approval of the Convention is a strong legacy of the International Year of Sustainable Tourism for Development that we celebrate this year. It is also a strong sign that countries are committed to make tourism a force for a better future for all. It reinforces UNWTO’s institutional outreach in the UN system,” he added.

#### **A UNITED TOURISM COMMUNITY**

Unity and cohesion were expressed throughout the **22nd UNWTO General Assembly**. One of the largest displays of these sentiments was in a special meeting organized to discuss how to support those destinations affected by Hurricane Irma and the earthquake in the southern coast of Mexico.

#### **The meeting identified three lines of action:**

- (i) Supporting the recovery of the affected destinations through the private sector and aid agencies, with special attention given to SMEs due to their lack of means to rebuild and recover.
- (ii) Sharing experiences on resilience and crisis management and
- (iii) developing strong and coordinated communication.

The group of countries attending the special meeting also agreed to propose that the General Assembly adopt a special resolution expressing solidarity and support to the affected destinations and calling for the support of the international community. The General Assembly also appointed the Secretary-General for the period 2018-2021. **Zurab Pololikashvili**, current Ambassador of Georgia to Spain, Morocco, Algeria and Andorra, was proposed by the UNWTO Executive Council last May and appointed by consensus by all Member States convened at the 22nd General Assembly.

#### **WORLD TOURISM DAY HISTORICAL PERSPECTIVE**

Each Year, the organizations belonging to the United Nations System, for example, celebrate World Tourism Day devoted to the United Nations; world peace; human rights; health; literacy; environment; womanhood; childhood; cooperation for development; meteorology; telecommunications etc

#### **Establishment of the World Tourism Day**

It was at its third session (Torremolinos, Spain, September 1979), that the General Assembly of the World Tourism Organization (UNWTO) decided to institute, commencing in the year 1980.

**World Tourism Day** is to be commemorated on 27th September each year by appropriate events on themes selected by the General Assembly, on recommendation of UNWTO’s Executive Council. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the UNWTO Statutes on 27th September, 1970.

The main purpose of World Tourism Day is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic values.

The timing of World Tourism Day is indeed particularly appropriate in that it comes at the end of the high season in the northern hemisphere and the beginning of the season in the southern hemisphere, when tourism is of topical interest to hundreds of thousands of people worldwide from all walks of life and to tourists and the operational sector in particular.

The Organizations invites all interested parties to take part on 27 September each year in the social celebrations taking place in their respective country or holiday destination.

#### **THEMES OF WORLD TOURISM DAY – 27th September**

The theme of 1980 was “**Tourism’s contribution to the preservation of cultural heritage and to peace and mutual understanding**”.

The theme of 1981 was “**Tourism and the quality of life**”.

The theme of 1982 was “**Pride in travel: good guests and good hosts**”.

The theme of 1983 was “**Travel and holidays are a right but also a responsibility for all**”.

The theme of 1984 was “**Tourism for international understanding, peace and cooperation**”.

The theme of 1985 was “**Youth Tourism: cultural and historical heritage for peace and friendship**”.

The theme of 1986 was “**Tourism: a vital force for world peace**”.

The theme of 1987 was “**Tourism for development**”.

The theme of 1988 was “**Tourism: education for all**”.

The theme of 1989 was “**The free movement of tourists creates one world**”.

The theme of 1990 was “**Tourism: an unrecognized industry, a service to be released**”.

The theme of 1991 was “**Communication, information and education: powerlines of tourism development**”.

The theme of 1992 was “**Tourism: a factor of growing social and economic solidarity and of encounter between people**”.

The theme of 1993 was “**Tourism development and environmental protection: towards a lasting harmony**”.

The theme of 1994 was “**Quality staff, quality tourism**”.

The theme of 1995 was “**WTO: serving world tourism for twenty years**”.

The theme of 1996 was “**Tourism: a factor of tolerance and peace**”.

The theme of 1997 was “**Tourism: a leading activity of the twenty-first century for job creation and environmental protection**”.

The theme of 1998 was “**Public-private sector partnership: the key to tourism development and promotion**”.

The theme of 1999 was “**Tourism: preserving world heritage for the new millennium**”.

The theme of 2000 was “**Technology and nature: two challenges for tourism at the dawn of the twenty-first century**”.

The theme of 2001 was “**Tourism: a toll for peace and dialogue among civilizations**”.

The theme of 2002 was “**Ecotourism, the key to sustainable development**”.

The theme of 2003 was “**Tourism: a driving force for poverty alleviation, job creation and social harmony**”.

The theme of 2004 was “**Sport and tourism: two living forces for mutual understanding, culture and the development of societies**”.

The theme of 2005 was “**Travel and transport: from imaginary of Jules Verne to the reality of the 21st century**”.

The theme of 2006 was “**Tourism Enriches**”.

The theme of 2007 was “**Tourism opens doors for women**”.

The theme of 2008 was “**Tourism Responding to the Challenge of Climate Change and global warming**”.

The theme of 2009 was “**Tourism – Celebrating Diversity**”.

The theme of 2010 was “**Tourism & Biodiversity**”.

The theme of 2011 was “**Tourism Linking Cultures**”.

The theme of 2012 was “**Tourism and Energetic Sustainability**”.

The theme of 2013 was “**Tourism and Water: Protecting our Common Future**”.

The theme of 2014 was “**Tourism and Community Development**”.

The theme of 2015 was “**Millions of tourists, millions of opportunities**”.

The theme of 2016 was “**Tourism for All – promoting universal accessibility**”.

The theme of 2017 was be “**Sustainable Tourism – a tool for Development**”.

The UNWTO Secretary-General issues a message each year to mark the occasion.

## CHAPTER - 3

### HISTORY OF TOURISM IN INDIA

Tourism in the early period the history of tourism developed mainly through indirect sources in the early period. In India, in the early days of agricultural abundance, export of cash crops created an important trade link. Manufacture of iron-ore into steel for weaponry was another important item of trade by the later Vedic period. Tools and textiles were other renowned Indian products.

**Contemporary Greek and Hebrew scholars** have noted the wonder of India and her fabled wealth. Owing to the predominance of trade routes over – land crossing between **Asia and Europe**, trade tours were an important development in this period. In the early days, pilgrimage or pilgrim travel assumed great importance. **Ashoka the great**, travelled a great deal in his eagerness to spread the doctrines of Buddha. Throughout his travels, from **Pataliputra to Lumbini** on to **Kapilavastu and Sarnath** and finally to Gaya, Emperor Ashoka had special memorials set up at each spot and also rest houses where travellers could rest. Trees were planted along the road sides so that the traveller would be protected from the harsh sun shine.

**Harsha** was another great emperor who gently influenced by the Buddhist scriptures, built institutions and Dharamsalas for the travellers. Rest houses were built in towns and villages. A number of monasteries were also built for the pilgrims. This shows that travel facilities were much improved and travel was not a cumbersome experience. Brahmin villages evolved into centres of learning attracting scholars. At this time the **Buddhist Sangha** established the tradition of pilgrimage, when monks went from village to village and court preaching the value of the middle-path. Rest houses were provided for the travellers. Monastries also attracted the monks, middlemen and laymen.

The Arthashastra reflects the protection given to merchants and their high status in the Indian society. Insurance and safe passage for goods, regulation of prices, weights and measures and the use of gold, silver and copper as rates of exchange also indicate a well-developed mode of trade and travel. Some of the first foreigners to visit India, were perhaps the **Persians**. There is much evidence of caravans of Persians visiting India, in the inscriptions dating to the rein of the Persians **King Darius**. There is also reference to trade, commerce and cultural exchanges between Persia and India.

During the rein of **Chandragupta Maurya**, Persian customs have been practiced in the courts. **Hieun-tsang**, a devout Chinese Buddhist journeyed to India in 633 AD, his journey to India was hard and perilous. His mission was to collect and translate ancient Buddhist scriptures. Several expeditions crossed from Greece via Persia or Mesopotamia to India. Greek accounts reveal that in India, chariot roads were well laid out and horses, elephants and camels were a common mode of transport. Trees for shade, wells, rest houses and security were also well organized. One of the most important developments of this era owing to the

emergence of trade and commerce, was the emergence of communication and accommodation.

When **Alexander the Great** reached India, it is said that he found good roads which were well maintained covered with shady trees. Marco Polo was another great traveller who in the 13<sup>th</sup> century passed through India on his way back from China. All travellers were much interested in seeing India and her fabled riches for themselves. This proves that India was a rich and prosperous country in those days.

The Arthashastra also reveals the importance of the travel infrastructure for the state, classification of routes and types of vehicles. This is an indication that there was a well-developed mode of travel in India for the military, the commercial traveller and the civilian. Travel on inland waterways was also under state protection and regulation. In cities, bazaars provided access to goods brought from the hinterland. Travellers were accommodated in overnight places of stay, known as series at the city gates where all services were provided to them. State regulations insisted on travellers carrying with them a note for safe passage from one territory to the other. Entertainment and dancing halls were allowed, gambling was licensed and was a source of income for the state. Travelling for pleasure on the rivers and to the hills was a tradition started by the royal courts. However such movement attracted all those who had business at the court to move with it from the heat and dust of the cities to the calm and serenity of the retreat.

During the rule of the **Mughals**, the emperors travelled extensively and contributed towards resort development. Even today the remains of the past like the mile stones, sarais and a network of roads and paths that make all corners of this vast country accessible.

With the fall of the great empires, there was a setback in trade and commerce. This reduced the mobility of the people with the exception of pilgrims. The sea side resorts hill stations and spas which were the centers of recreation and pleasure were hardly ever used by the early medieval period. Over the years, however the scenario changed and a complex character of tourism emerged. The growth of modern technology, rising incomes and improved facilities contributed to the emergence of modern tourism.

This got a boost with introduction of air Services and Rail Services and setting up of India Tourism Development corporation for building tourism infrastructure, publicity and surface transportation package tours entertainment, Duty Free shops etc

## CHAPTER - 4

### THE PROGRESS OF TOURISM IN INDIA

#### (Development through successive Five year plans)

Although India had a good amount of tourism activity when it became independent over 70 years ago, tourism as a subject did not figure in the Constitution of India, except that some of its components were mentioned in the central or state lists. There was also no allocation for tourism development during the **First Five Year Plan**. However, during the **Second Five Year Plan (1956-61)** tourism became a constituent of the Planning process with a token allocation of Rs.3.36 crores for both Central and State sectors put together. The development approach during the second plan was mainly on creating isolated facilities in important tourist centers. The Third Plan witnessed the beginning of an era for the development of activities connected with tourism, particularly adventure tourism, by the establishment of a winter sports complex at **Gulmarg in Kashmir**. The **India Tourism Development Corporation (ITDC)** was set up in 1966 to develop tourism infrastructure and promote India as a tourist destination.

The approach during the **Fourth and Fifth Five Year Plan** was expansion and improvement of tourist facilities with a view to promote '**Destination traffic**' as distinct from transit traffic. Integrated development of selected tourist centres like **Kovalam, Gulmarg, Goa, Kullu-Manali etc.**, received much attention and became the symbolic models of resort tourism in India **Cultural Tourism** was emphasised with development of Buddhist Centres and heritage monuments in India through master plans.

The **Sixth Plan (1980-85)** was a major landmark in the history of Indian Tourism. The first ever 'Tourism Policy' of the country was announced during 1982 which specified the development objectives and provided an action plan based on '**Travel Circuit**' concept to maximize the benefits of tourism.

The development of tourism was stated as a plan objective during the **Seventh Five Year Plan (1985-90)** and the sector was accorded the status of an industry. It thus became the watershed plan for Indian tourism. The National Committee on Tourism set up by the Govt. in 1986 to evaluate the economic and social relevance of tourism in India and to draw up a long measure for ensuring accelerated growth of tourism. On the basis of these recommendations a package of incentives were made available for tourism industries and the **Tourism Finance Corporation of India (TFCI)** was set up to finance tourism projects.

"The development Plan for tourism during the **Eighth Plan (1992-97)** was based on the **National Action Plan for tourism**" presented in the Parliament on 5<sup>th</sup> May, 1992. It proposed to achieve diversification of tourism product, accelerated growth of tourism infrastructure, effective marketing and promotional efforts in

the overseas markets and removal of all impediments to tourism. A major component of the Action Plan was the development of all inclusive '**Special Tourism Areas**' and intensive development of selected circuits. The Action Plan did not specify the infrastructural requirements and the investments needed to meet the targets and source of funding for the same. '**The Tourism Synergy Programme**' enlisting the activities and infrastructure components to be provided by various agencies including the private sector and State Governments was thus prepared in 1993. It was further modified and converted into a '**National Strategy for the 8 Development of Tourism**' during 1996. The documents were aimed at achieving greater realisation of the importance of tourism, a consensus on the developmental needs, positive contribution of all the infrastructural departments on a coordinated manner, high plan allocations and introduction of new schemes for accelerated development of tourism.

The Department of Tourism also constituted special Task Force for the promotion of Schemes/projects for the development of Tourism in the **North Eastern States, Sikkim, J&K, Arunachal Pradesh and Hill districts of Uttar Pradesh and West Bengal**, Senior Officers of the Department along with representatives of respective State Governments and industry visited these areas and action plans for North Eastern States, Jammu & Kashmir were prepared. In order to give boost to foreign exchange earnings, employment and income generation through tourism activities, Expert House status was granted to tourism units in the Ninth Five Year Plan. Govt. also called for effective coordination of Public & Private efforts so as to achieve synergy in the development of tourism in India. In developing tourism, it was to be ensured that the sites are conserved and the environment is not degraded.

#### **MAJOR THRUST AREAS IN THE NINTH FIVE YEAR PLAN (1997-2002) INCLUDED:-**

**i. Development of selected tourist places/areas** - for integrated infrastructure development. Since most of the infrastructural components and delivery systems are within the purview of the State Governments or Private sector the infrastructure for tourism is mainly to be developed by providing financial assistance to State Govts./Union Territories and by providing various incentives to private entrepreneurs.

**ii. Product Development** – Diversification of tourism to include holiday and leisure tourism. India has an image which identifies the country as only a cultural tourist destination. But hardly a serious attempt has been made to present its diverse attractions nor developed properly to bring it to tourist's acceptable standard. A conscious policy has adopted for the diversification and improvement of tourism product of India including cultural tourist attractions. These included : a) Promotion of festivals and fairs, rural craft melas etc; b) Refurbishment of monuments and Heritage buildings; c) Flood lighting and Sound & Light Shows d) Development of pilgrim centers; e) Development of specific circuits through external aid; f) Exploring new source markets in regions and countries having

cultural affinity; g) Launching of national image building and marketing plans in Key markets; h) Providing inexpensive accommodation in different tourist centres; i) improving service efficiency in public sector corporation.

**iii. Human Resource Development** – Human resource development to meet the needs of tourism industries is a major responsibility of the central govt. It was decided to be achieved through the services of: a) National Council for Hotel Management and Catering Technology; b) Indian Institute of Tourism & Travel Management; c) Indian Institute of Skiing and Mountaineering; d) National Institute of Water Sports Goa; e) Guide Training Courses; f) Training of Trainees in collaboration with Department of Personnel & Training. All such training will provide updated knowledge about emerging trends in the tourism field about its various segments and improved in the efficiency of the service providers.

**iv. Promotion and Marketing** - India is a multi-destination country with a variety of tourist attractions and facilities. It, however, suffers from the problems of economic under development including inadequate basic infrastructure, lack of hygiene, cleanliness in public places etc., on the other hand there is fierce competition in tourist generating market from several nations for attracting a large share of the traffic to their countries. Thus special emphasise was put to strengthen its promotional and marketing efforts to maintain its existing market share as also to penetrate into new markets like **Korea, South Africa, Israel, C.I.S Countries**. Steps were taken to undertake Market Research and marketing segmentation analysis. The publicity efforts of the overseas field offices are to be supplemented and integrated with the efforts of Indian Missions and other agencies abroad. **Air India, Indian Airlines** sales offices abroad also to supplement the efforts of the Ministry of Tourism.

**The specific elements of promotional efforts abroad to include** - a) Advertising; b) Printing of brochure in local languages; c) Brochure support; d) Joint advertising with Tour Operators/Travel Agents; e) Promotion of Charters; f) Production of promotional aids; g) Multisession presentations; h) Festival of India; i) Production of films and audio-visuals in local languages; j) Trade Posters; k) Active P.R; l) Seminars/Tourism Talk Shows; m) direct mail and correspondence; n) Participation in Tourism Trade Fairs; o) Media Relations and Hospitality programme; p) Continuous Market Research and analysis; q) Road shows at strategic centers; r) Regional Promotions with State Tourism delegations; s) Special thematic promotions – Ayurveda, MICE etc.

**v. Coordination** - Tourism compresses the activities of persons travelling to and staying in places outside their usual environment for a not more than one consecutive year for leisure, business and other purposes. These persons invariably seek a pleasant and delectable experience on their trips. The most desired tourism product should be

~ an environment of peace and friendly



- ~ an assurance of safety and security
- ~ an affordable host society
- ~ our industry and a govt. that provide the requisite services with a smile
- ~ absence of extortion and hostility
- ~ accessible tourist attractions
- ~ an integrated system of physical infrastructure that does not fail. These include
  - a) international seat capacity; b) internal transport system; c) hotel & restaurants; d) entertainment and recreated avenues; e) Shopping & Communication facilities; f) Well preserved monuments with tourist amenities; g) basic amenities like drinking water, toilets snack bars etc., at the tourist sites.

Just like raw materials get converted into finished products by moving through various machines in a processing system, the different components of tourism supply should be so organized that the expectations of the tourist while planning the trip get converted into full satisfaction and pleasant memories on his/her return. Thus it will need a perfect coordination and linkages in the availability and performance of all components of tourism infrastructure.

Tourism development is thus a composite subject and does not necessarily mean the development of only the tourism facilities like hotels, restaurants, recreational activities will be meaningful only if the area has the minimum basic amenities and infrastructure like road, water, electricity, sewerage, telecom facilities etc. This aspect was given importance in the Tourism 'Synergy' programme. Subsequently the State Governments were requested to prepare Master Plans for development of Tourism based on the same concept.

This approach was initiated in the 8th Five Year Plan period but reinforced in the Ninth Year Plan for effective implementation.

**MONITORING** - The Plan projects assisted by the Ministry of Tourism are presently being monitored through a series of interactions with the respective State Government officers, field inspections and Minister Level Meetings. The details of the mechanism include –

- a) Central financial assistance to any project is approved only after assessing its feasibility and desirability.
- b) The details of each project approved for assistance including the dates of sanction, release already made physical progress etc., are stored in the computer and they are reviewed in detail with each individual state every year at the time of discussion for the prioritisation of projects.
- c) The release of each installments of fund in respect of sanctioned projects are based on the actual utilisation of funds already released.

d) The Regional Offices of Ministry of Tourism make field inspections of the projects in their respective jurisdiction.

e) The progress of project sanctioned by the Ministry of Tourism are also reviewed at the level of Minister/Secretary/Additional Secretary during their visits to respective States and at the time of Tourism Ministers Conference and Zonal Meetings of State Ministers. All the projects are monitored at appropriate levels time to time and this process is continued till completion.

Thus in course of the Ninth Plan period (1997-2002) each year of the Plan period in a systematic manner tourism development in the country was drawn up with special incentives.

#### **BUDGET 2001-2002 - A SPECIAL FORCE FOR TOURISM ACCELERATION.**

Tourism was accorded priority in the Budget 2002 – The much-hyped priority accorded to the tourism sector in Budget was also accompanied by promise of implementing “a comprehensive tourism development package”. Said the finance minister **Yashwant Sinha**: “Six tourism circuits would be identified for development to international standards”. What is more significant is that Sinha also said that “special Purpose Vehicles (SPVs) will be permitted to raise resources from both public and private sectors for infrastructure development in these circuits”. The hospitality industry was anxiously waiting for the circuits to be identified but is willing to give the Department of Tourism (DoT) time to define and delineate the circuits as they will extend over more than one state. The initial allocation for each circuit will be Rs.25 crore from the department’s funds and the rest will come from the states, the civic authorities and, of course, the private sector through the SPVs.

Giving an idea of what the development entails, she says: “First of all, there will be a complete revamp of the infrastructure building exercise”. It is not just infrastructure, she emphasises, but the overall development of cities, their environs, connectivity and so on. Equally significant is the emphasis DOT is laying on the relevance of the circuits to the markets where they will be promoted. In other words, development and marketing will go hand in hand.

Although there is no details about the six circuits are sources in the DoT have been sharing with media persons the regions that are likely to be finally chosen. Of course, one circuit – the Buddhist – spread over Bihar and UP is a safe bet where the department has already committed an expenditure of Rs.20 crore and other agencies like the **Airport Authority of India** (which has already completed the extension of the runway is and working on a new terminal building at Bodhgaya airport) and a special road fund is being utilized.

The second circuit under consideration, according to sources, also has some Buddhist interest and will largely cover Himachal and adjoining states where the attractions will include **Kullu, Manali, Lahaul Spiti and Leh**. The third circuit will have a heritage appeal, largely covering Gujarat will include **Ahmedabad,**



**Dhola Vira, Rajkot, Dwarka, Porbunder (Mahatma Gandhi's birthplace), Somnath, Girnar and Palitana.** The fourth one is said to be in the south, spread over **Chennai, Mahabalipuram (since renamed Mamalapuram), Kanchipuram, Thiruvannamalai, Ginjee and Pondicherry.**

Kerala, which is now an avant garde state in tourism, may make a complete circuit offering **Palaghat, Kochi, Kottayam, Kumarakom and its backwaters and Thiruvananthapurama.** The sixth circuit is rightly to be in the northeast, 15 where a lot of spade work has already been done by the state governments. On offer will be **Guwahati, Shillong, the wildlife sanctuary of Kaziranga and Tawang.**

Five Year Plans Tourism (Rs. in crore) Percentage to total Plan outlay First Plan (1951-56)

#### TOURISM OUTLAYS

The allocations for tourism from the First Plan onwards and the Percentage allocation in relation to the total plan on play is as depicted in the following table.

1. Five Year Plans	Tourism (Rs in Crore)	Percentage to total
First Plan (1951-56)	Not mentioned	-
Second Plan (1956-61)	3.36	-
Third Plan (1961-66)	4.001 (approx.)	0.11
Fourth Plan (1969-74)	25.00	0.30
Fifth Plan (1974-77)	23.62	0.121
Sixth Plan (1980-85)	72.00	0.15
Seventh Plan (1985-90)	138.68	0.15
Eighth Plan (1992-97)	272.00	0.11
Ninth Plan (1997-2002)	486.00	0.11

II. Annual Plans	Tourism (Rs. In crore)	Percentage of total
1990-91	83.00	0.21
1991-92	90.00	0.21
1992-93	81.00	0.17
1993-94	87.00	0.14
1994-95	103.51	0.13
1995-96	102.70	0.13
1996-97	130.00	0.17
1997-98	180.00	0.20
1998-99	160.50	0.15
1999-2000	160.50	0.16
2000-2001	135.00	0.11
2001-2002	150.00	0.11

\* Source: Five Year Plan documents – Planning Commission of India/Dept of Tourism

Note: Outlay includes Budgetary Support (BS) plus Internal Extra Budgetary Resources (IEBR)

## CHAPTER - 5

### FOCUSED TOURISM DEVELOPMENT PLAN

#### IN 8TH -9TH FIVE YEAR PLAN

#### NEW FORMS OF TOURISM FOCUSED FOR DEVELOPMENT

Since the **Eighth Five Year Plan**, some of the new forms of tourism were introduced which were over and above the usual cultural tourism, religious tourism or leisure Tourism. These were briefly as under and during the **Ninth Five Year Plan** lot of work initiated to have focussed promotions on all these special interest holidays.

#### BUSINESS TOURISM

Business executives and technicians have to offer travel to different places on account of their business. Such visits can be for installation of equipment, inspection of goods, attending business meetings conferences, participation in travel fairs and exhibitions, marketing of products. Since the opening of the Indian Economy for overseas investments, this became a growing segment in India since 1991. More and more business people have been coming to India for business purpose and adding business with pleasure in their India sojourn. Convention facilities, car rental and thus tourism took a big boost with the growth of this segment.

#### INCENTIVE TOURISM

Incentive travel has emerged as a popular means of rewarding the employees for special achievements and contributions by several business houses specially Multinational Companies, Insurance Companies, Banks, Pharmaceutical firms, Engineering Houses. The employees are given free tickets or holiday packages to selected 18 destinations all paid by the company. These are given as added perks to keep the interest of the executives who are the achievers for the company. The executives also get holiday on company account and some time it is given for the whole family with attractive packages including shopping vouchers. The incentive tour market has become very attractive for the tour operators as it generally includes up market rates with people who are out to enjoy the best. In the Ninth Five Year Plan, this segment has been referred to as **MICE – Meetings, Incentives, Conferences and Exhibitions**. Special CD Rom has also been brought out to boost this segment.

#### INDIGENOUS AND NATURAL HEALTH TOURISM

Excessive stress at the work place and mechanics of life in big and crowded cities make people run to unknown places and unwind themselves. These are generally in the forms of weekend trips to nearby quiet resorts or long haul travel to the interiors of natural environments. They are looking for peace.

India has an ancient healing system called **Ayurveda** – knowledge of life – This system combines naturopathy with various natural therapies which is very invigorating Yoga lessons are added in these therapies. These have no side effects but very much rejuvenating. All around the World there is now a greater

interest in this Indian Traditional Medicine System and in the Tourism Marketing this Rejuvenation packages have been added **Kerala, Goa, Karnataka, Tamil Nadu** have developed quite a number of resort with Ayurveda packages which are getting worldwide attention. Similarly around the metropolitan cities within 200-300 km distance. Weekend resorts have come up. From **Delhi** one can visit **Ananda Resort** near **Rishikesh** or from **Kochi to Munnar or Spice Village** or neighbourhood of Mumbai places like **Lonawala, Mahabaleshwar, near Jaipur – Mandwa or near Bangalore – Jindal, Soukya etc.**

#### ECO-FRIENDLY TOURISM/BACK TO NATURE

**a) Hills, Island in the Sun, walk on the nature trail etc.**, are the places where new breed of tourists are keen to visit. The material well-being achieved by the modern day people with various technical developments in the 21st Century. Such developments have also helped to extend holiday satisfaction. But many people are looking for clear water, clean air, clean beaches. Quite distinct from the resort tourists are the wanderlust tourists who like to move around lesser known places, unknown places (away from the crowd of holidayers) meet new people, experience environment, see and appreciate unusual customs traditions, festivals and local food. They also prefer mountaineering, river rafting, surfing, skiing, scuba diving etc. They like to travel to destinations where pollution is nil, activity oriented offering maximum excitement, natural environment and adequate facilities. This also covered Adventure tourism with varied adventure tourism activities.

#### b) Wildlife Tourism

Viewing wildlife in its natural environment is very popular and special interest tourism. These tourists are driven to forests and wildlife park by their desire to be with nature and to have glimpse of their favorite animals in their natural habitat. Groups of such tourists also include Bird Watchers. There is special emphasize to promote wildlife tour packages as India has unique wildlife heritage in Tigers, Single horned Rhinos, Asiatic Lions, varied reptiles etc., and good number of wildlife resorts have been developed.

#### c) Spiritual tourism/ Pilgrimage tourism

Places of Worship have been the biggest centres of attractions of pilgrims for several parts of the World since ancient times. Pilgrim tourism constitutes a large percentage (over 70%) of domestic tourism in India. Places like **Vaishnodevi, Tirupathi, Ujjain, Allahabad, Ajmer, Sabarimala, Madurai, Mathura, Shirdi** attract lakhs of tourists every year.

During the Eight Year Plan Nineteen Pilgrim Centres in 12 states and 2 circuits in UP were identified for development. These included:- Assam (Kamakshya) and Bihar (Boghgaya & Patna).

#### GOLF TOURISM

**Austria, France** are known for Ski holidays, **South Africa, Scotland, Portugal** are popular with Golf Holidayers, **Red Sea area and Maldives** are known for Scuba diving etc. Golfers are keen to visit those countries specially Japanese where golfing facilities are available. India offers excellent opportunity for such

golfing holidayers. Central Ministry of tourism had extended financial support to the State Govts. from Eighth Five Year Plan to promote this specialised sport and some new Golf Resorts were developed in **Delhi, Noida** and improved in facilities in the existing ones. Angling, skiing, water sports are also being actively promoted by the State Govts., with infrastructural facilities developed through proper planning.

### **SOCIAL TOURISM**

Come back to your root and explore the country of your origin was actively promoted since the beginning of the Eighth Five Year Plan. India has good number of people settled overseas popularly known as N.R.Is and they have strong family ties in India specially those who have been separated from their friends and relatives due to work or other reasons. With special packages worked out with the National carrier, India Tourism & Private hotel chains, they were motivated to visit their hometowns during their holidays. Many of them also visit India for social functions like Marriage, Birthday functions, festivals etc. They mainly travel to discover their roots and get themselves familiarised with the environment in which their ancestors had lived. **UK, USA, CANADA, SOUTH AFRICA, SINGAPORE, MALAYSIA**, were targeted to attract N.R.I's visit to India.

### **SHOPPING TOURISM**

The trend for collection of souvenirs typical to the country and scores of handicrafts jewellery items by tourists are globally increasing. In fact some countries are projecting themselves as Shopping Destination only, India is an excellent destination for Shopping with each state has something unique to offer. There are tourists from Eastern Europe and Central Asian countries also mainly visit India for Shopping. This segment was given boost by supporting State Govt., to organise festival and fairs, craft Melas and shopping festivals. Most of the Tourism oriented festivals like **Pushkar Mela, Suraj Kund Craft Mela, Taj Mahotsav, Lucknow Festival** etc., show case various Indian handicrafts and thus become big attraction for shoppers.

Thus during the Ninth Five Year Plan there were real efforts to diversify the Indian Tourism Product and to bring a change about the perception of India just from Cultural Destination to MULTI Tourism faceted destination.

### **REGIONAL CIRCUITSTOURISM**

Tourism is a natural product that is not limited by particular state or regional boundaries. Tourist normally visit various tourist places which suit their requirements accessibility and distance parameters. The tourist circuit therefore extend our several states and include many destinations. A typical tourist who visit India has a minimum itinerary covering two or three states and sometimes even more. In order to meet the needs of this feature of Indian Tourism, it is necessary to have a coordinated approach for the development of regional circuits. State Govt., were requested to look into this aspect and identify regional circuits for development keeping in view the requirement of the tourists and utilising favourable climate for private investment during the Tourism Ministers Conference held in September, 2001 in New Delhi.

### **Heritage Hotels**

In the National Action Plan of Tourism 1992 the Department of Tourism had envisaged a special category of hotels known as Heritage Hotels. Consequently a new classification standard under Heritage Hotels was introduced which covers the functioning/ proposed Palaces Havelis Castles, Forts or Residence built prior to 1950 converted into hotels. The basic idea was not only to create additional infrastructure by way of rooms available but also to conserve and preserve the country's rich heritage which otherwise might be lost forever due to 25 vagaries of time and nature, due to financial inability of the owners to maintain these buildings. These units reflect the ambience and lifestyle of the bygone era and have become a instant success. A few State Govt., have identified properties which are available for conservation into heritage hotels. In Rajasthan alone there are as many as too properties which have become functional as hotels.

The main difficulty being faced by the promoters is shortage of funds. The Ministry of Tourism is already extending interest subsidy which amount to Rs.25 lakhs or 25% of the project cost which over is less. The Govt. of India also is giving benefits under Income Tax Act 80 I.A4(11).

Central Ministry of Tourism had written to the State govt. and also discussed at Tourism Ministers Conference about various problems which are faced by Heritage hotel owners like exemption of conversion charges for limited period, expeditions, power, water connections as most of such properties are located in rural areas, some concessions under sales tax and excess duty to help in getting competent architecture, landscape experts, tax advisories and assistance for marketing.

### **The Heritage Hotel category**

The Heritage hotels have been sub-classified in the following categories: - Heritage – The category covers hotels in Residences/Havelis/Hunting Lodges/ Castles/Forts/Palaces prior to 1950 but after 1935.

Heritage Classic-This category covers hotels in Residences/Havelis/ Hunting Lodges/Castles/Forts/Palaces built prior to 1935 but after 1920.

Heritage grand – This category covers hotels in Residences/Havelis/ Hunting Lodges/Castles/Forts/Palaces built to 1920.

Till the year 1999, as many as 50 properties have been classified as Heritage Hotels providing a room capacity of 1372 rooms.

Heritage Hotels have become India's unique selling point and these properties are based for Incentive Holidays to give unique experience to the holidayers. 27 NATIONAL TOURISM POLICY – 1997

## CHAPTER - 6

### TOURISM PLANNING WITH A NEW APPROACH IN THE 10TH FIVE YEAR PLAN ONWARDS

**The international tourist traffic to the country during 1951 was just 16,829.** Over a period of 70 years, the arrivals increased to 9 million in 2017 and registered a compounded annual rate of growth of about 15%. However the mainstay of Indian Tourism is domestic tourism. According to the figures available from the State Governments, about 1.20 billion domestic tourist stayed in the accommodation units during 2016. In addition, it is expected that there would be about 200 million more pilgrim tourists who did not use paid accommodation. So domestic tourism can sustain our tourism plant even if there is shortfall in international tourist arrivals and keep our tourism growth alive.

Tourism is presently India's third largest export industry after readymade garments and gem & jewellery (in the case of gem and jewellery the import component is very high) which has increased to Rs 1,55,650 crores (+ 15 %) in 2016. In US\$ terms, in 2016 it was \$.23.146 billion just to keep you all update on the tourist arrival data's for 2017, total of 63.98 lakh international tourists came between January – August 2017 with a growth of 15.2 % over the same period in 2016 15.2 over. Similarly foreign exchange earnings also showed a very progressive growth. The Foreign Exchange Earnings in US\$ 17.731 Billion (19.7% growth) on the same period over previous year. It was US\$ 14.818 billion in 2016 (+7% period January 2015). In rupee terms it was 1,16,000 crore (+ 16.5% over same period in 2016). The foreign exchange earnings from tourism during 2000 was Rs.14238 crores (US\$. 3168 million). The rate of growth in foreign exchange earnings from tourism continued to be exceptionally high (+ 24%).

The most significant feature of the tourism industry is its capacity to generate large scale employment opportunities particularly in remote and backward areas. It offers enormous potential for economic utilization of the natural attractions like landscape, mountains, beaches, rivers etc., which would otherwise remain either idle or underutilized. It also applies to a multitude of man-made attractions like monuments, Palaces, forts and unique rural and city environments. A desirable feature of tourism industry is that it employs a large number of women both educated and uneducated. It has a natural affinity to the nature of women, as hospitality is an industry in which women have been participating for centuries. In fact, women are in large numbers in hotels, airline services, travel agencies, handicrafts making, cultural activities and other tourism related activities.

The direct employment in the sector during 1995-96 was about 8.5 million persons accounting for about 2.4% of the total labour force. Total employment including in direct employment (1995-96) was 20.0 million. The labour – capital ratio per million rupees of investment at 1985-86 prices in the hotel and restaurant sector is 89 jobs as against 44.7 jobs in the case of Agriculture and

12.6 jobs in the case of the manufacturing industries. In the case of the tourism industry taking all the individual segments together the ratio is 47.5 jobs and is still higher than other industries.

\*Source: 1) Confederation of Engineering Industry and Employment strategy. 2) CSO, Enterprise Survey – 1983-84.

Another important feature of the tourism industry which is of particular significance to India is its contribution to national integration and environment of social and cultural lives of people living in the different parts of the country, even it forced a better understanding of the people living in different regions of the country and the cultural diversity of India. Tourism also encourages preservation of monuments and heritage properties and helps the survival of art-forms, crafts and culture. It is to be noted that Tourism as an instrument for sustainable human development in India has been well-recognized. The areas include poverty elimination; environmental regeneration, job creation and advancement of women and other disadvantaged groups according to the **World Tourism Organization of the UN.**

Tourism is recognized as a powerful role to promote faster, Sustainable and more inclusive economic growth – the goal of the **Twelfth Five Year Plan (2012-2017)**. It has better prospects for promoting pro-poor growth than many other sectors. This was recognized by the Planning Commission in its Five Year Plan document. Real Tourism growth took place during the beginning of the 12th Five Year Plan with higher allocation to Tourism.

Thus the 12th Plan made special emphasize for the need to adopt a pro-poor tourism approach aimed at increasing the benefits to the poor from tourism and ensure that tourism growth contributes to poverty reduction. The benefits may be economic social, environmental or cultural for this purpose, the need for developing a comprehensive set strategies for a diversity of actions, from micro level of benefits to the weaker section and focused approach for developing tourism. That all states must take a pioneering role in developing their own tourism potential to obtain growth in employment as well as state Domestic products.

As per **2nd Tourism Satellite Account of India** – TSA 2005-10 and subsequent estimations contribution of tourism to total **Gross Domestic Product (GDP)** and **Total Employment** of the country brought out a sea change about contribution of tourism towards employment. The statement as given below quantifies the role of tourism.

Domestic air travel in India is predicted to grow 30% over the next five years. Boeing has raised its 20 year market forecast for India for aircraft purchases from US\$ 25 billion to US\$ billion. Both **Airbus and Boeing** are waiting for the next big order, expected from Air India. The airline is evaluating medium and large capacity aircraft and its expected to order 50 wide-body jets, worth almost US\$ 5 billion at list prices.

The aviation sector is likely to see the launch of many new airlines, including **Air Asia, Vistara** and many new Regional airlines. Premier Airways, is formed by a

group of ten NRIs in the US. The airline will be based in Chennai and is expected to start operation.

Aircraft manufacturer Airbus said, "India is one of the world's most promising markets and it is predicted that 100 million new urban middle class consumers will become potential air travelers and it has proved right."

#### CONTRIBUTION OF TOURISM

Year	GDP			Total Employment		
	Direct	Indirect	Total	Direct	Indirect	Total
2009-10	3.68%	3.09%	6.77%	4.37%	5.80%	10.17%
2010-11	3.67%	3.08%	6.76%	4.63%	6.15%	10.78%
2011-12	3.67%	3.08%	6.76%	4.94%	6.55%	11.49%
2012-13	3.74%	3.14%	6.88%	5.31%	7.05%	12.36%

#### SALIENT TOURISM STATISTICS

S. No	2011	2012	2013	2014	2015	2016
1. Foreign Tourist Arrival to India Million						
	6.31 (9.2%)	6.58 (4.3%)	6.97 (5.9%)	7.68 (10.2%)	8.03 (4.5%)	8.80 (10.7%)
2(a) Foreign Exchange Earnings through Tourism (Rs. Crore)						
	77591(19.6%)	94487(21.8%)	107671(14%)	123320(14.5%)	135193(9.6%)	1541460(14.0%)
2(b) Foreign Exchange through Tourism (US\$) million						
	16564(16.7%)	17737(7.1%)	18445(4.0%)	20236(9.7)	21071(4.1%)	22923(8.8%)
3 Number of Domestic Tourist Visits (million)						
	864.53(15.6%)	1045.05(20.9%)	1142.53(9.3%)	1282.80(12.3%)	1432(11.6%)	1613.6(12.68%)
4 Indians going abroad (million)						
	13.99(7.7%)	14.92(6.7%)	16.63(11.4%)	18.33(10.3%)	20.38(11.1%)	21.87(7.3%)

Note: Figures within parentheses are percentage growth rates over the previous year.

#### SHARE OF INDIA IN WORLD AND ASIA PACIFIC

Parameter	2011	2012	2013	2014	2015	2016
1.World Tourist Arrivals (million)	994	1039	1087	1137	1189	1235
2.Share of India in World Tourist Arrivals	0.63%	0.63%	0.64%	0.68%	0.68%	0.71%
3.Rank of India in World Tourist Arrivals	38th	41st	41st	24th	24th	
4.Tourist Arrivals in Asia & the Pacific (million)	218.5	233.6	249.7	264.4	279.3	302.9
5.Share of India in Arrivals in Asia & the Pacific	2.89%	2.82%	2.79%	2.91%	2.86%	2.94%
6.Rank of India in Asia & the Pacific	9%	11th	11th	7th	8th	-
7.World Tourism Receipts (US\$ billion)	1042.0	1117.0	1198.0	1309.0	1260.0	-
8.Share of India in World Tourism Receipts	1.59%	1.59%	1.54%	1.54%	1.54%	1.67%
9.Rank of India in World Tourism Receipts	18th	16th	16th	15th	14th	
10.Tourism Receipt in Asia & the Pacific (US\$ billions)	289.4%	329.4%	360.2%	420.2%	418.6	
11.Share of India in Tourism Receipt in Asia & the Pacific	5.72%	5.38%	5.12%	4.82%	5.03%	
12.Rank of India in Asia & the Pacific Tourism Receipts	8th	7th	8th	7th	7th	

Provisional Source: UNWTO

#### IMPORTANT TOURISM STATISTICS

As per the 2nd Tourism Satellite Account of India (TSA)- 2009-10 and subsequent estimation for the next three years namely 2010-11, 2011-12 and 2012-13, the contribution of tourism to total Gross Domestic Product (GDP) during 2009-10, 2010-11, 2011-12 and 2012-13 were 6.77% (3.68% direct and 3.09% indirect), 6.67% (3.67% direct and 3.09% indirect), 6.76% (3.67% direct and 3.09% indirect) and 6.88% (3.74% direct and 3.14% indirect), respectively. The contribution of tourism to total Employment of the Country during 2009-10, 2010-11, 2011-12 and 2012-13 were 10.17% (4.37% direct and 5.80% indirect), 10.78% (4.63% direct and 6.15% indirect), 11.49% (4.94% direct and 6.55% indirect) and 12.36% (5.31% direct and 7.05% indirect), respectively.



### Foreign Tourist Arrivals (FTAs) in India

- January - December 2016: 88.04 lakhs
- Growth rate (January – December 2016 over January-December 2015): 9.7%

### Foreign Exchange Earnings (FEEs) from tourism IN US\$,

- January-December 2016: US\$ 22.923 billion
- Growth rate (2016 over 2015): 8.8%

### Foreign Exchange Earnings (FEEs) from tourism IN Rs.,

- January-December 2016: Rs. 1, 54, 146 crore.
- Growth rate (2016 over 2015): 14.0%

### Tourist arrived by e-Tourist Visa.

- January to December 2015: 4,45,300
- January to December 2014: 39,046
- Growth rate (2015 over 2014): 1040.4%
- January –December 2016: 10,79, 696
- January – December 2015: 4,45,300
- Growth rate (2016 over 2015): 142.5%

### NRI Arrivals (in million)

- IN 2015: 13.28
- IN 2016: 14.57

It is to be noted that in the new millennium there will be phenomenal growth in travel and tourism and there will be keen competitions. There will be varied options and for India to get its share it will have to assess the ground realities, and improve the infrastructure facilities, improved carrying capacity by air, road, railways, cruise, clean and comfortable lodging facilities and efficient and quality service by improving trained man power. India will also be needed to build up a positive image through global publicity.

### Neighboring Countries

Countries	Arrivals in million	Earning in Billion	Revenues
China	27.04	14.09	888,430
Hong Kong	11.32	7.21	35,420
Singapore	6.26	5.97	34,886
Thailand	8.65	6.69	279,943
Malaysia	7.93	3.54	109,413
Indonesia	4.72	4.71	248,496
India	2.56	3.03	72,000

-India & China had equal number of tourist arrivals – 750,000 in 1978

-Today China has outstripped India – 27.4 vs 2.56 million

-In the Year 2000, Thailand & Malaysia crossed 10 million tourist mark. It was as late as 1970 when these countries took up tourism seriously.

### % of Governments expenditure

- Malaysia - 5.1 • Nepal - 5 • China - 3.8 • Indonesia - 8.4 • India - 0.9

\*Source: Travel Trend Today-January-2002 – Tourism Today – Perspectives

-Above is indicative to show India remain behind India needs to revamp visa policy and increased budget to be competitive Updates are available on UNWTO website

### Plan Allocation and Expenditure: (10th Five Year Plan to 12th Five Year Plan)

The details of Plan allocation of the Ministry of Tourism (MOT) and the expenditure incurred during the Tenth and Eleventh Five Year Plans show progressive growth in developing tourism infrastructure in India

Plan Period	Allocation(Rs coroe)	Expenditure(Rs crore)%	Utilization
<b>Tenth Plan</b>	2679	2639	98.5
<b>Eleventh Plan</b>	4953	4896	98.82
2007-08	953	951.81	99.87
2009-09	1000	980.47	98.04
2010-11	1000	997.13	99.71
2011-12	1050	1050.77	100.00
<b>12th Plan</b>			
2012-13	1282	934.00	
2013-14	1357.00	884.44	
2014-15	1966.71	1183	
2015-16	1573.02	904	
2016-17	1590.00	1631.00	

NB: visit Ministry of Tourism, Government of India (Website) [www.tourism.nic.in](http://www.tourism.nic.in) for updates till end of the financial year and schemes implemented and use of funds allocated to tourism sector also funds proposed sanctioned for 2018-2019 financial year also ref annual report submitted to parliament.

## CHAPTER - 7

### MAJOR SCHEMES UNDERTAKEN DURING THE 10TH FIVE YEAR TO 12TH FIVE YEAR PLAN

#### INFRASTRUCTURE DEVELOPMENT

Infrastructure development holds the key to India's sustained growth in the tourism sector. Therefore, the Ministry of Tourism has been making efforts to develop quality tourism infrastructure at various tourist destinations and circuits. Ministry of Tourism has sanctioned 1226 projects, including rural tourism projects, for an amount of Rs 4090.31 crore for infrastructure augmentation during the 11th Five Year Plan. During the year 2012-13 Ministry of Tourism has sanctioned 136 projects for an amount of Rs. 929.84 Crore and during the year 2013-14-261 projects were sanctioned for an amount of Rs. 1801.54 Crore.

The Ministry has a scheme namely **PIDDC** for development of nationality and internationally important destinations and circuits through Mega Projects. So far, 85 Mega projects have already been identified/sanctioned out of which 67 projects have already been sanctioned till 30th September, 2014. The Mega Projects are selected on the basis of footfalls and/or future tourism potential in consultation with the State/UT Govts. The Mega projects are a judicious mix of culture, heritage, spiritual and ecotourism in order to give tourists a holistic perspective.

Tourism is a multi-sectoral activity with many stakeholders. Convergence of efforts is the key for development of tourism. The Ministry of Tourism has taken the initiative of developing synergy with other Central Govt, Ministries/ Departments such as Culture, Civil Aviation, External Affairs, Finance, Food Processing, Railways, Road Transport and Highways and Urban Development. The Ministry is also emphasizing upon the need of better coordination at the State Government level.

To ensure that Tourism also contributes towards development of remote and backward areas and also as per Government's direction, the Ministry of Tourism has already earmarked 2.5% of the total plan outlay of the Ministry from 2011-12 onwards under **Tribal Sub Plan (TSP)**.

#### HUMAN RESOURCE DEVELOPMENT

##### SKILL DEVELOPMENT EFFORTS OF THE MINISTRY OF TOURISM

I. Servicing the Sector with skilled manpower effectively is a pre-requisite for the actualization of tourism specific expectations. This is both an imperative and a challenge.

II. The task of creating a skillful service is inherently challenging for two reasons: first, because of the huge skill gap that obtains in the Sector, and second, because the Sector is not averse to taking raw hands and leaving them to acquire function-related skills on the job.

III. The MoT's strategy to meet the Sectoral skill requirement consists of:

- Creating infrastructure for training and education;

- Institutionalizing skill testing and certification, and
- Commissioning pre-service skill development training programmes of short duration.

#### INFRASTRUCTURE FOR TRAINING

1. The MoT has an autonomous body under it namely the **National Council for Hotel Management and Catering Technology (NCHMCT)** to regulate and promote hospitality education in the country. Presently, it has 51 Institutes of Hotel Management networked to it. Of these, 37 are autonomous government Institutes and 14 private Institutes. The primary mandate of these institutes is to conduct courses leading to award of degrees. This institutional system networked to the Council gives over 5000 hospitality graduates annually, each with the ability and training to man supervisory and managerial positions in hospitality establishments.

2. The MoT has also supported the setting-up of food craft Institutes. There are at present 12 such Institutes. Their primary mandate is to impart education and training leading to the award of diplomas and certificates. The Pass-outs from these Institutes fill up middle level operational positions in the Industry.

3. While the IHMs and FCIs are the Institutes for hospitality education and training, the MoT has set-up an Indian Institute of Tourism Travel Management to impart education specific to travel trade and tourism. This Institute is located at Gwalior with branches at Noida, Bhubaneswar, Goa, Nellore. The Institute imparts degree level education.

#### SKILL TESTING AND CERTIFICATION

4. The MoT has all along been alive to the fact that the sector is rather porous to the extent that it is not averse to taking raw hands and leaving them to acquire function related skills on the job. The MoT is also alive to that fact that many of the service providers have cognizable skills needing to be tested and certified. The MoT has, therefore, put in place a mechanism for skill testing and certification of the existing service providers. As of now, fifty institutes – IHMs and FCIs – have the authority to test and certify in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. These institutes had certified 51004 persons by the close of year 2013-14

#### PRE-SERVICE SKILL DEVELOPMENT TRAINING PROGRAMME OF SHORT DURATION

5. The MoT had, in the year 2009, launched an initiative, **Hunar Se Rozgar Tak**, to impart, through short duration training course, employable skills in certain hospitality trades. The growth of the initiative has been phenomenal since, as will be evident from the fact that about 67646 persons were trained under it during the year 2013-14 as against 5610 during the year of its inception. The initiative is meeting two important objectives: first, it is giving the Sector the option of skilled hands at the lowest rung of service hierarchy, and second, it has grown into a strategy for poverty alleviation owing to its built in pro-poor slant.

## SALIENT FEATURES OF HSRT

6. While the initiative is in the nature of an umbrella programme to cover training areas and trades in the sector on a sweep, the actualization so far has been largely relating to four hospitality trades namely food production food and beverage services, housekeeping and bakery.

7. The implementation of this initiative, as of now, is in the hands of n assorted Institutional base comprising the MoT sponsored Institutes of Hotel Management and Food Craft Institutes, the Institutes under the aegis of the State Governments and the Union Territory Administrations, the State Tourism Development Corporations and the Star-Classified hotels. A decision has been taken to also allow the government ITI's, colleges and Universities which have set up Sector specific training facilities with MoT's assistance to important HSRT.

8. Apart from the mentioned hospitality related trades, the HSRT now offers training to provide for driving skills. Enabling dispensations are also available for training to :

- a. Revive the languishing skill of heritage conservation and stone masonry;
- b. Impart skills to befit a Golf Caddy;
- c. Impart skills in skin care and spa therapy;
- d. Bring up:
  - Escorts and volunteers to accompany/guide tourists on identified Heritage Walk Stretches.
  - Tourist Facilitators
  - Security Guards
  - Event Facilitators, and
  - Tour Assistance, Transfer Assistants and Office Assistants.

9. The features common to the training programmes under the HSRT initiative are:

- a. The trainees should be in the age group of 18-28 years;
- b. Each training programme is of short duration;
- c. No fees chargeable to the trainee;
- d. Each trainee entitled to incentives comprising free lunch, a set of uniforms and stipend;
- e. Training cost met by the MoT.

### ACHIEVEMENTS IN QUANTITATIVE TERMS

The Ministry of Tourism along with all stakeholders, including the Tourism Department of all States and UTs, have adopted the Code of Conduct for Safe & Honourable Tourism on 1st July 2010 which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic right like dignity, safety and freedom from exploitation of both tourists and local residents in particular, women and children. The specific objectives of the Code of Conduct for Safe and Honourable Tourism are to:

I. Encourage tourism activities to be undertaken with respect for basic rights like dignity, safety and freedom from exploitation of both tourists and local residents ie people and communities who may be impacted by tourism in some way.

II. Aid the prevention of prostitution, sex tourism and forms of sexual exploitations like assaults and molestations in tourism to safeguard the safety of persons, in particular women and children.

III. To enhance prevention of activities like forced or involuntary drug use, manipulated and incorrect information, cultural and social intolerance which could increase vulnerability to crime.

The Code of Conduct is applicable to all the owners, suppliers, contractors, employees of travel tour sector including hotels, restaurants, lodges, guest houses, tour agents, entertainment establishments etc. In addition, it is applicable to service providers like event management organizations, entertainment providers. Transport operators, tour guides and other services or agencies associated with tourism sector. The Code of Conduct for Safe and Honourable Tourism is not a legally binding instruments but a set of guidelines for tourism industry. It also sensitizes the signatories regarding importance of information and training of personnel, public awareness and guest notification, regulated use of premises and official equipment, ethical business practices and marketing, implementation and monitoring.

As a part of the guidelines of the Code, the signatories are encouraged to assist the tourists with guidance on safety tips applicable to the specific city/place including timings for visits, right dressing and other local social and cultural beliefs and norms etc.

The National Conference of State Tourism Ministers was held on 21st August, 2014 the State Government/UT Administration resolved to continue to ensure the Safety security of all the tourists specially women tourists.

### SUSTAINABLE TOURISM

India provides enormous experiential opportunities for tourists based on the wide variety of all-season attractions available throughout the country. It is imperative that these attractions get developed for the socio-economic benefit of the local communities, especially in order to strengthen inclusive economic growth. It is equally important to ensure that increased socio-economic well-being does not cause permanent or long term damage to the country's physical, cultural and environmental heritage. The use of existing resources, both tangible and intangible, has to be undertaken judiciously for the well-being of the present generation but not at the cost of depriving future generations of any part of our inheritance. The Planning Commission in the 12th Plan Document has mentioned that the Tourism Sector has a major role to play to promote sustainable tourism.

The Governments –Central, State and Local – have a critical role to play in determining policies for sustainable tourism. Moreover, many policies and much of the legislation surrounding sustainable tourism falls in the area of governance, such as land usage, labour laws, environmental regulations and waste disposal. One of the primary functions of the Government in enhancing Sustainable Tourism is therefore to create an environment that enables or influences the

private sector to operate more sustainably, and influences patterns of visitor flows and behavior to optimize the impact of tourism. Positive intervention by the Government is thus necessary, going beyond providing an enabling environment.

**Comprehensive Sustainable Tourism Criteria for India (STCI)** for three important Sectors of Tourism Industry- Accommodation, Tour Operators and Beaches, Backwaters, Lakes & Rivers have been launched on 26.8.2014

lines) passengers landing at Indian ports, it may be seen from the Statement given below that the no. of cruise passengers have been increasing since 2004-2005

Year	Number of Cruise tourists
2003-04	28000
2004-05	27760
2005-06	152827
2006-07	240307

Source: Ministry of Shipping Govt. of India.

While on statistics; it is also learnt from other sources that a total number of 106 cruise ships called at Indian ports in 2008-09 as compared to 55 in 2003-04. Similarly the number of passengers increased from 34, 372 in 2003-04 to 2,40,307 in 2006-07. It went down in 2008 due to global economic slowdown. The number itself shows the possible rate of growth in cruises tourism sector in India. About five to six million people, out of which 60,000 people are from India. India thus holds 5% market share in the world wide cruises business. This was told by **Mr. Ankur Bhatia Executive Director Bird group** while talking about immense potential India holds while launching Silversea cruises operations recently in Dec, 2009.

### CRUISE TOURISM

**The worldwide scenario on cruise tourism as per CRISIL report is as follows:**

1. In 2004, there were 339 active Ocean Cruise vessel operated by cruise lines around the world, with the global fleet amounting to a total of 10.9 million gross tons.
2. Cruises carry 10.3 million passengers, which constituted 1.5% of global travelers who used cruise liners making it a US\$15 billion industry and enjoys a passenger base of over 10 million, which is expected to almost double by 2009.
3. Globally the cruise industry is a horizontally concentrated market with 4 large players holding more than 81% of the world supply of berths, more than 17 brands and 114 ships. Cruise liners are regularly launching new ships and adding new destinations. **Royal Caribbean's** have launched new ships recently and added new destinations.
4. The cruise tourists represent a rich and demanding category with high expectations regarding comforts aboard the liner, variety of activities on board, a variety of destinations at every port, state of the art conveniences during transit and a seamless travel.
5. Cruise liners have equally high requirements from the ports at which they call, principal expectations being proximity of access to major markets, quality and availability of port infrastructure and services, competitive cost of port services, capacity of the port to accommodate and process high volumes of

passengers efficiently and the quality of the destination in terms of shore based attractions available.

6. International ports have dedicated cruise terminals designed to satisfy the cruise liners and the cruise tourists. **Dubai, Singapore, Hongkong** are well-known for their state of art Cruise terminals.

7. As per research conducted by leading cruise industry associations, Cruise passengers are high spenders with international average working out to \$ 94 per cruise tourists per port.

8. Sustained product development in line with global demand trends, strategic positioning and marketing backed by consolidated investment in infrastructure and a strong human resource network are sine-quo-non to success in the cruise sector.

9. It is a supply driven market because cruise liners are ever in search of new markets, new itineraries and new destinations. If adequate facilities, services and infrastructure are provided, they will in turn attract more and more cruise operators.

10. India's reputation as an enchanting, exotic, historic and beautiful destination would enable the country to make an instant international cruise positioning and move into the cruise destination market. Cruise operators and liners are more than ever searching for new destinations and itineraries.

11. India's 7,517 Kms long coastling and strong port positioning imparts a natural advantage to the country to attract international cruise lines.

12. India's positioning in South East Asia and its proximity to already popular cruise destinations would enable strong cruise circuits to be created over a period of time.

13. India's strong domestic tourism sector would enable the country to achieve a strong domestic cruise sector that could complement the growth and support viability.

14. India's impressive growth in the tourism sector would impart an important advantage to its cruise tourism positioning mutually strengthening each other.

15. The cruise ports selected for development are also strong tourism states, especially **Goa, Chennai, Kochi and Mumbai**. This could provide an important platform for cruise tourism to takeoff.

16. While talking about recent developments in India, other than the back waters in Kerala and Motor launch services between **Kolkata (canning)** and **Sunderbans**, also there are other river cruise through the country's innumerable water ways and among these, the unique river cruises run by the **Assam Bengal Navigation** company on the river Brahmaputra in Assam and Bengal is a success story. **Assam cruises run by Assam - Bengal Navigation Company** started their first river cruise on the **Brahmaputra** in 2003 & subsequently pioneered the Hooghly cruises in west Bengal from 2006. Cruises operate in Assam from October to April and in Bengal virtually throughout and the year (For more information assambengalnavigation.com) The sunder ban cruises take tourists into one of the world's last great wildness areas and a vast tract of tribal creeks and mangrove swamps. Infact if properly organized, the cruises can be linked



with cruises from the **Bangladesh** border up to the historic city of **Patna**. Potential is very much there in eastern India to boost cruise tourism. **Madhya Pradesh & Goa** are popular cruises destinations now.

17. **Silver sea cruises** recently joined partnership with **Bird Travels** to attract high and luxury cruises market in India, **Star Cruises** market in India, which played on important role star cruises now called **Genting Hongkong Limited** have worked successfully toward catering to the up market cruises clients for quite some time in India and brought in good volume of tourists, Among the other leading cruises Liners bringing tourists to India carnival Italy based **Costa Cruises**, part of carnival corporation is soon going to start promoting Asian itineraries in India market by Jan 2010 and proposing to add itineraries to **Dubai – Mumbai – Maldives and Egypt – Yemen - Oman – Dubai**. The ship will dock in Mumbai over night cruising. These are very positive indication for future growth of cruise tourism in India.

#### **To boost cruise tourism a Cruise Shipping Policy was formulated The Cruise Shipping Policy was approved by Government of India on June 26, 2008.**

The objectives of the Cruise Shipping Policy is to give proper directives to the growth of this segment – keeping in view the growing popularity of cruise tourism, Government of India has taken an initiative for developing cruise shipping as one of the thrust areas and is working to formulate a Cruise Shipping Policy with the following objectives:-

- I. To develop India both as Source and Destination Market with the state of art infrastructure and appropriate marketing strategy.
- II. To increase the number of cruise ship calls and passenger arrivals in a sustainable manner.
- III. To achieve a target of 10 lakh cruise passenger landings per year by the end of 2010.
- IV. To strengthen inter-sectoral linkages, whereby cruise liners source the requisite supplies of goods and services from local Indian suppliers.
- V. To consolidate existing ports of call, explore other ports and suitable anchoring sites on the Indian coast with a view to making additional cruise ship calls to other areas of the country.
- VI. To operational appropriate promotional programme that would effectively convert cruise passengers to long stay visitors.
- VII. To maximize the benefits from the cruise industry and at the same time protect environment and sustain the natural resources of India.
- VIII. To ensure that the cruise shipping industry in India becomes internationally competitive with other destinations and contributes to the economy in terms of generation of foreign exchange, income, employment and business opportunities.
- IX. To attract the right segment of foreign tourists to cruise shipping in India.
- X. To popularize cruise shipping with Indian tourist.
- XI. To enhance absorptive capacity of the country by developing existing and new visitor attractions, including event attractions in line with India's efforts to improve the tourism product.

Naturally Question arises into mind what steps are being taken by the Ministry of Tourism for development of Cruise Tourism in the country if there is so much

potential. Ministry of Tourism is very proactive in this respect and Ministry of Tourism extends financial assistance to the State Government/ UT Administrations for development of tourism infrastructure including cruise tourism under Product/Infrastructure Development for Destinations & Circuits scheme and to Port Trust Authorities under the scheme of Assistance to Central Agencies for Infrastructure Development.

**Ministry of Tourism had sanctioned Rs. 1450.00 lakh to Cochin Port Trust, Kochi** for development of tourism infrastructure at the Cochin Port under scheme of Assistance to Central Agencies for Infrastructure Development in 2008-09.

Also Ministry of Tourism had sanctioned **Rs. 52.70 lakh to Poompuhar Shipping Corporation Ltd. Chennai** for purchase of ferries in Tamil Nadu in 2008-09.

Similarly the Ministry of Tourism has taken several steps to promote India as a Cruise Destination abroad, which include.

I. Ministry of Tourism jointly with FICCI organized a Seminar Initiative on furthering Cruise Tourism in India on September 4, 2008 in New Delhi.

II. Cruise tourism in India has been specifically promoted at various international platforms such as **World Travel Mart, London, ITB Berlin and Arabian Travel Marts.**

III. Ministry of Tourism through its office at New York participated in the Sea – trade Cruise Shipping Convention, Miami held from 16th to 19th March, 2009.

IV. **M/s Ocean Cruise India P.Ltd.**, was operating cruise services from Goa to Lakshadweep via Cochin, since January 2007 and have stopped their services in 2009.

V. Leading Port Trusts have been requested to upgrade their cruise terminal infrastructures to world class standards.

VI. The Proposals for developing cruise terminal infrastructural for **New Mormugao Port Trust** has been received in the Ministry for providing assistance under the scheme of assistance central agencies for infrastructure development and being processed for financial assistance as given to understand from Ministry's Annual Report.

VII. Hon'ble Minister of Tourism and Housing & Urban Poverty Alleviation has written letter to the Chief Minister of Goa for creating security arrangement around **Mormugao Port** and clearing of fishing jetty and slums at Kharewado which is close to Mormugao Port. Clean environment is essential for successful operation.

There are some bottleneck areas in the development and promotion of Cruise tourism in the country and for rapid growth urgent action is needed to streamline the operations. Despite the inherent advantages/economic benefits and tremendous potential of Cruise Shipping sector, the country has not witnessed any worthwhile growth, as compared to the growth witnessed in Latin America and South East Asia in this segment.

Cruise Shipping is an international industry and its efficiency judged by the contribution it makes to the country's economy and is governed by the industry structure and policy package in place. Various relevant components are:

- i. Focused Policy on Cruise Shipping covering various aspects,



- ii. Well developed port-infrastructure, cruise terminals etc,
- iii. Availability of cruise liners
- iv. Conductive Fiscal regime.
- v. Hassle free immigration and transit facilities,
- vi. Marketing strategy, focusing cruise lesson with promotional material in various languages and safety norms and trained manpower.
- vii. Connectivity to on-shore destinations by various modes (road, rail, air and inland water transport and support services.
- viii. Duty free bunkering and
- ix. Institutional framework for holistic development of Cruise Shipping.

Similarly there are the fiscal issues/deterrents that have de-motivated the Cruise liners from operating in India. The levy of tax on oil and other taxes act as a disincentive for international cruise wanting to operate in India. For providing a conducive fiscal regime to encourage cruise shipping, the following steps are needed.

Service Tax Levied by the central government on services like massage/beauty parlors, sauna bath etc, if the cruise ship is on a coastal circuit taking these activities out side the preview of service tax will be a minor concession which will promote cruise shipping.

- a) Since states are direct beneficiary of cruise passengers consuming a Varsity of services, the state government may not levy entertainment tax on the shows/activities on the board a cruise ship by way of amendment in their respective statute. This is a small concession but good way to boost cruise
- b) Duty free shops on board a foreign cruise vessel are required to be sealed when they convert to coastal leg such an act may become an irritant for passengers on board. It would be desirable that the shops are not sealed and duty free goods continue to be provided the passengers.
- c) The custom duty on bunkering for coastal Cruise ship is presently around 33%. Therefore a foreign flag vessel if not engaged in coastal trade in India and purchase bunker in India. The bunkering is 33% cheaper as compare to the purchase of bunker by a vessel having an Indian flag or a foreign flag engaged in coastal trade of India. This makes cruise shipping operations in Indians water economically unviable. In view of this, it is proposed to provide duty free bunkering of cruise ship-Indian or foreign doing coastal runs, which will go long way providing fillip to cruise Tourism.
- d) In every country, the international jurisdiction for any maritime business is 12 nautical miles. Beyond this is international waters and income earned or accrued outside of those 12 nautical miles will be tax free. The enhancement of EEZ from 12 nautical miles to 200 nautical miles by changing the definition of India's territorial waters act as a deterrent for cruise liners.

There is always consistent effort to solve the taxation issue and Ministry of Tourism is seized with the matter. With regard to taxation issues relating to cruise shipping activities, it is understood that the Ministry of Tourism had already written to the department of Revenue requesting stimulus packages through appropriate budgetary measures for boosting cruise tourism in the country.

Similarly there are problems about hassle free, quick immigration clearance for cruise passengers and Cruise Shipping Policy have partially dealt of such issues. This is a continuous process. Based on experience things can be revised from time to time.

Ministry of Tourism sanctions Central Financial Assistance to State Government/ Union Territories for development of Tourist infrastructure and promotion of tourism including River and Backwater Cruise Tourism Products on the basis of the proposals received from them, subject to availability of funds and inter-se priority. These projects are sanctioned under "**Product/Infrastructure Development Destinations and Circuits**" Scheme. For promotion of river tourism financial assistance is given to states for procurement of cruise vessels, boats, catamaran, rice boats, houseboats, glass bottom boats, water sports equipment etc. The following are the main projects sanctioned for development of Cruise Tourism:-

- i. Development of Brahmaputra River front and Cruise vessels on Brahmaputra in Assam for Rs. 365.52 lakh in 2006-08.
- ii. Development of Circuit on river Godavari and Krishna in Andhra Pradesh for Rs. 425.95 lakh in 2007-08.
- iii. Ministry of Tourism has sanctioned an amount of Rs. 2042.35 lakh and released Rs. 1021.18 lakh for development of Ganga Heritage River Cruise in West Bengal in 2008-09.
- iv. Ministry of Tourism has sanctioned a mega project for integrated development of infrastructure for, Heritage and Hinterland Tourism in Goa including Mandovi and Zuari river with CFA of Rs. 4309.91 lakh to the State Government of Goa in the financial year 2008-09.

Ministry's Annual Report updates on all such activities.

In the recent endeavors, we can talk about Volvo Ocean Race. **Volvo Ocean Race-India Stopover at Cochin was held from 3rd to 13th December 2008.** Volvo Ocean Race is one of the most exciting adventure sporting events in the world, which stopped over in India for the first time in the 35 years history of the race. This spectacular Ocean marathon was in Cochin Port for 10 days from the 3rd to 13th December, 2008 making it the first Asian different countries like the US, Ireland, Russia, Spain, Sweden etc. the event attracted hundreds of other luxury Yacht and sailing vessel. Five Luxury cruise ships were also present Cochin during the event.

A large contingent of international travel media, sailing enthusiasts, corporates and members of the business community converged in Cochin during the 10 day stopover when Cochin under the international spotlight. The event reached to more than 1.8 million viewers in more than 180 countries which put the Volvo Ocean Race among the worlds top most sports events in terms of Global Media Congress. Cochin port trust developed a state of the art media centre which accommodated about 200 media professionals from the national and international media and also organized a festival during this period.

The event was jointly hosted by the **Cochin Port Trust and Department of Tourism, Government of Kerala** special events including regatta, food festival, open air concerts and cultural events which showcased our country in all its

glory and colour, India's people, art and culture. Ministry of tourism is also participated by taking five stalls in the festivals for showcasing rural art, craft and textiles from different rural tourism sites. River cruising in Madhya Pradesh or high sea cruising in Goa are well established very popular.

Future is great provided positive steps are taken. It is essential to restore services which were run earlier by M/s ocean cruises India P. Ltd. which was operating cruise services from Goa to Lakshadweep via cochin and star cruise operating Mumbai – Goa etc – they really attracted lot of domestic tourists and tourists enjoyed cruising experience. These cruise operators be requested to restart their operation by giving suitable incentives from the Government In last account over 150,000 domestic tourists utilized the cruise services to their satisfaction. It created good number of jobs for locals.

Good news is that **Myanmar** based **Pandaw River cruises** will launch its maiden 15 day voyage sailing the river Ganges between Kolkata and Varanasi named **R V Bengalpandaw**, plans to operate 10 cruise journeys including upstream and downstream from March, 2010 as is known from various press reports.

Similarly **Louis Cruises** now comes to Kochi and becomes first company to tap new cruise policy of the Government of India. For cruises operations Louis has chosen Kochi as its home post in India and is offering services on two routes: **Kochi – Maldives and Kochi** - on both routes, the operator is offering four day itineraries and has deployed a large vassal christened **Mr. Aquamarine**. The vassal has 525 cabins with a maximum capacity of 1250 passengers, three restaurants, a swimming pool, a discothèque, duty free & travel value shops, and dedicated space for outdoor spots etc. We need more such operations.

Thus cruises tourism is bringing in a new concept in the country. Professionals are involved, brands presence and they would obviously be very successful our professional tour operators are taking interest and after a fall in the tourism business, this is going to be the right step for them to boost earnings. With successful operations many new cruise operators will take advantage of the cruise policy of Government of India and tourism will prosper though cruise tourism both in tourist volume and Foreign exchange earnings. Some of our ports like Mumbai and Kochi have world class facilities. We need to do enhanced publicity to attract more international cruise liners. India is undoubtedly the top most preferred market for giants cruise players but the only hurdle for the growth of India cruise sector is INFRASTRUCTURE, countries like **Dubai, Singapore, Hong-Kong** which are far smaller than India have invested in developing cruises infrastructure to generate demand and are very successful. We must make India - port of call by leading cruise lines. We need maintenance repair and operation facilities for cruise vessels and here private partnership is needed with good incentives. Once all the positive steps are taken, international liners will start coming to India. Almost all the giant cruise liners are eyeing India. We must take the advantage and business should not go to Dubai, Singapore, Hongkong sooner the better. The decisions are taken and implemented we have mad a beginning and we will make it happen. I am very optimistic as I had seen cruise operations in Mumbai Port when I was posted there as Regional Director (West) India Tourism, Ministry of Tourism, Government of India.

## CHAPTER - 8

### TOURISM SCHEMES IN FINANCIAL YEAR 2017-18 OF MOT, GOVERNMENT OF INDIA

#### TOURISM INFRASTRUCTURE

**1. Integrated Development of Tourist Circuits around Specific Themes – Swadesh Darshan:** India's rich cultural, historical, religious and natural heritage provides a huge potential for development of tourism and job creation. In due recognition of this potential, the Union Govt. in the Budget 2014-15, decided to create tourist circuits around specific themes. The new Scheme Swadesh Darshan was launched in the year 2014-15. There is great scope and need to develop tourist circuits on specific themes to attract tourists, both domestic and international, having special interest of visiting such places. This can be achieved only through an integrated approach by providing engaging experience for distinct categories of tourists ie National, Regional, State and International. Various themes which are unique and specific to the areas can include religion, culture, heritage etc.

Under Swadesh Darshan Scheme – the following 13 circuits have been identified for integrated Infrastructure Development of Theme-Based Tourist Circuits: **North East Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit.**

**2. National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD):** Pilgrimage tourism is a form of tourism motivated, partly or wholly by religious sentiments. India is a land of many religious like Hinduism, Buddhism, Jainism, Sikkim and Sufism having their major pilgrimage centers in different parts of the country. Religion and spirituality are common motivations for travel, with major tourist destinations having developed largely as a result of their connections to sacred places, persons and events. The growth of domestic tourism largely depends on the Pilgrimage tourism. To tap this potential there is a need for holistic development of the selected pilgrim destinations in cooperation with other stakeholders. In the Budget 2014-15, the Govt. therefore, decided to launch a National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive with an initial provision of Rs 100 crore for 2014-15. The new Scheme PRASAD was launched in 2014-15.

The Following 25 cities have been identified for development under PRASAD Scheme initially:

**Ajmer (Rajasthan), Amaravati (Andhra Pradesh), Amritsar (Punjab), Ayodhya (Uttar Pradesh), Badrinath (Uttarakhand), Belur (West Bengal), Dwarka (Gujarat), Gaya (Bihar), Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Katra (Jammu & Kashmir), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Omkareshwar (Madhya Pradesh), Patna (Bihar), Puri (Odisha), Somnath (Gujarat), Srisailem (Andhra Pradesh), Triupati (Andhra Pradesh), Trimbakeshwar (Maharashtra), Varanasi (Uttar Pradesh) and Vellankani (Tamil Nadu).**

**3. Assistance for Large Revenue Generating Projects:** The objective of the scheme is to ensure Public Sector and Private Sector Partnership in development of tourism infrastructure in the country by attracting techno-managerial efficiencies and resources of the Private Sector and providing congenial and conducive atmosphere with liberalized policies by the Public Sector. It is proposed to promote the Large Revenue Generating Projects like Tourist Trains, Cruise Vessels, Convention Centers, Golf Courses Health and Rejuvenation facilities and last mile connectivity to tourist destinations (air and cruise including heli tourism) etc. in the Public Private partnerships.

**4. Incentives to Accommodation Infrastructure:** To augment the inventory of quality hotel rooms for tourism promotion, a new scheme was launched during the Plan period for providing subsidy for construction of Budget Hotel Accommodation. However due to non-receipt of approvals, the scheme was operational only for the financial year, ending 31st August, 2008.

**5. Externally Aided Projects:** The Externally Aided Project is a scheme of the Ministry of Finance, Department of Economic Affairs. Ministry of Tourism works as the line Ministry for implementation of the Tourism related Projects under this scheme. At present under this scheme Ajanta Ellora Development Project Phase-II is going on from loan assistance from JICA.

**6. Market Research including 20 Years Perspective Plan:** The Ministry of Tourism carries out various studies and surveys relating to tourism to provide the necessary inputs for proper decision making and planning. Perspective Plans and Master Plans are prepared for different regions/destinations and also DPRs for destinations/circuits.

**7. Computerization and Information Technology:** Financial Assistance is provided under this Scheme to State Govts. To upgrade their tourism related computer facilities. Innovative IT projects of the State Governments relating to tourism are also supported under this scheme. Re-development and up gradation of the website of the Ministry, Mobile Apps, Social Media Management and other IT and space technology related initiatives would also be undertaken by the Ministry under this scheme.

**8. Assistance to Central Agencies for Tourism Infrastructure Development:** The objective of the scheme is to ensure tourism infrastructure development through Central Financial Assistance of the Ministry and successful project implementation, proper maintenance and management, illumination/preservation of monuments, development of cruise, terminals, etc by the concerned central agencies like Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc. who own the assets.

**9. Product/Infrastructure Development for Destinations and Circuits:** The objective of the scheme is to identify tourist circuits and destinations in the country and develop them to international standards. Efforts are made to provide all infrastructure and develop them to international standards. Efforts are made to provide all infrastructure facilities required by the tourists within these circuits and destinations. The provision kept in the scheme also includes rural tourism circuits/destinations. This Scheme has been delinked from the Union Support from 2015-16 for the State Plan.

## PROMOTION AND PUBLICITY

**10. Domestic Promotion and Publicity including Hospitality:** The Ministry undertakes various activities for promotion and publicity within the country. These activities include media campaigns in the print, television, online and outdoor media and are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu & Kashmir, spreading Social Awareness messages and promoting events which have tourism potential. These activities are being undertaken under the Scheme of Domestic Promotion and Publicity including Hospitality (DPPH).

The major events organized by the Ministry including **National Tourism Awards function, Buddhist Conclave, World Tourism Day/International Yoga Day celebrations, Bharat Parv, Press Meets etc:** Organizing/supporting Travel Fairs and participation in major Travel Fairs & Exhibitions in the country are undertaken under the Scheme. Workshops, Seminars, Conference and Meetings on tourism and tourism related themes are also organized. The Ministry of Tourism also extends CFA to State Governments/UT Administrations for organizing Fairs, Festivals and Tourism related Events.

Production of publicity material including brochures, maps, leaflets etc., creatives for the print, online and outdoor media, television commercials, radio and for use in the media campaigns of the Ministry is being undertaken under this scheme.

Under the Hospitality Scheme, the Ministry of Tourism invites Editorial teams of travel publications, travel writers, journalists, photographers, TV teams, travel agents, tour operators, subject specialists, opinion makers etc from overseas to effectively project India as an attractive multi-dimensional tourist destination offering a vast range of attractions. These invited persons get first-hand information/knowledge of the Indian tourism destinations, products and facilities during their familiarization tours on the Ministry's hospitality, thereby enabling them to promote the same.

**11. Overseas Promotion & Publicity Including Market Development Assistance (MDA):** Under this Scheme, the Ministry of Tourism, Government of India releases promotional campaigns in the print, electronic, online and outdoor media in international markets, under the Incredible India brand-line to showcase India's tourism potential and to increase foreign tourist arrivals to the country. Such campaigns are released in important and potential source markets overseas.

In addition, a series of promotional activities are undertaken through the 14 India Tourism Offices overseas. These include release of advertisements in the local language media, participation in international travel fairs and exhibitions, organizing Road Shows, Know India seminars and workshops; organizing and supporting Indian food and cultural festivals; publication of brochures, offering joint advertising and brochure support to tour operators/organizations promoting Indian tourism destinations and products and inviting media personalities tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry.

Under the Marketing Development Assistance (MDA) Scheme, the Ministry of Tourism provides, financial assistance to approved stakeholders and Tourism Departments of States/Union Territories for undertaking tourism promotion activities in overseas markets, including Sales-cum-Study Tours, Participation in Travel Fairs/Exhibitions and Production of Publicity Material.

#### **TRAINING AND SKILL DEVELOPMENT**

**12. Assistance to HIMs/FCIs etc:** The tourism sector in the country has been experiencing huge deficit in quality human resources. Ministry of Tourism extends Central Financial Assistance to expand and upgrade existing IHMs/FCIs/IITTM/NCHMCT and also to set up new institutes such as Institutes of Hotel Management (IHM) and Food Craft Institutes (FCI) so as to meet the requirements of trained manpower in the tourism industry and the funds allocated under the scheme are utilized for this purpose.

**13. Capacity Building for Service Providers:** Under this Scheme, the MOT has launched a major programme, titled Hunar Se Rozgar Tak, to train youth who are minimum 8th pass and in the age group of 18 to 28 years. The programme is intended to meet the skilled manpower requirement of the Sector, as also to reach out the door in the Society to give them employable skills. A National Programme of Skill Testing and Certification has also been launched to test and certify the Skills of the existing service providers. The two programmes are being implemented with the institutes of Hotel Management Sponsored by the MOT playing a key role.

## **CHAPTER - 9**

### **VARIOUS INITIATIVES UNDERTAKEN BY THE MOT IN THE RECENT PAST FOR DEVELOPMENT AND PROMOTION OF TOURISM IN THE COUNTRY**

#### **i. MULTILINGUAL TOURIST INFO LINE:**

The Ministry of Tourism launched the 24x7 Toll Free Multi-Lingual Tourist info Line in 12 International Languages including and English on 8.2.2016. the multi-lingual helpdesk in the designated languages provides support service in terms of providing information relating to Travel & Tourism in India and assists the callers with advice on action to be taken during times of distress while travelling in India and if need be alert the concerned authorities. The languages handled by the contact centers include ten International languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

#### **ii. E-VISA (E-TV):**

The Government of India has introduced the facility of e-TV for the citizens of 162 countries at 16 airports and at 5 seaports. Introduction of e-Visa is a path breaking measure by the Government in easing entry formalities in the country. The E-Visa is also extended to categories like Medical and Business visits.

#### **iii. SWACHH PARAYATAN MOBILE APP:**

Ministry of Tourism launched “Swachh Parayatan Mobile App” on 22nd February, 2016. This Mobile App is available on Google Search Engine as “SwachhParyatan” and initially it is available on Android Phones and very soon it will be available on Apple and Microsoft also. This mobile app is being monitored by the Project Monitoring Unit of Swachh Bharat Mission in Ministry of Tourism.

To start with 25 AdarshSmaak, Monuments protected by Archaeological Survey of India (ASI) have been identified for inclusion in the app. This mobile app enables a citizen to take photograph of garbage at the monument and upload the same along with his/her remarks. The application then sends an SMS to the ASI Nodal Officer concerned with the monument upon receipt of which the Nodal Officer gets the garbage cleared/removed.

The Nodal Officer thereafter sends confirmation about the redressal of the complaint through an SMS to the complainant.



#### **List of 25 monuments to be covered under SwachhParyatan mobile app**

1. Leh Palace, Leh, J&K
2. Humayun's Tomb, New Delhi
3. QutubMinar Complex, New Delhi
4. Red Fort, Delhi
5. Hazardwari Palace, Murshidabad, West Bengal
6. Shore Temple, Mahabalipuram, Tamil Nadu
7. Elephanta Vaves, Mumbai Maharashtra
8. Taj Mahal, Agra, UP
9. Kumbhalgarh Fort, Rajasthan
10. Rani-ki-Vav, Gujarat
11. Fatehpur Sikri, Agra, Uttar Pradesh
12. Hampi, Karnataka
13. Daulatabad Fort, Maharashtra
14. Jegeshwar Temples, Uttarakhand
15. Sravasti, Uttar Pradesh
16. Sarnath, Uttar Pradesh
17. Vaishali-Kolhua, Bihar
18. Khajuraho Western Gropu Complex, Madhya Pradesh
19. Jahaz Mahal Parisar, Mandu, Madhya Pradesh
20. Martand Temple, Kashmir
21. Thanjuar-Brihadeshwar Temple, Tamil Nadu
22. Group of Temples, Pattadakal, Karnataka
23. Masrur Rock-cut Temple, Himachal Pradesh
24. Rang Ghar, Sibsagar, Assam
25. Konark Temple, Odisha

#### **iv. BHARAT PARV:**

With the objective to generate a patriotic mood, promote the rich cultural diversity of the country and to ensure wider participation of the general public, Government of India organized "Bharat Parv" event at the Red Fort, Delhi from 26th to 31st January 2016, as part of the Republic Day Celebrations and at India Gate, Delhi from 12th to 18th Augsut, as a part of Independence Day celebrations. The Ministry of Tourism was designed as the Nodal Ministry for the event, the highlights of which include performances by the Armed Forces Bands (static and moving), Food Festival, Crafts Mela and Cultural Performances from different regions of the country.

The Cultural Performances on choreographed Folk/Tribal Dances and Music was arranged by the Ministry of Culture through its Zonal Cultural Centers as well as performances by cultural troupes from the different States of the country. The Food Festival had stalls set up by the National Association of Street Vendors

of India (NASVI) showcasing street food from different States/ UTs as well as by State Governments and the handlooms of the country was arranged by the Ministry of Textiles through the Offices of the Development Commissioners of Handlooms and Handicrafts as well as State Governments.

#### **v. PUBLICITY AND PROMOTION:**

The Ministry of Tourism, Government of India, promotes India as a holistic destination in the international markets. As part of its promotional activities, the MoT release campaigns in the international markets under the Incredible India brand-line to showcase various tourism destinations and products including its cultural heritage.

Moreover, a series of promotional activities are being undertaken in tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organizing road shows, know India seminars and workshops; organizing and supporting Indian food and cultural festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country the Hospitality programme of the Ministry.

The Ministry of Tourism provides financial assistance to Stakeholders and tourism Departments of States/Union Territories for undertaking promotional activities under the Marketing Development Assistance (MDA) Scheme.

#### **vi. HUNAR SE ROZGAR TAK PROGRAMME:**

A special Initiative was launched in 2009-10 for creation of employable skills amongst the youth belonging to economically weaker strata of Society of the age group of 18 to 25 years (Upper age limit raised to 28 years in November, 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of Tourism to the poor. The programme offers short duration courses of 6 to 8 weeks which are fully funded by MoT. Initially covering two courses i) Food and beverage services; and ii) food production courses. House Keeping Utility, Bakery and Patisserie were added subsequently. With the growing acceptability of the initiative more trades/training areas were added like to bring up Drivers, Golf caddies, Stone Mason, Security Guards and Tourist Facilitators etc.

#### **vii. MEDICAL AND WELLNESS TOURISM PROMOTION BOARD:**

In order to tap the potential and advantages that India has in the field of medical and wellness tourism. The Ministry has set up a Medical and Wellness Tourism Promotion Board. The Board will provide Leadership of the Government within a framework of prudent and effective measures, thereby enabling promotion and positioning of India as a competent and credible medical and wellness tourism destination. The Board is chaired by the Union Tourism Minister and consists of members representing the related Government Departments, Tourism & Hospitality sector and experts in the Medical, Wellness and Yoga.

### **viii. NICHE TOURISM**

Identifying niche products is a dynamic process. The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche products of the country. This is done in order to overcome the aspect of 'seasonality' and to promote India as a 365 days destination, attract tourists with specific interest, and to ensure repeat visits for the unique products in which India has as comparative advantage. Thus, new products may be added in the due courses. The Ministry of Tourism has constituted Committees for the promotion of Golf Tourism and Medical & Wellness Tourism, Guidelines have also been formulated by the Ministry of support Golf, Polo, Medical and Wellness Tourism. Accordingly, the following Niche Products have been identified by the Ministry of Tourism of development and promotion:

- I. Cruise
- II. Adventure
- III. Medical
- IV. Wellness
- V. Golf
- VI. Polo
- VII. Meetings Incentives Conferences and Exhibitions (MICE)
- VIII. Eco-tourism
- IX. Film Tourism
- X. Sustainable Tourism

## **CHAPTER - 10**

# **NEW INITIATIVES FOR ENGAGEMENT WITH HOTELS/ TRAVEL TRADE/ ONLINE ADVERTISING/ WEB/APP AND DIGITAL SERVICE PROVIDERS**

### **INTRODUCTION**

Ministry of Tourism provides facilitation for development and promotion of tourism and does not regulate the tourism sector and the service providers in the country.

### **APPROVAL/RECOGNITION-TRAVEL AGENT/TOUR OPERATORS**

Ministry of Tourism has a scheme for approving travel agents, inbound tour operators, adventure tour operators, domestic tour operators and tourist transport operators. The objectives of the scheme are to encourage quality, standard and service in these categories. This is also a voluntary scheme open to all bonafide agencies.

### **USE OF ONLINE MEDIA**

Hotels, travel agents, tour operators and other service providers present online. The Draft National Tourism Policy recognizes that technology has become a powerful tool for both internal and external operations of nations utilizing tourism as a lever for growth. The internet is a leading method of search and has the biggest influence in decision making in tourism sector. Ministry of Tourism has been using media for releasing its domestic and international campaigns for promoting its various tourism products. In 2016-17 global online campaigns have been undertaken on various website such as CNN,BBC, Google, Lonely Planet, Trip Adviser-UK, Holidaycheck.de, etc. for promoting India as tourist destination to the potential online travelers.

### **SERVICES OFFERED BY DIGITAL SERVICE PROVIDERS**

There are several Web/App based digitalized service providers in the market providing a range of tourism related services such as Expedia, Yatra.com, Tripadvisor, etc. Travel related App are one-stop shop for all things travel related and make booking of travel related services convenient and competitive. The app lets you book rooms, bus, flight and train tickets and have host of features that lend well do domestic and international travelers. The digitalized service providers/Apps advises how to get the best price and the savings. Increasing numbers of FITs are turning to Online Travel Agents (OTAs), companies that aggregate accommodations and transportation options and allow users to choose one or many components of their trip based on price or other incentives. Digitalized service providers are working in a dynamic and ever changing environment to keep up with the requirements and demands of the consumers. Digitalized service providers are required to provide immediate and pro-active responses as per market requirements.

## WAY FORWARD

Ministry of Tourism welcomes the services provided by the Web/App. However, Ministry of Tourism has so far not engaged with the travel related digital based service providers. Online portals might be operated from India or outside the country. Bringing them under the recognized category would be a challenge. However, the Draft National Policy on Tourism Ministry of Tourism recognizes that there is a need to develop tourism trade and Communication Technology (ICT) revolution especially in areas such as customer engagement, working with online aggregators, online feedback portals. Customer Relationship Management (CRM), etc. Ministry of Tourism on adoption of the Draft National Tourism Policy shall endeavor to develop the engagement of tourism trade and industry with the Web/App based and digitalized service providers.

### CLASSIFICATION OF HOTELS

Ministry of Tourism as part of the above classifies hotels under the star rating system under voluntary scheme: Under this system, hotels are given rating from 1 to 5 star deluxe and heritage hotels categories based on the facilities provided by them. The classification is done on the basis of inspection of hotels which is undertaken by **Hotels and Restaurants Approval and Classification Committee (HRACC)** set up by the Ministry of Tourism. The Ministry of Tourism also approves tented accommodation, guest houses, bed and breakfast establishment, restaurant etc. the guidelines for classification of hotels are revised time to time to address requirements of hospitality etc.

### HOTEL CLASSIFICATION NORM OF MINISTRY OF TOURISM

Hotel and Restaurant sector is an important sub-component of the tourism sector. Availability of good quality and affordable hotel rooms plays an important role in boosting growth of tourism sector in the country. Construction of hotel is primarily a private sector activity. The Ministry of Tourism, Government of India, classifies operational hotels under its voluntary scheme of classification/ approval of hotels.

The Ministry of Tourism has adopted a system of approving and classifying the hotels on the basis of the facilities and services provided by them. With a view to bring in more transparency and accountability, the Ministry of Tourism has introduced digitization of application for classification/re-classification/project approval of hotels. The software (<http://hotelcloud.nic.in>) for online submission of application for classification/re-classification/project approval of hotels has been made operational.

The objective of the system is to ease the process of filing applications by the hotel seeking approval from the Ministry of Tourism for classification/re-classification and project level approval thereby making the process paperless. The Ministry of Tourism endeavors to communicate the final decision on all such applications within 90 days of the receipt of application complete in all respects. The Ministry of Tourism presently classifies hotels under the following categories through the online process:

Star Category Hotels: 5 Star Deluxe, 5 Star with Alcohol Service, 5 Star without Alcohol service, 4 Star with Alcohol Service, 4 Star without Alcohol service, 3 Star, 2 Star and 1 Star.

Heritage Category Hotels: Heritage Grand, Heritage Classic with Alcohol Service, Heritage Classic without Alcohol Service and Heritage Basic.

The Ministry of Tourism also approves properties in other categories viz, tented accommodation, apartment hotels, convention centers, Guest Houses, Bed & Breakfast establishments, air catering units and restaurants.

### PROSPECTS, CHALLENGES AND POLICY ISSUES IN HOSPITALITY SECTOR

Hotels with a project cost of INR 200 Crore or above are already included in the Harmonized Master List (HML) of Infrastructure. The matter for inclusion of Hotels with project cost of INR 25 Crore in HML was taken up in the meeting of the Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) Chaired by the Cabinet Secretary and Group of Secretaries Ministry of Tourism has drafted a Cabinet Note in this regard and is in the process of circulating the same for Inter-Ministerial consultations.

In order to give stimulus for construction of new hotels, the Government of India, extends the following incentives to hotel industry:

Extension of Investment Linked tax incentives under Section 35AD of the Income Tax Act to new hotels of 2-Star category and above anywhere in India, which will facilitate growth of accommodation in the country.

The **Reserve Bank of India (RBI)** has de-linked credit for hotel projects from **Commercial Real Estate (CRE)**, thereby enabling hotel projects to avail credit at relaxed norms and reduced interest rates.

Hotel and Tourism related industry has been declared a high priority industry and **Foreign Direct Investment (FDI)** is allowed upto 100% under the automatic route.

The Ministry of Finance, Government of India has also included the following in the Harmonized list of Infrastructure Sub Sector to boost supply of hotel rooms in the country; Three Star or higher category classified hotels located outside cities with population of more than 1 million.

### RECENT POLICY MEASURES/REFORMS ADOPTED

The MoT has been conducting sensitization workshops on promotion of Home stays/Incredible India Bed & Breakfast Establishments in all States through its domestic offices. The State Governments will be taken on board and sensitized on the need and rationale behind promotion of Homestays through a policy of No tax/levy license. Some State Govts. Such as Uttar Pradesh and Delhi have already developed their policies on Home stays in sync with the Guidelines of MoT. Incredible India B&B Establishments approved by the Ministry automatically get recognized by these State Governments. Other State Govts and UT Administrations had been requested to pass similar notifications. Further, the Ministry of Tourism organized a meeting cum workshop on Incredible India Bed & Breakfast/Home Stay Scheme on 30.05.2016 at Hotel Samrat, New Delhi. It was chaired by the Secretary (T) and attended by senior officials from the state governments/UTs, hospitality and travel trade, online travel agents and officials of the Ministry of Tourism.

The Ministry has requested the Indian Institute of Management in Travel and Tourism Studies to conduct of detailed study on convergence and formulation of

common national standards for accreditation of B&B/Homestay Establishments and evolving guidelines for accreditation of online travel agents (OTAs).

Number of approved hotels and availability of hotel rooms in the country as on 03.05.2017.

Category	No. of Hotels	No. of Rooms
One	13	530
Two	53	1149
Three	419	17618
Four	210	9883
Five Star	123	14486
Apartment	134	29243
Guest House	1	126
Heritage	35	1086
B&B	481	2415
Sub Total	1475	76646
Unclassified (hotels etc.)	420	26256
Grand Total	1895	102902

#### Global Media Campaigns 2015-16 and 2016-17

The Ministry of Tourism, Government of India, releases Global Media Campaigns under the Incredible India brand line, in the television, print and online media, in important and potential source markets across the world, to promote India as a tourism destination.

Some important activities undertaken for Overseas Promotion and Publicity during the financial years 2015-16 and 2016-17.

##### 2015-16

- Global Print Campaign launched in major international markets like Australia, France, Germany, Italy, Russian Federation, United Kingdom, United States, Canada, China, South Korea, Japan and South East Asia for promoting India as a tourism destination.
- Television campaigns released on BBC, CNN and Discovery Channels.
- Campaign undertaken on Google Search, as part of Google Online Campaign

##### 2016-17

- Global Media Campaigns for promoting 'Incredible India' in overseas markets launched on leading International Television Channels – BBC, CNN, Discovery, TLC, National Geographic Channel, Euronews, History, CNBC, Travel Channel, CBS – USA, TABI – Japan, Al Jazeera – Middle East and RMC Decouverte-France
- Global Print Campaign in leading publications including inflight magazines released in USA, UK, Russia, Germany, France, China, Middle East and South East Asia.

- Global Online Campaigns launched on CNN, BBC, Google including Google Search, Washington Post, New York Times, Lonely Planet, Forbes, National Geographic, Bloomberg, Travel Port. Financialtimes.com, France24.com, LeMonde.fr, Holidaycheck.de, Huffingtonpost, Focus online, Life.ru, X-Social-China and Russia, Asahi.com, Nikkei.com, Trip Adviser-UK and China, Travel Media Daily, Google Search.

**Incredible India 2.0:** During the current financial year 2017-18, the Ministry will launch the 'Incredible India 2.0' Campaign. The strategy for the Incredible India 2.0 Campaign will aim at moving to the next level of promotion and marketing with a shift from the present generic promotions being undertaken across the world to market specific promotional plans and content creation.

The Campaign will take into account the prime existing markets as well as important potential markets. New and fresh creative will be developed on varied themes specific to the markets and in appropriate languages. Niche tourism products like **Heritage Tourism, Adventure Tourism, Cruise Tourism, Rural Tourism, Wellness and Medical Tourism, MICE, Golf etc** will be promoted through the creative. There will be greater focus on the Digital Media and enhanced presence on Social Media Platforms. The medium of Television will also be used for the high reach offered by this medium, whereas in the print media publications directly targeting potential travelers (Travel and inflight Magazines) would be used for the Campaign.

#### USE OF INFORMATION TECHNOLOGY IN TOURISM SECTOR AS MENTIONED IN THE DRAFT NATIONAL TOURISM POLICY

Information technology has emerged as the biggest influence in recent times. With specific areas of lifestyle penetration and benefit, nations unable to harness it are fast becoming significantly disadvantaged. It is incumbent that we create a proactive ICT culture and ecosystem and take a holistic 360-degree approach as a means of escalating our tourism awareness, attraction and experience delivery.

Technology has become a powerful tool for both internal and external operations of nations utilizing tourism as a lever for growth. Technology has a significant impact across the following areas which can directly tourism nations:

- Efficiencies
- Engagement
- Knowledge sHub

That said, it is important to recognize that the digital phenomena is not the answer to all innovation, branding, marketing and promotional questions. Purpose must always precede application. Ultimately, usage of technology v/s touch, traditional media v/s new media must be determined based on:

- How best to respond to target market habits, attitudes, aspirations
- How best to deliver experience excellence
- How best to organize, monitor, manage and optimize the tourism sector

The traveler's journey of destination interest, search, researching, decision making and final booking process is an ever evolving one. Triggers of traveler



interest in destination range from traditional advertising (i.e television, print, outdoor), online advertising and promotion, word of mouth and other forms of influence. It is very important that the right vehicle of communication is married to the purpose of messaging (i.e brand messaging and invitation v/s, niche marketing vs. promotion). Where technology has become a strong force of influence in tourism demand creation is in the area of experience decision making and delivery.

The internet (increasingly mobile-based) is a leading method of search and has the biggest influence in decision-making and the mobile phone is fast becoming the device of choice. Internet is differentiated from other forms of disseminating information by its ability to be queried. A comprehensive and robust information base on our website is to be created which can cater to fill the information need of travelers seeking specific, granular information comprising of text, pictures, videos, audio etc. this information can be used as the basis for building a strong audience community especially overseas sellers through an e-newsletter. The message to the audience community is to be amplified through the various social media platforms. Applications or Apps running mobile devices on a range of topics from information, route guidance, safety etc. will add to the reach and utility. Publicity material and collaterals should be primarily produced in electronic form for convenience and to reaffirm our commitment to the environment. The information is to be made available in different language to connect across communities.

Internet promotion also allows us the opportunity to target specific communities across geographies and interest groups on a diverse range of subjects. The power of the internet as a cost effective way to reach specific audiences should be harnessed in mounting promotional campaigns. Promotion can take place through two primary vehicles:

- Advertising: formal messaging sent out through formal platforms which are trusted due to their established brands and, importantly, vetting of content for honesty and authenticity.
- Social media: informal messaging grounded in UGC (user generated content), allowing for high degrees of content and interactivity, however is not vetted for truthfulness

As a result, it is important to remember that usage of messaging platform has a direct rub-off on brand image and trust of message. Once again, it is very important that the right vehicle of communication is used to respond to the purpose of messaging (ie brand messaging and invitation v/s niche marketing vs. promotion). A clear, cohesive strategy is needed to define and differentiate the role of messaging platforms.

Wi-Fi connection at places of tourist importance will act as an enabler for connectivity, safety, information and to run destination specific apps that can become an interactive way to replace dated technologies like audio guides, guide books etc. Technologies like virtual reality, interactive maps, interpretation, profiling tourists for market research purposes, a payments are to be actively pursued.

Critical and evolving technologies like Space Technology should be used for (i) updating and dissemination of information (ii) fast response mechanism for addressing distress calls and (iii) optimal planning for development of tourism infrastructure.

There is also a need to develop tourism trade and industry capability in this area to enable them to harness the benefits of the ICT revolution especially in such as customer engagement, working with online aggregators, online feedback portals, CRM etc.

Further, activities of the Ministry need to be upgraded and migrated to the E-office platform gradually starting with the subjects that involve interaction with the trade and industry.

#### **RECOGNITION/APPROVAL OF TRAVEL TRADE SERVICE PROVIDERS**

This Ministry has a scheme of approving Travel Agents, Inbound Agents, Tour Operators Adventure Tour Operators, Domestic Tour Operators and Tourist Transport Operators. Revised guidelines of this scheme were issued on 18th July, 2011. The aims and objectives of this scheme are to encourage quality, standard and service in these categories. This is a voluntary scheme open to all bonafide agencies.

This Scheme was made online w.e.f 12th May 2014 and Web-based Public Delivery System for recognition of the Travel Trade Service Providers has been set up. The objective of the system is to ease the process of filling applications by the Travel Trade Service Providers thereby make the process paperless.

All the application are submitted on line through the URL <http://etraveltradeapproval.nic.in/> and examined, processed and approved/rejected within 45 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.

This Ministry presently approves the following categories of Travel Trade Service Provider:

- I. Inbound Tour Operators
- II. Travel Agents
- III. Domestic Tour Operators
- IV. Adventure Tour Operators
- V. Tourist Transporters Operators

The total number of approved service providers of Travel Trade is given below:

<b>Category</b>	<b>Number of Approved Travel Trade Service Providers</b>
Inbound Tour Operators	450
Travel Agents	185
Tourist Transport Operators	105
Domestic Tour Operators	118
Adventure Tour Operators	44
<b>Total</b>	<b>902</b>

## **ADMISSIBLE COMPONENTS AND FUNDING PATTERN UNDER THE SCHEMES OF SWADESH DARSHAN AND PRASAD**

Pursuant to the announcement made in the Budget 2014-15, the following two new schemes were launched in 2014-15 under Central Sector:

### **I. Swadesh Darshan – Integrated Infrastructure Development of Theme-Based Tourist Circuits.**

### **II. National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)**

The above mentioned two new Schemes are now the most important Plan Schemes for development of tourism infrastructure in the country.

The following components are eligible under the two schemes:

#### **INFRASTRUCTURE DEVELOPMENT**

- Development/Upgradation of Passenger Terminals (Road, Rail, Water Transport)
- Procurement of equipment for eco-friendly modes of tourist transport
- Improvement of road connectivity leading to tourist sites/destinations.
- Use of clean energy sources for street lighting
- Slum up gradation
- Tourism Information/Interpretation centers with ATMs/money exchange counters
- Information/Directional signages
- Wayside Amenities with emergency vehicle breakdown, repair and refuel facilities
- Infrastructure provision for stationing of caravan vehicles;
- Convention Centers/Golf Course/Aquamarine Parks/amusement parks/ theme parks
- General Improvements such as earth filling, landscaping (including trees, shrubs), water fountains, fencing, lighting, pavements/walkways/pathways/driveways, seating facilities/shelters, drinking water points, garbage bins, storm water drainage, treatment facilities for sewerage/effluent
- External infrastructure such as water supply, sewerage, drainage, electricity and roads
- Restoration, conservation, illumination of monuments/heritage structures;
- Renewable sources of energy for tourist infrastructure
- Environmental care and access to clean technology
- Parking facilities for two-wheelers, cars, buses, caravans
- Toilet, Cloak room facilities and waiting rooms.
- Equipment's for tourism activities such as sound and light show, water, sports, adventure sports etc.
- Construction of craft haats/bazaars/souvenir shops/cafeteria
- Construction of open air theatres/amphi-theaters

- Construction of nature trails, watch towers, rain shelters, log huts
- First Aid Centers (including Indian Medicines System);
- Helipads, Heliports, Airstrips, Ropeways required for tourist in the identified circuits
- Shoreline development and Rejuvenation of natural water bodies such as rivers, lakes Streams River fronts.
- Improvement in communication through telephone booths, mobile services and internet connectivity.
- Any other activity directly related to tourism and required for development of the identified circuit.

#### **Capacity Development, Skill Development and Knowledge Management**

- Special courses to address the skill gaps identified by the PMC in the detailed perspective Plan (DPP).
- Short duration skill development training programme under 'Hunar Se Rozgar Tak (HSRT) and 'Earn while you learn' programme.
- Broad-basing of travel and hospitality education and training and engagement of Vocational Training Providers (VTPs)
- Emphasis on tapping the local potential and expertise in art and crafts.
- Documentation and preservation of the knowledge base in tourism for future use.

#### **ONLINE PRESENCE**

GIS based website development and mobile applications, providing-

- Location based services and location based contents
- Booking facilities through E-Commerce application
- Linkages to applications of existing service providers
- Support Dash Boards for tourists and Operators
- Decision support reporting for the Department

#### **PROJECT MANAGEMENT**

- Tracking progress through online UC Submission
  - Tracking Procurement through e-procurement system
  - Tracking completion of milestones
  - Tracking issue escalations and variations
- Permission based knowledge portal
- Foster a climate of collaboration among practitioners and Academicians
  - Create a back end digital library for content preservation
  - Push relevant research papers to appropriate institutions for future references.
- Data Analysis and reporting

## **FUNDING PATTERN**

The Schemes shall be 100% centrally funded for the project components undertaken for public funding. Efforts will be made to achieve convergence with other schemes of Central and State Governments and also to leverage the voluntary funding available for Corporate Social Responsibility (CSR) initiatives of Central Public Sector Undertakings and corporate sector. Efforts would be made to introduce suitable Public Private Partnerships for improved sustainability of the projects.

The Viability Gap Funding (VGF) may be provided under the mission in accordance with the relevant guidelines/instructions of the Govt.

- It is envisaged that the funding of individual project will vary from State to State and will be finalized on the basis of DPRs prepared by PMC enabling convergence with other government schemes.
- The State Governments would submit a undertaking with Government of India indicating their commitment to the scheme by ensuring that the operation and maintenance of the identified and developed projects should be the responsibility of the State. A Special Purpose Vehicle (SPV) may be created for the purpose, wherever feasible. The undertaking would spell out specific milestone to be achieved indicating the works to be undertaken by them in physical and financial terms. State Government contribution towards land, rehabilitation package, O&M should be quantified in the DPR.

## **DISBURSAL OF FUNDS**

The funds would be released to the identified agencies. The powers to sanction funds in the scheme shall be strictly in conformity with the GFRs and the directions issued by the M/O Finance from time to time. All the proposals will be routed through IFD of M/O Tourism and after obtaining their concurrence funds sanctioned to the State Government/UTs will be released as under:

- 1st Instalment – 20% of the project cost on approval/sanction of project.
- 2nd instalment – 60% of the project cost after receipt of utilization certificate for the first installment.
- 3rd instalment – Remaining 20% of the project cost on completion of the work and receipt of utilization certificate.

For the Himalayan and NE States, different funding pattern and duration of projects may be determined by the mission Directorate keeping in view the difficulties in these areas.

The financial assistance sanctioned to the Central agencies under the Scheme will be released as under:

- 1st Instalment – 50% of the sanctioned amount on approval/sanction.
- 2nd instalment – 30% of the sanctioned amount after utilization of the first instalment
- 3rd instalment – Remaining 20% of the sanctioned amount after utilization of the first and second instalments.

## **Online submission of Applications Project level Approval, Classification/ re-classification of Hotels**

With a view to bring in more transparency and accountability, this Ministry has introduced online system of receiving, processing and conveying/ granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction. In the past, the application relating to project level approval of hotels and classification/ re-classification of hotels were accepted in this Ministry in hard copy form submitted either by hand or post. This has been completely dispensed with. This online process has also been integrated with payment gateway. The applications for the classification of hotels in the star category and heritage category and also for project approval can be filed on [www.hotelcloud.nic.in](http://www.hotelcloud.nic.in). 39 Ministry of Tourism

## **REVISION OF GUIDELINES FOR CLASSIFICATION AND RE-CLASSIFICATION FOR HOTELS**

- i. The Government had studied the current tourism scenario and revised the guidelines for Classification of and reclassification of Hotels w.e.f. December 16, 2014, to ensure higher level of services, more customer – friendly/ hospitable and make the information about customers' rights available to them on and even before their arrival.
- ii. Keeping in view of the demand from hotel industry new categories of hotels such as 4 Star category (without Alcohol Service), 5 Star category (without Alcohol Service), Heritage Classic (without Alcohol Service) have been created.
- iii. As per the guidelines of the Ministry of Tourism for Classification / Reclassification of Hotels, all Star hotels shall provide at least one room for the differently abled Guests. The doors width of such rooms for differently abled persons and the bathrooms of such rooms should allow wheel chair made available by the hotel to enter easily. However, for new hotels coming up after 01.04.2017 the minimum door width of such rooms & their bathroom shall be minimum 90 cm. In existing hotels the door width of the room for differently abled persons & bathroom of such room shall have minimum width of 90 cm w.e.f. 01.04.2023.

## **Heritage Hotels**

The popular concept of Heritage Hotels was introduced to convert the old palaces, havelis castles, forts and residences built prior to 1950, into accommodation units that reproduce the ambience and lifestyle of the bygone era. Such hotels are categorized under three categories viz. Heritage, Heritage Classic, and Heritage Grand based on the standards of facility and services as per the applicable Guidelines. With effect from 16.12.2014, a new category of heritage hotel i.e. Heritage Classic (without alcohol services) has been introduced.

## **Approval of Standalone Restaurants**

Restaurants are an integral part of a Tourist's visit to a place and as such the services offered by them can make or mar a visit. Restaurants are increasingly becoming popular with the tourist – both domestic and foreign as they intend to enjoy the taste of authentic food, particularly cuisine of different States in the

country. With the aim of providing standardized world class services to the tourists, the Govt. of India, Department of Tourism has a voluntary scheme for approval of restaurants in the country.

#### **Guidelines for Apartment Hotels**

Apartment Hotels are increasingly becoming popular with business travellers who visit India for assignments or family holidays, etc., which sometimes prolong for months together. With a view to providing standardized, world class services to the tourists, the Ministry has introduced a voluntary scheme for classification of fully operational Apartment hotels in the five Star deluxe, five star, four star and three star categories.

#### **Approval of Guest Houses**

In order to augment supply of hotel accommodation for budget tourists, both domestic and foreign, the Ministry reviewed and revised the Guidelines for the approval of Guest Houses to meet certain standards of cleanliness, hygiene and upgraded facilities and practices. The revised guidelines were aimed at addressing the changing requirements and safety and security concerns. Emphasis has been laid on measures for Cleanliness, Health, Hygiene and Pest Control. Guest Houses and other types of accommodation units are approved under this scheme if they meet certain standards of facilities and services. Such 40 Annual Report 2016-17 steps can potentially augment not only hotel accommodation in the budget category, but also generate employment and revenue for the States.

**Approval and Classification of Timeshare Resorts Time Share Resorts (TSRs)** are increasingly becoming popular for leisure holidays and family holidays, etc. With the aim of providing standardized world class services to tourists, the Government of India, Ministry of Tourism has a voluntary scheme for classification of fully operational Time Share Resorts in three star, four star and five star categories.

#### **Incredible India Bed & Breakfast / Homestay Scheme**

The scheme offers foreign and domestic tourists an opportunity to stay with an Indian family and enjoy the warm hospitality and get a taste of Indian culture and cuisine in a clean and affordable place. With a view to encourage the growth of such establishments and also to simplify the procedure of approvals, this Ministry has reviewed the scheme and has simplified the guidelines.

#### **Approval of Stand - alone Air Catering Units**

This Ministry approves and classifies Standalone Air Catering Units in the country to ensure international standards in the air catering segment.

#### **Approval of Convention Centers**

Meeting, Incentives, Conferences and Exhibitions (MICE) are important segments of the tourism industry. In a rapidly globalizing high growth Indian economy, MICE tourism is set to grow and the country is in need of more Convention and Exhibition Centres to meet this requirement. To encourage investment and standardize facilities in these areas, this Ministry grants approval to Convention Centres.

#### **Incentives provided to Hotels**

To encourage the growth of hotels, on the request of Ministry of Tourism, a Five-Year Tax holiday was announced in the budget of 2008-09 for two, three and four star hotels that are established in specified districts which have UNESCO declared "World Heritage Sites" (except the revenue districts of Mumbai and Delhi). For availing this incentive, the hotel should be constructed and start functioning between the period April 1st 2008 to March 31st 2013. The Government has recently announced the extension of Investment Linked Tax incentive under section 35 AD of the Income Tax Act to new hotels of 2 star category and above anywhere in India. This will facilitate the growth of accommodation in the country. The Reserve Bank of India (RBI) has also issued revised Guidelines on Classification of exposures as Commercial Real Estate (CRE) exposures. As per these guidelines, RBI has classified exposures to hotels outside the CRE exposure.

#### **HARMONIZED MASTER LIST OF INFRASTRUCTURE SUB - SECTORS**

Ministry of Finance, Govt. of India, on 7th October, 2013 had notified the Harmonized Master List of Infrastructure Sub-Sectors to boost supply of hotel rooms in the country which includes the following:

- a. Three Star or higher category classified hotels located outside cities with population of more than 1 million. Hotels with project cost of more than Rs. 200 crore each in any place in India and of any star rating. This clause is applicable with prospective effect from 07.10.2013, the date of notification and available for eligible prospects for three years from the date of notification i. e. 07.10.2013. Eligibility cost of Rs. 200 crore excludes cost of land and lease charges but include interest during construction.
- b. Convention centres with project cost 41 Ministry of Tourism of more than Rs. 300 crore each. This clause is applicable with prospective effect from 07.10.2013, the date of notification and available for eligible prospects for three years from the date of notification i.e. 07.10.2013. Eligibility cost of 300 crore excludes cost of land and lease charges but include interest during construction.

#### **SKILL DEVELOPMENT MISSION**

The PM's Skill Development Mission enjoins upon the Ministry of Tourism and the Industry to raise a skilled work force of 5 million persons by the year 2022. Hence, it has been made mandatory for hotels to participate in the Skill Development initiative to meet the manpower needs of the tourism and hospitality industry. The amended guidelines for classification/ re-classification of Hotels require classified hotels to train a specific number of persons in every calendar year in the short duration skill development course under "Hunar Se Rozgar Scheme",

#### **Guides Training Programme for Regional Level Guides through the Indian Institute of Tourism & Travel Management (IITTM)**

Selection and Training of Regional Level Tourist Guides is an ongoing process and the Ministry conducts the training programmes through the Indian Institute of Tourism & Travel Management (IITTM). The selection of Regional Level Tourist guides is done based on the guidelines for selection and grant of guide license



to Regional Level Tourist Guides (RLG) of this Ministry which is in place with effect from 22nd September 2011. There are 2740 Regional Level Tourist Guides in India. As on 31.12.2015 the Ministry of Tourism has approved organizing the Regional Level Guide Training Programme 2015. A total No. of 912 seats have been estimated for this course across India for this training. This training programme will be organised by Indian Institute of Tourism & Travel Management (IITTM). An advertisement 42 Annual Report 2016-17 calling applications for the said training programme was issued on 10.1.2016. The last date for receipt of the application was 20.2.2016. The Guide training programme is of 26 Week duration. The entrance test for Regional Level Guide Training Programme 2015 was held on 03.07.2016. As on 10.01.2017, the post training written test and viva voce was going on.

#### APPROVAL OF TRAVEL TRADE SERVICE PROVIDER

This Ministry has a scheme of approving Travel Agents, Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators and Tourist Transport Operators. Revised guidelines of this scheme were issued on 18th July, 2011. The aims and objectives of this scheme are to encourage quality, standard and service in these categories. This is a voluntary scheme open to all bonafide agencies. The total number of approved service providers of Travel Trade is given below:-

Category Approval Issued During 1st January 2016 to 16th December 2016  
Inbound Tour Operators 87 Travel Agents 37 Tourist Transport Operators 26  
Domestic Tour Operators 17 Adventure Tour Operators 8 Total 175

Web-based Public Delivery System

Ministry of Tourism has set up a Web-based Public Delivery System for recognition of the Travel Trade Service Providers w.e.f. 12th May 2014. The objective of the system is to ease the process of filing applications by the Travel Trade Service Providers seeking recognition from this Ministry and also to bring in transparency in granting the approvals. This Ministry presently approves the following categories of Travel Trade Service Providers:

- i. Inbound Tour Operators
- ii. Travel Agents
- iii. Domestic Tour Operators
- iv. Adventure Tour Operators
- v. Tourist Transporters Operators

The new procedure will accept applications online from service providers thereby make the process paperless. All the applications are to be submitted online through the URL <http://etraveltradeapproval.nic.in/> and will be examined, processed and approved / rejected within 45 days from the receipt of completed applications. This initiative is part of Ministry's objective to move towards E-regime for approvals etc.

e-payment gateway for approval of Travel Trade service Providers Introduction of e-payment gateway for approval of Travel Trade service Providers/ Hotel Projects: The Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, the idea being to

encourage quality, standard and service in these categories so as to promote Tourism in India. This is a voluntary scheme open to all bonafide agencies. The submission of applications for Approval /classification of aforesaid categories of tourism service providers is all done online. However, the online submission procedures hitherto did not have provision for accepting the application fee online by credit/debit cards etc. The applicants were remitting the fee through Demand Drafts. Now, the Ministry of tourism has introduced an online payment gateway on this system to make it 100 percent online process. The websites that allow submission of application forms is <http://etraveltradeapproval.nic.in/> 43 Ministry of Tourism

#### E- VISA

The Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country over a period of time. As per, Ministry of Home Affairs/ Foreigners Divisions' Circular No. 482 dated 29th December, 2016, 'e- visa' is allowed under three sub-categories i.e. 'e-Tourist Visa', 'e-Business Visa' and 'e-Medical Visa'.

#### Following activities will be permitted under e-Tourist Visa, e-Business Visa and e-Medical Visa:-

- (a) **e-Tourist Visa:** Recreation, sightseeing, casual visit to meet friends or relatives, and attending a short term yoga programme.
- (b) **e-Business Visa:** All activities permitted under normal Business Visa as per the Visa Manual
- (c) **e-Medical Visa:** Medical treatment, including treatment under Indian systems of medicine. The window for application under e-Visa stands increased from the existing 30 days to 120 days. Duration of stay in India under e-Visa has been increased from the existing 30 days to 60 days. In the case of e-Medical Visa, extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned.

On e-Tourist Visa and e-Business Visa, a foreign national will be permitted double entry as against single entry at present. In the case of those availing e-Medical Visa, triple entry will be permitted as against single entry at present.

**The list of 161 countries considered for e-tourist visa as on 31/12/2016 :**  
*Angola, Azerbaijan, Albania, Andorra, Anguilla, Antigua & Barbuda, Argentina, Armenia, Aruba, Australia, Austria, Burundi, Bahamas, Barbados, Belgium, Belize, Bolivia, Bosnia & Herzegovina, Botswana, Brazil, Brunei, Bulgaria, Cambodia, Canada, 44 Annual Report 2016-17 Cape Verde, Cayman Island, Chile, China, China- SAR Hongkong, Cameron Union Republic, Cyprus, China-SAR Macau, Colombia, Comoros, Cook Islands, Costa Rica, Cote d'Ivoire, Croatia, Cuba, Czech Republic, Denmark, Djibouti, Dominica, Dominican Republic, East Timor, Ecuador, El Salvador, Eritrea, Estonia, Fiji, Finland, France, Gabon, Gambia, Georgia, Germany, Ghana, Greece, Grenada, Guatemala, Guinea, Guyana, Haiti, Honduras, Hungary, Italy, Iceland, Indonesia, Ireland, Israel, Jamaica, Japan, Jordan, Kenya, Kiribati, Laos, Latvia, Lesotho, Liberia, Liechtenstein, Lithuania, Luxembourg, Madagascar, Malawi, Malaysia, Malta, Marshall Islands, Mauritius, Mali, Mexico, Micronesia,*

**Moldova, Monaco, Mongolia, Montenegro, Montserrat, Macedonia, Mozambique, Myanmar, Namibia, Nauru, Netherlands, New Zealand, Nicaragua, Nigerrepublic, Niue Island, Norway, Oman, Palau, Palestine, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Rwanda, Republic of Korea, Republic of Macedonia, Romania, Russia, Saint Christopher and Nevis, Saint Lucia, Saint Vincent & the Grenadines, Samoa, San Marino, Senegal, Serbia, Seychelles, Singapore, Slovakia, Slovenia, Solomon Islands, Sierra Leone, South Africa, Spain, Sri Lanka, Suriname, Swaziland, Sweden, Switzerland, Taiwan, Tajikistan, Tanzania, Thailand, Tonga, Trinidad & Tobago, Turks & Caicos Island, Tuvalu, Uzbekistan, UAE, Ukraine, United Kingdom, Uruguay, USA, Vanuatu, Vatican City-Holy See, Venezuela, Vietnam, Zambia and Zimbabwe.**

This facility is available at 16 airports against 9 airports when this was introduced. The 16 Airports are: **Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bengaluru, Thiruvananthapuram, Kochi, Goa, Varanasi, Gaya, Ahmedabad, Amritsar, Tiruchirapalli, Jaipur and Lucknow. In addition, E-Visa will be provided at 5 major Indian Ports i.e. Mumbai, Cochin, Goa, Chennai and Mangalore** to tap the potential of cruise tourists from different countries.

Revision of e-Tourist Visa Fee: E-tourist Visa fees is country/Territory specific (min \$00 and max \$60). Bank transaction charges of 2.5% will be charged additional on applicable e-Tourist Visa fees, which is uniform for all the countries. The fee must be paid at least 4 days before the expected date of travel otherwise application will not be processed. The revision of Visa fee has been done on the principle of reciprocity. Bank charges have also been reduced from US \$ 2 to 2.5 % of the e-TV fee. There is no bank charge for zero visa fees.

#### **MARKET DEVELOPMENT ASSISTANCE (MDA) SCHEME FOR PROMOTION OF DOMESTIC TOURISM**

For long, it has been felt that the existing MDA scheme is silent on promoting India within India itself. It was decided that the scope of the present scheme of Hospitality programme should be moulded to also make it inward looking, considering that the country offers vast and unexploited potential for domestic tourists who, along with the foreign tourists, could contribute towards pushing the economic growth further, while providing employment opportunities. The emphasis of this scheme is:

- a) To motivate travel agents/tour operators, and especially those who are yet to promote India to include tour packages to various destinations, preferably less popular and unexploited destinations in the country in their marketing programme.
- b) To encourage domestic tourists to visit such unexploited tourist destinations in various States and thereby project India as an attractive multidimensional tourist destination.
- c) To familiarize travel agents / tour operators / hoteliers about new tourism 45 Ministry of Tourism products and latest developments in the field of tourism. Ministry of Tourism also provides financial assistance to tourism service providers approved by this Ministry, or by the State Tourism Departments in the case of North Eastern States and Jammu and Kashmir, for participation in travel marts,

annual conventions of Indian Association of Tour Operators, Travel Agents Association of India, Association of Domestic Tour Operators of India, Adventure Tour Operators Association, Federation of Hotels & Restaurants Association of India, Hotels Association of India, or any other National level Travel / Tour Association approved / sponsored / recognized by Ministry of Tourism.

#### **MULTILINGUAL TOURIST INFOLINE**

The Ministry of Tourism has setup of the Tourist Infoline/ contact centre to provide information services and also guide the tourists during any emergencies such as medical, crime, natural calamities or on being stranded etc. This service is available as toll free on telephone 1800111363 or on a short code 1363. The Tourist infoline service will provide a sense of security to the tourists who can contact the Government for guidance/information during emergencies while travelling in India and also seek tourist information etc. This facility is available in Hindi, English and 10 other languages namely Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian, Spanish

#### **Progress on Swadesh Darshan Scheme – 2014-15 onwards**

Under the plan scheme 'Swadesh Darshan' and 'PRASAD' the Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/ Union Territory Administrations, for various tourism projects subject to availability of funds, liquidation of pending utilization certificates and adherence to the scheme guidelines.

Under the Swadesh Darshan scheme, thirteen thematic circuits have been identified, for development namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit.

Under the PRASAD scheme thirteen sites have been identified for development, namely: Amritsar, Ajmer, Dwaraka, Mathura, Varanasi, Gaya, Puri, Amaravati, Kanchipuram, Vellankanni, Kedarnath, Kamakhya and Patna.

Under the 'PRASAD' scheme the focus is on development and beautification of the identified pilgrimage destinations. Whereas, in the 'Spiritual Circuit' identified under the Swadesh Darshan scheme, the thrust is on development of particular thematic circuit consisting of various religious/spiritual destination in a State and Union Territory.

In pursuance to the Budget Announcements of 2014-15, both the schemes were launched in January 2015. The projects sanctioned under the schemes are generally commissioned in 18 to 36 months. The details of State/UT-wise, circuit-wise and city-wise funds sanctioned and released under the above schemes are given below.

Details of projects sanctioned under Swadesh Darshan and PRASAD schemes from 2014-15 till date.

## SWADESH DARSHAN SCHEME

Sr. Theme (State) - Name of Project

Sanction Amount (Rs. crore)      Release Amount (Rs. Crore)

Year 2014-15

**1 Coastal Circuit (Andhra Pradesh) - Development of Kakinada Hope Island Konaseema as World class coastal & Eco Tourism Circuit in Andhra Pradesh**

69.83      13.96

**2 North East India Circuit (Arunachal Pradesh)- Development of Bhalukpong-Bomdila-Tawang in Arunachal Pradesh**

49.77      10.00

**3 Buddhist Circuit (Bihar) - Construction of Cultural Centre adjacent to Maya Sarovar on the western side at Bodhgaya, Bihar.**

33.17      6.63

Year 2015-16

**1. North East India Circuit (Manipur) - Development of Tourist Circuit in Manipur: Imphal-Moirang-Khongjom-Moreh**

89.66      17.93

**2. North East India Circuit (Sikkim) - Development of Tourist Circuit linking - Rangpo (entry) - Rorathang - Aritar - Phadamchen - Nathang - Sherathang - Tsongmo - Gangtok - Phodong - Mangan - Lachung - Yumthang - Lachen - Thangu - Gurudongmer - Mangan - Gangtok - Tumin Lingee - Singtam (exit) in Sikkim**

98.05      19.61

**3. Eco Circuit (Uttarakhand) - Integrated Development of Eco-Tourism, Adventure Sports, Associated Tourism related Infrastructure for Development of Tehri Lake & Surroundings as New Destination-District Tehri, Uttarakhand**

80.37      16.07

**4. Coastal Circuit (Andhra Pradesh) - Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore in Andhra Pradesh**

60.38      12.08

**5. North East India Circuit (Arunachal Pradesh) - Integrated Development of New Adventure Tourism in Arunachal Pradesh under North East Circuit of Swadesh Darshan**

97.14      19.43

**6. Eco Tourism Circuit (Kerala) - Development of Pathanamthitta- Gavi-Vagamon-Thekkady as Eco Tourism Circuit in Idduki and Pahanamthitta Districts in Kerala under Swadesh Darshan scheme.**

99.22      19.84

**7. Desert Circuit (Rajasthan) - Development of Sambhar Lake Town and Other Destinations in Jaipur District, Rajasthan under Desert Circuit in Swadesh Darshan scheme.**

63.96      12.79

**8. Tribal Circuit (Nagaland) - Development of Tribal Circuit Peren –Kohima-Wokha, Nagaland**

97.36      19.47

**9. Eco Circuit (Telangana) - Integrated Development of Eco Tourism Circuit in Mahaboobnagar district, Telangana under Swadesh Darshan scheme.**

91.62      18.32

**10. Wild Life Circuit (Madhya Pradesh) - Development of Wildlife Circuit at Panna – Mukundpur-Sanjay-Dubri-Bandhavgarh-Kanha-Mukki-Pench in Madhya Pradesh under Swadesh Darshan scheme.**

92.22      18.44

**11. Wildlife Circuit (Assam) - Manas– Pobitora- Nameri- Kaziranga- Dibru Saikhowa as Wild Life Circuit in Assam.**

95.67      19.13

**12. North East India Circuit (Tripura) - Development of North East Circuit : Agartala - Sipahijala - Melaghar - Udaipur - Amarpur - Tirthamukh - Mandirghat – Dumboor- NarikelKunja - Gandachara – Ambassa in Tripura.**

99.59      19.92

**13. Eco Tourism Circuit (Mizoram) - Integrated Development of New Eco-Tourism under Swadesh Darshan-North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram.**

94.91      18.98

**14. Coastal Circuit (West Bengal) - Development of Beach Circuit in West Bengal – Udaipur - Digha – Shankarpur – Tajpur – Mandarmani – Fraserganj – Bakhlai -Henry Island.**

85.39      17.08

**15. Coastal Circuit (Puducherry) - Development of Union Territory of Puducherry as Tourist Circuit under “Swadesh Darshan” Scheme**

85.28      17.06

## PRASAD SCHEME

State Name of the project Sanction Amount (Rs.crore) Release Amount (Rs. Crore)

### Year- 2014-15

1. Bihar - Development of basic facilities at Vishnupad temple, Gaya, Bihar  
4.29 0.86
2. Uttar Pradesh - Development of Mathura-Vrindavan as Mega Tourist Circuit  
14.93 2.99
3. Uttar Pradesh-Construction of Tourist Facilitation Centre at Vrindavan  
9.36 1.75
4. Odisha - Infrastructure Development at Puri, Shree Jagannath Dham-Ramachandi-Prachi River front at Deuli under Mega Circuit  
50.00 10.00

### Year – 2015-16

- 1 Punjab - Development of Karuna Sagar Valmiki Sthal at Amritsar  
6.45 1.29
- 2 Rajasthan - Integrated Development of Pushkar/Ajmer  
40.44 8.09
- 3 Andhra Pradesh - Development of amaravati Town, Guntur District of Andhra Pradesh as Tourist Destination  
28.36 5.67
- 4 Assam - Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati  
33.98 6.80
- 5 Bihar - Development at Patna Sahib  
41.54 8.31

## CHAPTER - 11

### TOURISM MARKETING

**Marketing** is an important management function of the Ministry of Tourism. Tourism being a composite services jointly provided by a multiplicity of entities at a fixed location. In a country like India where there is lot of variety in Art, Culture, Monument heritage, Wildlife natural scenic places, fairs and festivals and multiplicity of service providers, marketing becomes a complex exercise. Ministry is playing a pivotal role for creating awareness about the benefits of tourism within the people of the country as also awareness about its attractions in the tourist generating regions. Full efforts are made to convert the awareness into actual sale or visit through appropriate motivation and follow up. Tourism marketing is thus a two stage activity and is often shared between the government and the private sector. The effective communication system with prospective visitors are ensured through a number of direct and indirect promotional activities. The promotional programme which are directly addressed to consumers include – **Advertising, organising audio-visual shows, exhibitions, seminars, organising promotional events, jointly with airlines, tour operators, departmental stores, participation in trade fairs and exhibitions etc.**

The indirect promotional activities include efforts through travel intermediaries and Media. Regular advertising is made through electronic media include television, radio, internet, e-mail. Ministry of Tourism has developed a very informative giving information about tourist attractions, facilities and commercial aspects. A related technology is C.D. Roms and Ministry of Tourism has developed series of CD Rom's which are distributed globally. Direct mailing of tourism literature, and decision makers of the multinational companies are undertaken. In this respect, there are 18 overseas offices of the Ministry of Tourism who are responsible to workout marketing strategies depending on the requirements of the specific market. These offices are primarily for servicing tourist information but also responsible to provide information about global trends, market segments, tourist profiles of the specific region, destination features and analyse this market with strength and weakness of the product etc.

Marketing Audit is an important Marketing job which involves collection of statistical data on various aspects including the existing tourist flow, profiles of tourists, details of competitive destinations, relative market share of different destinations, country profiles, global tourism trends etc. This is done with the help of the Market Research division of the Ministry of Tourism. All such details help to workout Marketing strategies/Plans for each identified market segment, choice of Media and monitoring and achieve the target set. The effectiveness of the marketing efforts of the overseas offices are monitored regularly through the total tourists visits generated by each overseas office from the originating markets.

One of the important objective as mentioned earlier is to create tourism awareness through dissemination of tourist information correctly, quickly and conveniently. Information Technology has brought about a revolution in the way of setting new trends globally in this direction. Ministry has drawn up ambitious programme and introduced new IT techniques in its offices in India and abroad.



The IT initiatives include provision of PCs to all officers in the Ministry provision of Internet and E-mail to all officers, creation and development of CD-ROMs/ Virtual CD-ROMs on destinations, thematic subject which are focussed in the overseas promotions like **Adventure and Wildlife, Convention facilities, Railway journeys, Destination India, Festivals etc.** Installation of information kiosk at places of tourist interest in the four metropolitan cities, installation of Hotel Reservation kiosk at **Indira Gandhi International Airport, Delhi**, Creation of official, Portal of the Ministry of Tourism, IVRS system in the Regional Tourist Office in India, development of data based visitor information system in the Regional Tourist Offices, installation of **HARK (Handy Audio Reach Kit)** in the National Museum and at other historical sites etc.

**Marketing Strategies/plans** for each identified segments are formulated on the basis of segment and SWOT analysis. The profile of the people in the identified segments have helped to make the right choice of the media and the relevant message.

Advertising through print media is relatively less expensive and cost effective. Hence in overseas marketing this medium is aggressively used. Through a selective approach those are released in the National Press, travel magazines or other publications. The most important consideration for the choice of media is the popularity of that media amongst the largest groups. The unit cost and effectiveness is measured in terms of consumer responses are other considerations in the choice of media. The choice of appropriate messages and frequency of advertisements are other important aspects of consideration in formulating advertisement strategy. The strategies and plans are always linked to the resources available and target set. Subject to availability of funds, the effective media is electronic media to reach millions of viewers. This medium is more effective to increase market share and a must for a country like India to present its true colour and diversity in compact manner to the captivated clients. Direct mailing of tourism literature to those who respond to the advertisements is one of the prime job of the overseas India Tourism offices. These offices as part of PR activity update the list of various interest groups and mail them tourism literature to attract their attention, even help in preparing travel itineraries, organise slide/audio-visual shows, exhibitions, seminars etc., for the benefit of the specific groups like wildlife enthusiasts, Adventure, Culture etc

Direct promotions are vital in the international tourism marketing. These are conducted by the overseas tourist offices (list is given at the end of this chapter). These promotional events are organised jointly with the airlines, tour operators, departmental stores, multinational companies, cruise liners, clubs etc. Raffle prizes/giveaways in terms of free air tickets, free holidays at resorts in collaboration with the State Tourism Departments/Private sector hotels are offered in such promotional events to attract more people at such events. India Food festivals, cultural festivals, sports events etc., are also organised to offer varied aspects of the rich heritage of Indian Tourism.

There are a number of internationally known travel marts/shows like **WTM London, ITB Berlin, ATM Dubai, PATA Marts, FITUR – Madrid, Asia Travel Mart, Singapore, International Tourism Show, Istanbul, AWTE-Beirut etc.**, where India is represented with Tourist Office in the region and Indian Travel

Trade. In the National Tourism Pavilion India's tourism products are displayed through digitally developed photographs, specific heritage of the country and holding interaction meetings with the Indian delegation. These Marts are also the avenues for business negotiations and renewal of travel and tourism contacts. MOU's are also signed with the Government agencies and effective coordination with airlines, Travel bodies and missions are achieved for the benefit of tourism business.

Effective liaison with media is an important and most effective tourism promotional activity. This is achieved by providing periodical news items about the destination and encouraging media representatives including television teams to visit India destinations and write about such destinations screen films about the facilities and services on their return to their respective countries. The media value of such reports are much more than the paid advertisements and create greater confidence in the minds of readers/viewers. Another important marketing efforts of the overseas India Offices include the direct liaison with the Tour Operators, Travel Agents, Incentive and Conference Operators, Adventure experts/Travel Trade Associations in Overseas Markets. These agents are encouraged to promote India holiday packages by providing financial support to bring out exclusive holiday brochure on India destinations, put up India displays in their high street location offices, support for Media and TV campaigns to boost India holidays on offer through these agencies, holding promotions with them for their clients, direct mailing to their clients the India literature covering the places in the itineraries on offer from these agents, training operational staff and organising educational tours for sales team so that they get firsthand knowledge of the India products and can sell India destinations with perfect confidence. Even they should be recognised with some raffle prizes, giveaways and holidays as incentives. Such programmes are regular and are organised under Ministry of Tourism's Media Relations and Hospitality Programme. The tourist offices help in updating the Head office about the determination of specific products and services which are acceptable in a given market with the change in the market scene which involve a proper study of the existing goods, services on offer in relation to the existing market demands, future potential feasibility of product diversification/Uniqueness, Quality packaging, pricing and product differentiation briefly updating on the consumer demand and work out market segments for product positioning and involving effective communication strategies. For example, India was promoted mainly as cultural destination in the overseas markets. In view of the change in holiday concept in the new millennium where the markets are now looking for such destinations where eco-friendly holidays are available and greater care is taken for protection of environment and environmental issues are given priority attention, more on health tourism with rejuvenation packages or unique experience wildlife, adventure, sports, festivals and fairs, spiritual etc. With the educational tours for the media/tour operators India is being presented to the holidayers to get India's due share from these traffic generating markets. India has all the right ingredients for such market segments. Thus in tourism marketing it needs constant updating. Tourism product is not an item with fixed shape, size, content or coverage through the tourist attraction is specific to a location. Tourism marketing is far more complex than conventional product marketing. The consumer has to move to the

location of the product for consumption. Perception plays an important role in the decision making process. Hence the marketing has to be very forceful and but must bring a balance between the perception and reality. It is all the more important for the marketing agents that only sell the final product – India destination but as mentioned earlier tourism product is a combination of various services built around an intrinsic tourist attraction and many such services on which the marketing officers have no control. It is therefore regular updating and coordination with various channels of services are maintained through effective communications. Awareness is a must and the two-way communication is the right approach for tourism marketing. This area India Marketing efforts are lacking and many a time tourists came back unhappy as content of the message was not clear to the tourists. The essence of tourism marketing is the right and effective communication. With the introduction of e-mail and website there is a sea change in this field.

Marketing of tourism also involves the marketing of package tours covering travel accommodation, food, sightseeing, entertainment covering one or more destinations so as to optimize the travel cost. The package cost is determined based on the pattern of demand, use of services, duration. In this area, the efforts have not been very successful as India packages are termed as high priced, in view of the heavy taxation in accommodation sector and transport sector on the inter State movements. In many markets, not only the seat capacity is less but this has also made the travel to and from India comparatively costlier as compared to the neighboring countries like Thailand, Sri Lanka, Malaysia. This has put a negative effect in the formulation of effective marketing strategy of the overseas offices. In the SWOT analysis it is repeatedly mentioned that India need to bring down the cost of package tours matching with the South Asian Competitors, try to improve a buildup positive image (India always get negative media reports though neighboring countries too have regular negative events sometime more aggressive than India, still they are perceived as more safe destination) strengthen the weak infrastructure and improve air link. One of the weak link of the India's tourism marketing efforts is the proper machinery of monitoring. The strategies and marketing efforts of the overseas offices need to be monitored regularly and adjustments have to be incorporated if the demand results are not forthcoming. A feedback mechanism need to be designed as part of the marketing strategy and really implemented proved so for India after the terrorist event in USA in September, 2001 and war perception in Afghanistan, Indo-Pak War, economic slide in South Asian Countries in 1999, devaluation of money in Italy, Spain, South Africa and of course due to socio-religious event in India in early 2002. Many overseas offices could not workout the right market segmentation, analyze the market with the existing opportunities and threats device communication strategies to motivate the identified segments mainly these were totally new office without proper knowledge of the local language or trained for this complex job, the personnel who have hardly any knowledge of India's tourism product or any experience of effective communication, any idea of the choice of media based on market segmentation, demand, offices were opened but had to be closed giving wrong signals to the markets. These were commissioned without proper feedback or review, statistical or factor analysis, profiles etc., were never looked into.

The monitoring machinery to control the operational strategies, changes in the market share and actual visitors arrival. Under operational strategy, each office could clearly report about the number of consumer events, trade events organised, levels of participation, usefulness, advertisement released, coupon response monitored, participation in trade and tourism fairs, tourist literature prepared, distributed (Direct mailing/ indirect with Tour Operators etc). Through the percentage of people visiting the designated destination out of the total tourist arrivals generated by the originating market will help to know the market share – to give such feedback through trends in the visas issued or airlines bookings etc (even some trends will show the actual impact of the marketing efforts). Of course, many time desired effects have not been achieved as many external factors are also linked like economic political and other reasons may affect the outflow from the origin country or even in the host country. In the marketing efforts, there are proposal for commissioning new offices in South East Asia Region/Far East which include India Tourism Offices in Kuala Lumpur, Seoul, China, Hon Kong etc. It is sincerity hoped that the decision makers have looked into the data on demographic and psycho-graphic profiles of tourists along with their motivation buying habits, travel habits, perceptions, previous experiences, planning of travels, purpose/motivations, opinions of the decision makers in those markets. Some supporting partners to help and spread the tourism wings, airconnectivity, economic climate competitive environment and will select the right man power to run the show in those markets with supportive budget and supporting staff. These two aspects suitable budget (release of funds in time) and supporting staff to help were two reasons which were termed as bottlenecks to get right results from the officers posted in overseas offices.

**'Word of mouth is the best medium of all'**

**'If your advertising goes unnoticed, everything else is academic'**

**'No body counts the number of ads you run; they just remember the impression you make'**

#### **MARKETING EFFORTS REVOLUTIONIZED SINCE 10TH FIVE YEAR PLAN**

India outdoor branding undertaken at Delhi & Mumbai Airports for greater awareness. Similarly outdoor advertising undertaken on DND Flyway. Yamuna Express way, Radio Campaign to promote Tourist Helpline Commissioned by Government. Swachh Paryatan App, Advertising taken on Air India Boarding Passes. But the step which desire mention is the new Social Media Accounts for the Ministry opened on Periscope, Vimeo, Pinterest and linkedin in addition to the accounts or **Google + Youtube, Facebook, Instagram and Twitter**. Service of creative prepared for promotion of events in Social Media. India was globally visible round the year. Participation in global exhibitions as guest of Honor state in **WTM London, ITB Berlin** and increased participation included **WTM Africa, IMEX Frankfurt, Virtuoso Travel Week in Lasvegas, Malaysian Association of Tour & Travel Agents (MATTA) in JoharBahru, Korea International Tourism show, International Trade Fair and Laisure Travel (OTDYKH) in Moscow, IT DCMA Bangkok, IMEX America in Lasvegas Tourism fair Rimini, Italy Taipei Travel Fair, China International Travel Mart CITM, IBTM Barcelona** to name the major ones.

Ministry had increased participation in tourism events in India and overseas. It started participation in the **Great India Travel Bazar in Jaipur, Kerala Travel Mart, Bharat International Tourism Bazar, IITF at Pragati Maidan, Pravasi Bharatiya Divas, Vibrant Gujarat etc with an Incredible India Pavillion** Another marketing event for crafting tourism awareness was Bharat Parv event organized by the government of India at the Rajpath lawns, India Gate, New Delhi International art festivals, 21 gun salute vintage car rally, National street food festival and many more. So there was greater awareness in the domestic market through active participation of Holidayers. This was followed by regular TV Campaigns specially on the North East Region, state of Jammu & Kashmir and TV Campaign on the theme “**Find what you seek**”.

Support extended to Discovery channel for aiming a series Go North East, Domestic Print Campaign Promoting World Heritage sites Road Shows and Know India Seminars were also become more in numbers. These were arranged in collaboration with Travel Industry stake holders and over 30/35 Road Shows were organized with **IATO, PATA, FHRAI, ICPB, Medical Association and covered USA, Europe, Far East, Gulf & Middle East, Scandinavian, Balkan Region** etc, food festivals also organized in over 10 countries. Outdoor publicity for greater visibility of Incredible India was undertaken at airports, or buses/trans, hoardings & bill boards in prominent places in the important cities including **Finland, Denmark, Paris, London, Los Angeles, Vancouver, Toronto, Venice, Moscow, Tokyo, Busan Social Nagoya, Kyoto, Taiwan, Taipeh city, Singapore, Rome, Milan, Malaysia, Sydney, Perth etc.**

International Yoga day, International Buddhist Conclave, Festival of India in Australia were organized to boost international tourist arrivals. Familiar's Tours were increased.

All these efforts made real impact. Since 2009 when arrivals were stagnated at 5 million figure by the end of 2016 crossed 9 million. So the marketing efforts were positive and with direct approach to each market. All these efforts to continue in the subsequent plan period with more use of Technology Social Media based.

## CHAPTER - 12

### DOMESTIC TOURISM IN INDIA

Travel for pilgrimage and learning has been an integral part of Indian culture ever since the beginning of its civilization. Several Centres of learning and religious workshops developed all over the country since ancient times. This gave further impetus to the mass movement of people from one place to another. Development of traditional industries and trade created the stream of business travellers. Several trading routes were established and the traders started frequenting the centers of trade from distant places. The ancient rulers gave the recognition to these travellers and created many wayside facilities like **Inns, Sarais, Dharamshala and Caravani** for their benefit. These formed tourism infrastructure of India in those days. Thus India has been experiencing massive movement of domestic tourists for several centuries.

A few centuries ago, the **Mughal Rulers** introduced pleasure tourism by building luxurious palaces and enchanting gardens in places of scenic attractions.

However, during the **British rule in India** that domestic tourism received a new direction and meaning. The establishment railways and export/import houses at Port Towns introduced qualitative and quantitative changes in the Indian business tourism. In addition, the construction of **Granite Houses, dak bungalows, forest lodges etc.**, provided the infrastructure for leisure & wildlife tourism. Several hill stations were also developed during the period 2 which became the core of Indian leisure tourism. The emergence of a large urban 'middle class' coupled with better transport and communication facilities has created a new class of holiday and leisure tourists in the contemporary India. Thus domestic tourism has become the main stay of India tourism and it is likely to grow substantially during the coming years. The economic, social and cultural advantages of domestic tourism are great for country like India. These are enumerated as under:

- Domestic movement of people for non-migratory purposes constituted shifts in consumer markets of variable importance and the catalysts of the national economy.
- It has extremely high, social, cultural, educational and political value and true economic value, although still embryonic in some cases.
- It generates large scale employment opportunities particularly in rural areas and restrains exodus of people to large towns.
- The new job created to meet the needs of domestic tourists have a relatively low unit cost per job and it helps increase the number of jobs
- Production methods for services demanded by domestic tourists generally remain simple and based on local materials.
- It also requires only simple installations and infrastructure in transport, accommodation and catering which would take into account local culture, political and historical traditions.

- It has the ability to sustain and maintain the tourism industry during lean periods of international tourism by providing an alternative for demand substitution.
- It contributes to an empowered balancing of national economy through redistribution of national income and thus provides a better environment for growth of both domestic and inbound tourism.
- It is single unifying force which helps to achieve understanding between various linguistic, religious and commercial groups living in different parts of the country. It thus contributes towards strengthening the fabric of national unity and cultural integration.

In general, the economic and social wellbeing of a nation is reflected in the magnitude of domestic tourism in the country. It manifests itself in the most vibrant form where people are free to move from one place to another for purposes of pleasure, education, experience, religion and business. The phenomenon of domestic tourism is thus a conspicuous expression of the way of life in any society.

Domestic tourism has already become a phenomenon of great significance in India with the emergence of sizeable middle class with reasonable affluence and disposable income and strong desire to travel within the country coupled with improved transport and other infrastructure facilities. It is now further accelerated with the introduction of leave travel concessions granted to Govt. employees as an incentive and boosted domestic tourism. The economy of hills particularly Kashmir, Himachal Pradesh, Garhwal and Kumaon is overwhelmingly dependent on tourism and particularly on domestic tourism. Similarly the beach resorts of Goa, Maharashtra, Kerala, Tamil Nadu, Orissa are frequented by domestic tourists round the year and contributes to the local economy.

The decision adopted in the **World Tourism Conference** during September 27th – October 10, 1980 at **Manila (Philippines)** which is known as Manila Declaration describes the significance of domestic tourism in the economic and social context as under:-

“With each country, domestic tourism contribution to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favourable to the general economy of the country.”

“The right holidays, the opportunity for the citizen to get to know his own environment, deeper awareness of his national identity that links him to his compatriots and the sense of belonging to a culture and to people are all major reasons, for stimulating the individual’s participation in domestic and international tourism through access to holidays and travel”.

Social tourism is an objective which society must pursue in the interest of those citizens who are less privileged in the exercise of their right to rest”.

In its report August 2001, WTTC India Initiative Document it is mentioned “The burgeoning domestic demand needs to be satisfied by facilities matching international standards in price and quality. This is necessary as much to keep

the domestic demand needs to be satisfied by facilities matching international standards in price and quality. This is necessary as much to keep the domestic demand at home as to entice foreign tourists come to India. The travel demand by tourists must be matched with adequate facilities in utilities, parks, museums, sanctuaries, adventure, camps, entertainment centres, and resort areas that are designed, developed and planned to cater to tourists both foreign and domestic.”

“India is home to many of the leading religions of the world. Hinduism, Buddhism, Jainism, Sikhism. It is also home to sizeable followers of Islam and Christianity”. The States of Uttar Pradesh, Andhra Pradesh, Tamil Nadu, Karnataka, Bihar, Maharashtra, Rajasthan, Jammu & Kashmir, West Bengal and Himachal Pradesh attract visitors in millions”.

“An event of note is that the Kumbh Mela occurring once in twelve years attracted more than 68 million visitors in 2000 in Allahabad making it the largest international event other than Haj.”

Such observations from the tourism expert bodies are enough to reinforce the fact that the domestic tourism is of immense importance to India and domestic demand will grow year after year with growing business traffic and disposable amount of income.

In fact domestic tourist demand will increasingly shift to the more expensive range and become the primary consumer of the tourism market



# CHAPTER - 13

## ROLE OF TOURISM ORGANISATIONS

### INTERNATIONAL/INDIAN FOR TOURISM DEVELOPMENT

#### THE WORLD TOURISM ORGANISATION (WTO)

It is the nodal agency entrusted by the **United Nations** with the promotion and development of tourism with 165 countries and territories as its members and more than 350 affiliate members representing various sectors of tourism. The WTO is a key institution in translating the objectives of tourism development and promotion of understanding across the globe. Founded in 1975 as an inter-governmental body it is a successor of the **International Union of Official Travel Organisation (IUOTO)** which existed from 1947 to 1975. WTO through its activities helps the nations throughout the world to maximize the positive impacts of tourism as also to create an appropriate opinion and awareness for sustainable development of tourism. WTO continuously monitors and analysis travel and tourism trend in the member countries which provides invaluable data for strategic planning and marketing. A major achievement of WTO in this regard has been the **Ottawa (Canada)**. Conference on statistics held in 1991 which established global definitions of tourism to facilitate uniform of measurement of tourist flows. India has been a member of the organisation from its inception and has the privilege of being in the Executive Council for a number of years. India, therefore, takes a pride of place in shaping the future of the international organisation of tourism. WTO has done extremely valuable work to assess and evaluate the forces that will influence the nature and direction of growth in future. It has also examined the existing market trends and projected the likely growth of tourism in different countries. The inputs are of invaluable assistance to policy makers and tourism planners. Many tourist statistical datas in this book have been taken from WTO publications. A number of publications are being brought out by the WTO every year on various aspect of tourism. Some of the important publications are:- • Year book on Tourism Statistics (Annual). • Travel & Tourism Barometer (Quarterly). • Sustainable Tourism Development: Guide for Local Partners. • World Tourism Forecasts to the year 2000 and Beyond. • An integrated Approach to Resort Development • Tourism carrying capacity Source: The World Tourism Organization (W.T.O) "Recommendations on Tourism Statistics" The World Tourism Organization and the United Nations jointly published those definitions in 1994. World Tourism Day is celebrated every year on the 27th September. The first World Tourism Day of the third millennium was observed on 27th September, 2001 in the Islamic Republic of Iran with the theme "**TOURISM: A TOOL FOR PEACE AND DIALOGUE AMONG CIVILIZATIONS**" All the participating countries pledged to cooperate in ensuring that tourism develops in an sustainable, responsible and ethical way. The organizational structure of WTO include (a) The General Assembly, (b) the Executive Council, (c) the Secretariat, and (d) Regional Commissions. The General Assembly of WTO is the supreme organ of the organization. Its sessions are held once in every two years and are

attended by delegates of the Full and Associate Members as well as representatives of the Affiliate Members. The Executive council is responsible for the implementation of its own decisions and the recommendations of the General Assembly in consultation with the Secretary General. The Council meets at least twice a year. The Council consists of Full Members elected by the Assembly in the proportion of one Member for every five Full Members. The term of office of Members elected to the Council is four years. The Council functions through a number of Committees as listed below: i. Technical Committee for Programme and Co-ordination (TCPC) ii. Committee on Budget and Finance (CBF). iii. Environment Committee. iv. Quality Support Committee. v. Sub-Committee for the Review of Applications for Affiliate Membership. The Secretariat of WTO consists of the Secretary General, Deputy Secretary General (s), and a number of technical and non-technical officers and staff. The Regional Commissions are subsidiary organs of the General Assembly and each of them meets once a year. They enable member States to maintain contact with one another and with the Secretariat between sessions of the General Assembly. Each Commission elects one Chairman and two Vice-Chairman from among its Members for a term of two years commencing from one session to the next session of the Assembly. The six commissions are: • Commission for Africa • Commission for Europe • Commission for East Asia and the Pacific • Commission for South Asia • Commission for the Middle East • Commission for the Americas Source : W.T.O documents

#### PACIFIC ASIA TRAVEL ASSOCIATION (PATA)

Although PATA operates primarily out of the **United States**, it now focuses attention on travel industries worldwide. PATA helps to increase awareness and builds up contacts between tourist destinations and the countries from which tourists originate. It takes up issues of common concern to the tourism industry such as preservation of heritage and environment. It is an international non-profit organisation with a mission to contribute to the growth and value the quality of travel and tourism to and within Asia Pacific Region. Founded in Hawaii in 1951, PATA has operational Headquarter in **Bangkok**. Other divisional offices are located in Sydney, Singapore, Monaco and in California, National Tourism Organisations, State and City Tourist Offices, Airlines, Cruise-lines, Hotels, Tour operators, Travel Agents, Public Relations and Media Organisation, Consultants and Educational Organisations are its members. PATA arranges workshops and conferences where its members can share ideas and exchange views about the promotion of tourism in their respective regions. The Research, Development and Education of Councils of PATA provides information and share experiences through its publications. Pacific Travel News Destination Hand Books, Guides and Directories, Pacific Travel News, Reports etc. PATA also organises special training programmes. In response to the recent economic down turn after terrorist events in USA, PATA quickly took action to increase marketing and promotional activities on behalf of the region. PATA has provided a cohesive structure to help its members realise the most economic prosperity from its growth. The most significant activity of PATA however is its annual conference. PATA Annual Conference is an annual event to provide opportunity to its members to meet, exchange views and conduct business as well as to show case their countries

as tourist destinations to the World travel leaders. The Conference is held in different host countries each year and is attended by delegates from all over the world. These marts lead to the establishment of valuable commercial contacts. PATA Annual conferences in India was held for the first time with over 1000 delegates attending the conference. The theme chosen was "Challenges of change". In 2002, India hosted the 51st PATA Annual Conference in New Delhi from 14th – 18th April, 2002 and the theme was 'Tourism – Looking ahead and beyond'.

#### **WORLD TRAVEL & TOURISM COUNCIL (WTTC)**

WTTC was founded in 1991 as a global forum of business leaders in travel & tourism. It is located in London with representative offices in **Australia, Central & Western Europe, Latin America, Mediterranean, South Asia, Africa and North America**. The members of the council are from all sectors of the industry including accommodation, catering entertainment, recreation, transportation and other travel related activities. The Central goal of the Council is to realize the full economic impact of travel & tourism by working with national governments. WTTC's major focus is on the improvement of the public and governmental recognition of the strategic importance of travel & tourism sector in each country. It has conducted studies on "Economic Impact & Potential of Travel & Tourism in several countries including India. "Green globe, a worldwide environmental management and awareness programme for travel & tourism industry was developed by WTTC with the involvement of the Earth Council. The programme has the broad support of the **United Nations Environment Programme (UNEP)**. Source: WTTC, Travel & Tourism in India, The Economic Impact & Potential 1998.

#### **THE INTERNATIONAL CIVIL AVIATION ORGANISATION (ICAO)**

Established in 1947, as a specialized-agency of the United Nations, is located at **Montreal, Canada**, with regional offices in **Mexico City, Lima, Paris, Cairo and Bangkok**. Its members, who include over 130 governments, joined this organisation for the common purpose of promoting civil aviation on a global scale. ICAO provides the machinery for achievement of greater cooperation in civil aviation. ICAO's objective is to establish norms and practices for international air navigation and to support the development of international air transport. The specific objective are:

- Ensure safe and orderly growth of international civil aviation;
- Encourage the art of aircraft design and operation for peaceful purposes;
- Encourage the development of airways, airports and navigational facilities for international civil aviation;
- Satisfy the needs of the people for safe, regular, efficient, and economical air transport;
- Prevent economic waste caused by unreasonable competition;
- Ensure that the rights of contracting countries are fully respected and that every contracting country has a fair opportunity to operate international airlines;
- Avoid discrimination between contracting countries;
- Promote safety of flights in international air navigation; and
- Promote the development of all aspects of international civil aeronautics.

The International Civil Aviation Organisation also makes efforts to reduce and simplify customs, immigration, public health, and other travel formalities in order to facilitate air transportation. As part of the United Nations Development Programme, the organisation provides technical assistance to states in developing civil aviation programmes. Development of regional plans for providing ground facilities and

services to facilitate international flying is another important function of the organisation. ICAO publishes air transport statistics and studies on aviation economics. It is also engaged in the development of air law conventions.

#### **INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION (ICCA)**

ICCA is the premier world organisation in the conference industry. Convention and Conference tourism is one of the major segment of World Tourism now. It is estimated that over 35,000 conferences are held around the world every year. The ICCA maintains an exclusive database of dovetailed information on international conferences, including the names of conferences, organisers, number of participants, places of earlier events etc. The Association also issues periodical bulletins of forthcoming conferences and convention around the world. India is an active member of ICCA.

#### **INTERNATIONAL AIRPORT TRANSPORT ASSOCIATION (IATA)**

The International airport Transport Association (IATA) was founded in 1945 by international airlines to meet the needs of the rapidly expanding civil air services at the close of the Second World War. The International Air Traffic Association, set up in 1919 was later merged into IATA. IATA, with over 100 airlines as members, is a non-governmental organization that draws its legal status from a special Act of Canadian Parliament. It is also closely associated with the International Civil Aviation Organisation (ICAO), which is the international governmental agency that fixes world standards for the technical regulations of civil aviation. The primary aims of IATA are:

- To promote regular and economic air transport and to develop commercial air travel;
- To promote cooperation between airlines and service providers;
- To ensure coordination with the International Civil Aviation Organisation and other international organisations.

IATA provides a wide range of services; including:

- Global planning of international time tables, air fares and landing charges;
- Standardization of inter-company communications and reservation systems;
- Provides single formula for tickets, airway bills, and currency rates. It also acts as a clearing house for adjustment of accounts between member airlines;
- Training of travel and freight agents;
- Regulation of legal questions of general concern and the development of security measures;
- Examination and resolution of problems relating to flow of passengers and goods at the airports and the establishment of procedural and technical norms.

IATA's major purpose is to ensure that all airlines operation, proper business practices by airlines and their agents, simplification of procedures, and reasonable airfares. Due to airline cooperation through IATA, individual passengers can make payments in a single currency to facilitate journeys that take them through many countries in various scheduled carriers. IATA represents a pool of expertise and information and administers many common services and facilities for air passengers.

#### **AMERICAN SOCIETY OF TRAVEL AGENTS (ASTA)**

The American Society of Travel Agents (ASTA) is an organisation of travel trade set up to promote world tourism. The society, with over 25,000 members in 136 countries, is the largest trade association in the world. ASTA provides opportunities for its members to develop partnership and creating a global marketing network. ASTA also supports the expansion of world tourism through its World Travel

Congress, and annual event that brings together over 6,000 travel suppliers and travel agents for business networking and exchange of information about new travel offerings around the globe. As a result of ASTA Congress, the host countries generally experience substantial growth of in-bound tourism. ASTA offers its member Global Partnership Education Programmes. These are designed to help the international travel industry prepare for the challenges of the future through education and by encouraging a powerful 'global partnership' of travel professionals.

#### **UNITED FEDERATION OF TRAVEL AGENTS (UFTA)**

United Federation of Travel Agents which has its headquarters at **Monaco (Europe)**, is a federation of travel trade associations. About 80 national associations are among its members. UFTA programmes aim to improve the professional expertise of its members by holding seminars and conference on new developments in the trade, such as the use of computers, electronic systems, and other new advancements. It also conducts high quality training programmes.

#### **SOUTH ASIAN ASSOCIATION FOR REGIONAL CORPORATION (SAARC)**

This body looks into development of South Asia Travel & Tourism Development and seeks cooperation effort through SAARC Secretariat to have information for South Asia Region, spread the message about the importance of tourism, issues of tourism and statistical base for the region. India plays an active role in coordination and regional cooperation. Indian Ocean Rim Travel Agents Association, BIMST-EC (Bangladesh, India, Myanmar, Sri Lanka, Thailand - Economic Cooperation are actively exploring ways of cooperation between countries and organisations sharing common objectives with enhanced importance to tourism.

#### **Travel Trade Bodies in India**

##### **TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI)**

In 1951, a group of travel agents of India met in Mumbai and founded the national association of travel agents called the Travel Agents Association of India with its registered head office in Mumbai and three regional offices in **Kolkata, Delhi and Madras**. The major activities of the TAAI include promoting, maintaining and stimulating the growth of travel and tourism in the country maintaining close contact with world travel trade bodies and representing matters affecting travel and tourism in India; gathering and disseminating useful information and travel and tourism among members for the guidance. The TAAI holds annual conventions called India Travel Congress in major cities of India or neighboring countries. Important matters regarding the promotion by tourism is discussed at these conventions and package tours are organised by the member agencies to various destinations in India. special tourism awards are given to travel agency earning amount of foreign exchange or excellence in the field of promotion of tourism. Though the help of this association, Government has successfully promoted non-traditional areas such as Trekking, Winter sports, Wildlife Tourism, Leisure and Incentive tourism and marketing in key markets, holding conferences and manpower training.

#### **INDIAN ASSOCIATION OF TOUR OPERATORS (IATO)**

IATO was established in 1981 to promote international understanding and good will. It is a joint forum of tour operators and membership is open to organisations of good professional reputation that have connections with tourism at the travel industry-airlines, cruise lines etc. It aims to promote natural integration, international welfare and good will. The IATO also assists students to study and research in the field of tourism development. Seminars, Group discussions are held to encourage, promote and assist the development of tourism all over the country. It has its Newsletter which gives its members updated information on all tourism issues and works actively in cooperation with the Ministry of Tourism. Its members are associated in National level tourism planning, International Tourism events where Ministry of Tourism participates and IATO has contributed a lot in the development of tourism in India. More information about IATO is available from IATO website which was launched in June, 1999.

#### **FEDERATION OF HOTEL & RESTAURANT ASSOCIATION OF INDIA-(FHRAI)**

Formed in 1954, it was incorporated as a company under the Indian Companies Action 7th December, 1975. The four Regional Associations functioning in the country in Kolkata, New Delhi, Mumbai and Chennai formed the federation. The objective of the Federation are to unite the four regional associations, create a national fraternity of the hotel and restaurant establishment located all over India, promote and market the hospitality industry of India and to coordinate and liase with the Ministry of Tourism and other Govt. Ministries and State Governments so as to secure redressal of grievances of the industry. The federation is a member of the International Hotel Association. Hotels and Restaurants constitute the major segments of tourism industry in the country. The success of any tourism promotion programmes and plans depend to a large extend in the basis of available infrastructure. In the Annual conventions of FHRAI Centre and State Govt. Tourism Departments are invited and matters of mutual benefits are discussed. Problems faced by the Ministry and discussed with the Government and Operational bottlenecks are removed to ensure smooth running of the industry and to keep its place on par with other industries. All relevant information is communicated to its members through monthly newsletters, circulars and bi-monthly FHRAI magazine. FHRAI organizes an Annual exhibition in the hospitality industry. The exhibition is held along with FHRAl's annual convention as an ideal opportunity and one stop display point for suppliers of products and services to meet managers of the entire industry. The Federation publishes Annual Hotel and Restaurant Guide that is the official guide for the hotel industry and contains comprehensive details about all properties including current tariffs. FHRAI is interested in the growth of tourism industry and continues to strive for it. It is also working for high quality standards and operational efficiencies in hotels and restaurants in India. To upgrade the training facilities in hotel management and catering technology in the country it has set up a Research-cum-Training Institutes of International standards in New Delhi. An official website of FHRAI (<http://www.fhraindia.com>) was 86 formally launched in August, 1977 with 310 hotel/restaurant members listed on it.

### **HOTEL ASSOCIATION OF INDIA (HAI)**

The Hotel Association of India was established on 4th December, 1996 as an organization of hospitality industry in India. It represents all cross sections of hotel industry ranging from small individual hotels to large chain hotels. The HAI has a membership of over 225 hotels including heritage hotels and government owned hotel. The HAI is committed to achieve awareness about the significance of the industry through appropriate communication programmes and secure for the hotel industry its status as a core infrastructure industry. It synergises with all segments of the hotel industry and apex bodies of the tourism sector in India and Overseas and work for creation of common platform. The Association has been successful in securing export house status for tourism and hospitality industry in 1988 and in establishing a 'Tourism Export Promotional Council as an umbrella organization encompassing all the constituents of tourism sector hotel travel agents, tour operators, airlines, transporters, tourism finance companies etc.

### **ADVENTURE TOUR OPERATORS ASSOCIATION**

The Adventure Tour Operators Association was established on 22nd September, 1994 as a registered society. The primary objective of the Association is regulated development of adventure tourism and promote sustainable tourism membership includes Adventure Tour Operators industry in the hotels, airlines, transport operative guides.

### **INDIA CONVENTION PROMOTION BUREAU (ICPB)**

ICPB was established in April, 1988 as a collaborative effort of the Department of Tourism and the conference industry in India. The primary objective of the Bureau is to project India as a conference destination and assist the Indian industry to successfully bid for organising international conference. I.C.P.B has developed a data bank on conference facilities in India.

**Travel Agents Federation of India (TAFI) and Association of the Domestic tour operators of India (ADTOI)** are also doing excellent job for promotion of India Tourism.

### **FAITH**

Faith the National platform set up by the 10 national tourism & hospitality associations: HAI, FHRAI, IHHA, IATO, ADTOI, ATOAI, ITTA, TAAI, TAFI, ICPB was launched in May 2013. It functions as the nodal strategic policy think tank for tourism & Hospitality for India & has been actively engaging with Union & State Governments policy over the past two years. It has been involved in E-Visa, Foreign Trade Policy 2015-20 (tourism component) National Tourism Policy 2015-20, economic survey FY14, FY 15 (tourism component). Cenvat taxation alignment, Union budget FY 14, 15 (tourism component), national tourism ministers meeting FY 13, FY 14 first strategy meeting between aviation industry & tourism industry, WTO/RCEP/SAARC suggestions (tourism component), Karnataka, Maharashtra & Rajasthan tourism policy suggestions & so on.

### **NATIONAL TOURISM ORGANIZATIONS**

At the national level, National Tourism organisation (Department of Tourism) the role as the central agency responsible for policy formulation, coordination, promotion and marketing. Provincial tourism organisations tourism corporations and industry associations supplement the efforts of National Tourism body.

#### **Department of Tourism**

Department of Tourism in the Ministry of Tourism and Culture is the apex organisation for the development of Tourism in the country. The executive head of the Department is Secretary (Tourism) who provides direction for the implementation of various policies and programmes. An attached office of the Director General of Tourism assists the Secretary. It has a field formation of 18 overseas offices and 21 offices in India. The Department of Tourism is also having under its umbrella a public sector undertaking the India Tourism Development Corporation and the following autonomous institutions:-

- The Indian Institute of Tourism & Travel Management.
- National Council for Hotel Management and the Catering Technology and the institutes and the institutes under its central (NCHMCT)
- Indian Institute of Skiing & Mountaineering (IISM) iv) National Institution of Water Sports (NIWS).

#### **India Tourism Development Corporation (ITDC)**

The ITDC was established in 1966 as an executive organ of Department of Tourism to develop infrastructure and promote India as a tourist destination. The specific objectives included :-

- Construct, manage and market, hotels, restaurants, travellers lodges etc., in place of tourist interest.
- Provide tourist transport facilities.
- Produce and distribute tourist publicity literature.
- Create and operate tourist entertainment facilities like Sound & Light shows, music concerts etc.
- Provide Shopping facilities to tourists; and
- Provide Consultancy and management services to State Governments and Private Sectors.

During the first few years of its operation, I.T.D.C took the initiative to set up hotels, transportation fleet duty free shops and training programmes. Towards the late 70's I.T.D.C began to build up partnership with State Tourism organisations. Joint Venture projects were taken up with State Governments undertakings and these projects were set up in areas where tourism potential needed to be explored but the private sector was not willing to come forward. Such partnerships helped to promote domestic tourism by opening up new areas, relieved the direct strain on budgetary resources of the states by resorting to institutional borrowings and brought about the wide dispersal of tourism earnings from developed areas to many under developed areas. I.T.D.C also developed a consultancy wing which offered its expertise to smaller private sector hoteliers in settings up or managing their properties nominal rates and help these small agencies to grow in business.



### **INDIAN INSTITUTE OF TOURISM & TRAVEL MANAGEMENT (IITTM)**

Indian Institute of Tourism & Travel Management (IITTM) was established as a registered society in New Delhi in 1983. The Institute is fully funded by the Ministry of Tourism, Govt. of India and has been set up to meet the needs of higher education and training of the travel & tourism industry and as a centre of excellence in the field. It has also been entrusted to perform the role of nodal agency for development of tourism education facilities in the country. In August 1992, it was shifted to Gwalior where the State Government transferred 20 acres of land free of cost for constructing its permanent building. The first phase of the work is nearly completed. The IITTM moved from its rented premises to the new campus in February, 1996. The full time courses which were introduced viz. Diploma in Tourism Management (14 months full time) Diploma in Destination Management (8 months) were started from the new campus. Tourism orientation courses, Tourism Marketing, Tourism Management and language, Computer courses are offered regularly.

### **NATIONAL INSTITUTE OF WATER SPORTS (NIWS)**

National institute of water sports was setup in Goa in 1990 to promote water sports activities through out the country. The NIWS has developed 20 training courses covering the entire range of water sports including the technical and management aspects. The main emphasis of the Institute is to establish safety and Quality norms for the Adventure Sports Industry and certify the water sports professionals in the field of power boat handling and life saving.

### **INDIAN INSTITUTE OF SKIING & MOUNTAINEERING (IIS&M)**

Indian Institute of Skiing & Mountaineering (IIS&M), Gulmarg winter sports project and the Indian Institute of Skiing & Mountaineering was setup in 1968 as a pioneering Institute of the Department for developing adventure sports activities like Mountaineering, Skiing, trekking, paragliding etc.

### **TOURISM FINANCE CORPORATION OF INDIA (T.F.C.I)**

Tourism Finance Corporation of India (TFCI) was set up as a Public Limited Company on 27th January, 1989 and it commenced operations on 1st February, 1989. It is a specialized All India Development Financial Institute catering to the needs of tourism industry so as to ensure requisite priority in funding tourism related project facilities and services which inter-alia include hotels, restaurants, holiday resorts, amusement parks and complexes, safari parks, ropeways, cultural centres, convention halls, transport units, travel and tour operating agencies, air services, cruise services, tourist shopping boutiques, sport facilities etc. TFCI is also responsible for formulating guidelines and policies relating to financing of such projects. Generally TFCI provides financial assistance to projects with capital cost of Rs 3 crores and above and though in certain exceptional cases, projects of lower capital cost are also considered for assistance. The leading rate varies between 13.5% to 17% per annum depending on the risk perception associated with the borrower.

### **THE TOURISM ADVISORY AND FINANCIAL SERVICES CORPORATION (TAFSIC)**

TAFSIC was set up for the purpose of providing tourism related consultancy has been merged with TFCI since March 2000. The mandate of TAFSIL was to provide high quality research and consultancy to tourism industry in general and to the investor in tourism industry in particular TAFSIL's range of activities included –i) Site potential surveys ; ii) Market potential surveys; (iii) Techno-economic feasibility studies; (iv) Loan/Equity syndication services: (v) Pre-opening technical and facility services; (vi) Project implementation and monitoring services:

Since the merger of TAFSIL, the above services are also being provided TFCI. The different forms of financial assistance which are being provided by TFCI included : (i) Rupee Loans; (ii) Equipment leasing; (iii) Merchant Banking and Advisory services; (iv) underwriting of public issues of shares/debentures and direct subscription to such securities; (v) Guarantee for deferred payments and credits raise abroad.

## CHAPTER - 14

### HUMAN RESOURCE DEVELOPMENT IN TOURISM IN INDIA

In a very short time, tourism has become one of the world's most important industries. Tourism is a service industry and the quality of service makes all the difference between competing destinations. In India there is a tremendous shortage of trained manpower in the hospitality sector. On a rough estimate of about 100,000 hotel rooms that are in the pipeline and 60,000 more that are required immediately the total manpower requirement to service the hospitality sector has been projected to be about 25,000 per year. Against such a requirement the actual output from the Govt. institutions is only about 7000 per year. Even if all the other private institutions are taken into account the total availability of trained manpower does not exceed 15,000 in a year.

The need to develop the required human resources in various segments of the tourism industry has become imperative as a consequence of the rapid growth in tourism, rapidly changing technology and dynamic changes in the international market.

The main problems and constraints involving human resource developments in the tourism sector are:

- a) Shortage of qualified manpower;
- b) Shortage of tourism training infrastructure and qualified trainers;
- c) Working conditions in the tourism sector; and
- d) Lack of strategies and policies for human resources development in the tourism sector.

To provide adequate qualified manpower in the service sector, the Govt. took up the initiative of setting up Institutes of Hotel Management and Applied Nutrition all over the country from 1962 in the Ministry of Agriculture. To begin with four Institutes of Hotel Management, Catering and Technology and Applied Nutrition were set up in New Delhi, Mumbai, Chennai and Kolkata between 1962 and 1964. In order to meet the training requirements at craft levels in specific disciplines, 12 Food Craft Institutes were set up at different places in the country. The orientation of the training programmes which were in vogue till 1982 underwent a sea change with the transfer of this programme to the Ministry of Tourism in October 1982. It was decided to orient the training towards meeting the requirement of accommodation and catering industry to produce a professional workforce. In order to harness the resources and provide a central thrust, the Ministry of Tourism established the National Council of Hotel Management and Catering Technology in 1984. The main objective of the Council are –

- (i) To advise the government on coordinated development of Hotel Management and Catering Education.
- (ii) To keep updated records of all international developments in this area and serve as a Technical Store house for use in training suitable training programmes

to affiliate institutions and prescribe courses of study and instructions leading to examinations conducted by it.

(iii) To standardise courses and infrastructure requirement.

(iv) To prescribe educational and other qualifications, experience etc, for the members of staff in the affiliated institutions and introduce faculty development programme.

(v) To give certification and accreditation at the national level. As a result of the above changes that have taken place for expanding and modernising the training capabilities of the Hotel and Catering Education programme, the profile of the students of these Institutes has undergone a change and reaction of the industry to their acceptance. At present there are 20 Institutes functioning in the country.

In order to strengthen the existing training infrastructure National Culinary Institute and an Advanced Hotel Management Institute are also proposed in the Ninth Plan.

The intake of candidates for the first year of the 3-years diploma course in Hotel Management is about 2000 and efforts are there to increase the capacity. The Diploma course on Hotel Management & Catering Technology has been recognised by the All India Council of Technical Education.

All the Hotel Management & Food Craft Institute are registered under Societies Registration Act 1860 and have separate Board of Governors consisting of representatives of the industry. The Institutes of Hotel Management & Catering Technology & Applied Nutrition and the National Council for Hotel Management are funded by the Central Government through grants-in-aid. Land for the constructions of the Institutes which are located in various parts of the country is however given free of cost by the respective State Governments. In the case of Food Craft Institutes the financial responsibility rests with Central Government only for the first five years of their operation and thereafter with the respective State Governments.

#### TRAINING THE TRAINERS

There is a large number of training Institutions in the area of tourism, travel trade, hotel management functioning under the Department of Tourism Identification of the training need of Professors, Lecturers/Instructors serving in these training institutions has been done and a comprehensive programme in Training of Trainers has been undertaken. It is proposed to achieve Training for All in training technology course consisting of Direct Trainer Skills and Design of Training in Consultation with the Training Division of the Department of Personnel and Training. This will sensitise the faculty with the emerging trends in the area of training technology. The twin advantage will be effectiveness of trainers and improved performance by students.

#### GUIDE TRAINING

The institution of guides is a very basic component of the tourism services both for international and domestic tourists. With effect from February 1996, a three tier system of guides has been introduced so as to serve the different market segments. Regional Level guides, trained by the Ministry of Tourism, Govt. of India through their tourism offices or the Indian Institutes of Tourism and Travel Management. State Level Guides, trained by the State Governments and local

guides to be trained under the supervision of the State Government/Local Administration.

The Government of India Tourism Offices assess the requirement of fresh guides in the region from time to time and take necessary action for conducting training courses in coordination with the Indian Institute of Tourism & Travel Management, refresher courses and orientation programmes for customs, immigration officers and various service providers like taxi-drivers, posters etc., have also been organised by the Government of India Tourist Offices. Thus streamlining and strengthening of guide training of grass root level workers has been given an emphasis to improve in quality of services in respect of the guides in India.

In the National Tourism Policy thus there is special emphasis for the Professional Excellence in the Human Resource Development Sector and the Action points include –

- Strengthening the institutional set up for human resource development including the setting of our Advance Institute of Hotel Management and a Culinary Institute.
- Qualitative improvement and modernisation of existing training institutions.
- Setting up atleast one Food Craft Institute in each State, particularly in North Eastern States.
- Improving the standards through accreditation and Quality Control.
- Setting up a National Tourism Documentation Centre equipped with modern technology systems to function as a repository of research findings and publications on tourism.
- Involving the tourism industry in human resource development activities and encouraging them to set up independent training facilities.

#### **HUMAN RESOURCE COOPERATION BODY**

##### **South Asia Integrated Human Resource Development Programme (SAIHRDP)**

The European Union launched a programme in 1995 to develop the training skills of the managers in the hospitality industry in South Asian Region to train the lower level staff in specific jobs. The programme was monitored by a committee of SAARC countries and the execution of the programme was managed by National Level Committees. The Indian Committee conducted 46-such training programmes and trained 955 trainers. Manuals for trainers and trainees were prepared under the programme and testing facilities have been established in national institutes. A national system of certification in various trades has also been established. "A unique selling proposition is no longer enough. Without a unique selling talent it may die."

## CHAPTER - 15

### TOURISM EDUCATION AND FUTURE MEETS

In course of 50 years, the travel and tourism and hospitality industry has been acknowledged by international and national tourism promoting countries as a major force for social and economic development. But in spite of such recognition, we all have seen that in course of the five decades passed, the growth has not been matched by the development of a solid foundation or an infrastructure on which to sustain and enhance the data's. Often we have seen that the data's sometime may not be reliable or supported with documentary evidence.

There are many reasons and very nature of the industry could also be some way responsible. The large number of organizations involved in tourism related activities and their relatively small size of operations implied that efforts to collect datas from each of them are both cumbersome and time consuming. This is not so for other industries like Automobile or other manufacturing industries where information is concentrated in the hands of much smaller number of firms and where government facilitate the collection of date base. But this is not so for Tourism Sector. Though some efforts have now been initiated by the Ministry of Tourism, Government of India.

The Second factor is the nature of the travel experiences itself and the inherent difficulties in understanding consumer behavior, expenditure patterns and preferences.

Thirdly being new industry, it has not been able to establish educational infrastructure necessary to attract fair percentage of best talents who are looking for openings in tourism industry. As a result, there is little interest shown on to have reliable information base on which best management decisions can be made or attract best talents.

However one good thing happened that in course of this five decades, there is global competitions to take the share of the tourism pie and more and more countries have now realized the importance of tourism as economic and social force and for overall development. Though some beginning was made by having in-service training for the staff specially for changing consumer behavior, consumer preferences for selecting a destination, tour itineraries, sales and marketing for companies, spending patterns etc but the need is for more focused education for carrier opportunities and tourism information research. This has been rightly felt by the tourism entrepreneurs and respective governments of the countries who started promoting tourism in a bigger way.

Thus the need was felt for tourism education in the last three decades. There were sincere efforts in the development of educational programmes designed to enhance the education and training levels of those entering the industry as well as those keen to be employed in it. Since some progress was visible yet it has not reached the educational progress as seen in other manufacturing industries like automobile, textile, engineering products etc. It has now been felt that there is the urgent need for tourism education. Thus tourism syllabus is to be revised as per the needs of the market such need fuel the need for educational

institutes and tourism education and research through those institutes. Even universities were involved to boost tourism education.

The first step to streamline the tourism education was to prepare text books and other teaching material for tourism at the level of introductory courses. Here also there were usual bottle necks as diversity of the knowledge base which had the problem of having any one individual who can master the many skills involved. Because of the formal education background, the individuals were forced to develop their own abilities.

This further necessitated having educational institutes where basic tourism education to be imparted by drawing upon the knowledge and skill found among both educationists and practitioners. Leading experts in various aspects of travel and tourism provided the benefits of their knowledge and experience. Success has been varied. The initial education was based on industry practices focusing on Managerial Perspective to assist management in improving the quality of planning and decision making and put the message that tourism is multidisciplinary activity. Impact of tourism on both host and tourist as the tourism increasingly became a worldwide phenomenon and cross many cultures. The need for better understanding of these cultures and impact on culture, the studies of motivation became important, even case history of tourism business etc. Ministry of Tourism, Government of India also had a research and marketing wing in the Department, still not specific tourism education policy was drawn up. These divisions were mainly collecting international tourist arrival datas and tourists profile. The tourism education remained restricted to market surveys Research looking into collection of datas, processing and analysis, provision of information for decision making on the need for some new or enlarged facilities or services for future course of action for example what would be impact of oil crisis on tourist arrivals, what relation exists between disposable income and propensity to travel internationally among holidayers. Forecasts relate to international tourist arrivals. Just a beginning mainly to have some basic tourism education purely need based to that Juncture of time, very focused but not through a proper syllabus for real tourism education. As the tourist arrivals increased through the 2nd Five Year Plan period, a new orientation was given to tourism education in the tourism planning mainly focused to Hospitality industry by setting up Food Craft Centers and Hotel Management Institute under the umbrella of the Ministry of Tourism to service the growing demands of tourists for good accommodation and food services etc and also to be competitive.

The **Indian Institute of Tourism and Travel Management (IITTM)** was established as a registered society in 1983 at New Delhi under the Ministry of Tourism with the objective of developing and promoting education, training and research in the field of travel and tourism. In August 1992, the Institute was shifted to Gwalior and is now functioning from its own campus at Govindpuri, Gwalior.

Since 1995-96, the IITTM started a full time one year **Diploma in Tourism Management (DTM)** programme with the approval of **All India Council of Technical Education (AICTE)** New Delhi. In the year 1995, the National Institute of Water sports was also incorporated in the IITTM for education training and consulting in the area of aqua based tourism activities. In 1996-97, Eastern Regional center of the IITTM at Bhubaneswar was established with the same



DTM programme. From the academic year 2007-08, the IITTM started another center from Delhi IITTM; also now conducts **Regional Level Guide Training Programme**.

For Hospitality education, Ministry had setup 21 Hotel Management Institutes in the central sector and six state government sponsored institutes. There are 5 Food Craft Institutes offering specialized courses. There are eight private Institute of hotel management. The IHM'S offer MSC in Hospitality Administration, Bsc in Hospitality and Hotel Administration, PG Diploma and other Certificate Courses. The Food Craft Institutes (FCI's) offer one and half year Diploma Programme in Food production, F & B Service, Housekeeping operation, Front office operation and Bakery and Confectionary.

The Institutes are affiliated to the **National Council for Hotel Management and Catering Technology (NCH MCT)** at apex level which regulates academics for all the Institutes. The MSc and BSc Programmes are offered in collaboration with Indira Gandhi National Open University for which certification is jointly carried out by the University. Certification for all other diplomas and Certificate courses is done by the NCHMCT.

Ministry of Tourism, Government of India is putting special thrust on development of human resources. There is special focus on this sector in the 12th Five Year Plan Ministry already took positive step in early November, 2009 by organizing crash courses to sensitize Indians to the need of foreign tourists ahead of the Commonwealth Games in October, 2010. Most of the course were focusing on behavioral aspects and is on basic cleanliness. These programmes included for CISF staff at the airports, Railways Porters, airport servicing staff, tourist coach operators and in fact all those who will have the opportunity to have direct contact with the tourists. These worked very well with Ministry's Earn while you learn (EWYL) and "**Hunar Se Rozgaar**" scheme where thousands of young boys and girls were trained to service the Hospitality and Travel industry. Ministry also undertook TV Campaigns to sensitive citizens about cleanliness and how to be tourist friendly. Monuments are not defaced with Graffiti's; but we had genuine problems. All round development and beautifications works were taken up in hand for the Commonwealth Games but hardly the Civic administration cared to provide garbage bins and public toilets. This is the reason why litters are scattered everywhere and often the walls become giant urinals. Things have changed to some extent with Sulabh toilets facilities. Now we can see some garbage bins at important places/ shopping areas. Even Ministry had contributed for setting up tourist facilities (toilets etc) and sensitized how to keep city clean with regular Media and TV Campaigns. Even there was special training about changing attitude toward women and tourists in difficulties. This was mainly focused on safety of tourists. This was primarily with the incidents of harassment to tourists etc took place at regular intervals (Goa incident). These efforts had very positive impact and people were educated on our "**Atithi Devo Bhava**" traditions. In the 12th Five Year Plan there is continuity in all these efforts and with the help of stake holders regular courses have been synergized for our Hotel Institutes and Institutes of Tourism and Travel Management.

Some features of the Human Resource Development areas as envisaged in the 12th Five Year Plan 2012-2017 is as enumerated in the subsequent paras in a brief sketch;-

## SKILL DEVELOPMENT

### Strategy 1

Enhancing the Institutional Infrastructure of Hospitality Education by

- Opening new Institutes of Hotel Management (IHM) and Food Crafts Institute (FCI)
- Augmenting the capacity of existing IHMs/FCIs by strengthening and upgrading infrastructure

### Strategy 2

- Hospitality Education to be broad based to cover
- Universities /Colleges
- Polytechnics
- Industrial Training Institutes
- Vocational Education at +2 level through CBSE and other State Level Boards

### Strategy 3

Skill development through "Hunar Se Rozgar" programme through

- IHMs/FCIs
- Govt./ Private education/training institutions recommended by State Govts.
- Classified hotels
- Programmes proposed for following trades:

1. Food Production, Food & Beverages Services, Housekeeping, Bakery Travel & Tour Facilitators, Home Stay owners/workers, Valet Parking Assistants, Spa Therapists, Bell Boys, Golf Caddies, Security Personnel from Hotels.

### Strategy 4

- Skill of existing Service Providers to be certified through a stringent process to enhance their employability
- New sectors to be identified e.g. Restoration workers of heritage buildings Neemrana as example

It is tourist's preferences or motivation travels are changing, Tourism education need to adopt to significant societal and industry changes so that the new generation students can lead the industry into the future as it faces increasing pressures for responsibility and stewardship that puts a priority for change in tourism educational programmes, fundamentally re-design not incrementally by adding new courses or putting courses on line, but by changing the nature of what is taught and how it is taught.

Skills and knowledge sets must be redefined; structures are to be discussed and old ways of doing things must be transcended. We have to keep in mind tourism employment in the coming decades will have a very different profile than it does today. Already what is taught now in our institutes (IITTM's) have become obsolete. The education has to be need based to the industry's changing scene

and provide responsible leadership qualities with technical savvy. To be more specific the syllabus to be value based tourism education. In the global scene we understand that there is an initiative from five sponsoring universities (Temple University and university of Hawaii USA, The university of Queensland (Australia) Bocconi University (Italy) and model university (Austria) .

They had deliberations to discuss and recommend a framework for a new tourism curriculum for 2010-2030.

Specifically they came together with the intentions that include. (i) To understand the changing environment that future students of tourism and hospitality will enter upon graduation (ii) identify the values, knowledge and capabilities that graduates will need to lead positively responsibly and effectively and time frame was kept for 2010-2030 (References Coles, Hall and Dural, 2006; Pink 2005, Samuelson, 2006 p -356 Waller and Steptoc, 2006. The initiative is called **BEST EDUCATION NET WORK (BESTEN)** ([www.besteducationalwork.org](http://www.besteducationalwork.org)). They are continuing with research on regular basis and furthering the development and dissemination of knowledge in the field of sustainable tourism. They have put emphasis on Destination Stewardship skills (ability to respect and work with all stakeholders' environmental management skills, knowledge sharing skills form the primary objectives)

**Political and Ethical Skills** (ethical behavior and practices human values at the work place and ability to motivate political process, **Enhanced Human Resources Skills** (Team building, leadership, meeting challenges etc) and **Dynamic Business Skills** (multitasking, entrepreneurship decision making thinking).

As tourism promoting country we have to associate ourselves with such educational universities and take their guidance to re-organise our educational curriculum based on that expert and researched inputs and adopt to Indian scenario to the optimum level possible. Tourism education has to create a framework for a value-based tourism curriculum that will be relevant and effective to meet the new challenges of the industry.

We always think that tourists have always travelled to distant parts of the world, even India, to see buildings (rich architectural Heritage Buildings) which are termed as Cultural Tourism and till date India is branded as a major cultural tourism destination. We have also dovetailed our efforts for leisure travel with Beach holidays Mountain Resorts, Wildlife resorts and luxury Heritage Hotels (Palace Hotels). We have to look into the new trends.

We have to create special focused curriculum for Winter Tourism – i.e. Skiing Holidays and Safety norms Do's & Don'ts. In India, government through Gulmarg Sports Project and its umbrella organization **Indian Institute of Skiing and Mountaineering** have made a very good beginning. We have now developed **Ski Resorts in Gulmarg (J & K), Auli (Uttarkhand), Solang Nala (Himachal Pradesh) Kufri (Himachal Pradesh) Kumaon Hills** attracting winter tourism tourists. But we do not have regular curriculum for having Ski professional trainers and its regular supply to service this specialized tourism segment.

Now there is a new trend of Mass Tourism through movement of charters. Mass Tourism need a different education for handling big groups and different languages and interest. It can develop with improvements in infrastructure at all

levels, improvement of airports, Technology, allowing the transport of large numbers of people by air, or surface, Rail, Cruise etc in a short space of time to boost of leisure interest so that greater number of people could enjoy the benefits of leisure time. To boost this segment of tourism: Ministry of Tourism, Government of India has made special Travel Trade Cell to look after charter operations and norms for charters to India are regulated. But this also needs special training and adopt the global norms for operations.

There are several other new trends and our tourism education Curriculum needs to include them in the tourism education syllabus. These areas are “**Adjective Termed**” as tourism which refers to the numerous Niche or Specialty Travel Forms that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics in the western universities. These are emerging concepts that are gaining popular usage and often termed as Niche Tourism Products. These include “**Agri Tourism**” visiting agro Farms, Wineries, Rural centers. India has better opportunities for servicing such experiential tourists. Here travel has a similar definition of tourism but implies “a more purpose full journey” i.e. to satisfy his special likings in the field of agriculture farming real tourism experience etc.

This is often now clubbed under Sustainable tourism. Another focused trend in tourism where the emphasis is “Management of all resources in such a way that economic, social, ecological process, biological diversity and life support systems” (**World Tourism Organization**) “Sustainable development implies meeting the needs of the present without compromising the need” Source: (**World Commission on Environment and Development 1987**). The emphasis is on having guidelines of operations of Hospitality Travel industry, wild life parks, Rivers and Lake areas etc looking into areas which can be detrimental to ecological or Sociological impacts of tourism development to a destination. This part was seldom considered in our tourism education till date. But needs broader realization by incorporating in tourism education syllabus. There cannot be real economic growth without regard to its social and environmental impact studies. This has brought focus into Eco tourism also known as “**Ecological Tourism**”. This implies travel to fragile, pristine and usually protected areas that strives to be low impact (often) small scale. It mainly tries to educate traveler, provides tourism revenues for education/conservation and benefiting the local communities and foster respect for different cultures and human rights. In India there are now over 170 Rural Tourism Centers under development and at various stages of completion mainly to promote eco tourism objectives. But for systematic education and development, tourism education for rural tourism needs to be included under Niche Products with outlining Do's and Don't and system of conservation, impact studies, Research base, carrying capacity etc.

Similarly **Medical Tourism** is now a new concept and has taken global attention among tourism promoting countries. But no specific education syllabus is available for this segment. When there is a significant price difference between countries for a given medical procedure particularly in **South East Asia, Europe, USA** and where there are different regulatory regimes in relation to particular medical procedure (Dentistry, Heart surgeries etc) travelling to take advantage of the price or regulatory difference is often refer to as Medical Tourism. India

has made a significant progress on this account but there is no proper education on how such business need to be operated on ethical practices. Similarly in India it is wellness tourism and it is part of the medical tourism combining alternative health practices along with usual allopathic ie Homeopathy, Ayurvedic massage, unani etc. Alternative Medical treatments are special education which hither to was not duly recognized but now quite in vogue in India and globally acceptable.

Here comes another segment which is also termed “**Creative Tourism**” that had existed as “**Cultural tourism**” since the beginning of tourism itself and was part of main tourism curriculum. This concept got a boost since high profile organization like UNESCO who through the creative cities Network have endorsed creative tourism as an engaged, automatic experience that promotes an active understanding of the specific cultural feature of a destination, like world Heritage Monuments in **India China, Egypt, Turkey, France Jordan** to say some unique heritage holding countries. Cultural and Crafts tourism also focus on cultural festivals, craft festivals where tourists have direct interaction with craft people, though inter active workshops and informed learning experiences. In India, every state has its own cultural festivals, special Craft fairs, unique handicraft, folk traditions, and how these are to be categorized within our tourism educationist for future generation of students who are looking for a career in tourism related activities.

There are other new segments in tourism quite popular in Western Europe is **Dark Tourism** (Lennon and Foley) Dark Tourism which involves visit to dank sites such as battle ground (like waterloo in Belgium). Scenes of horrific crimes (Postdum and Dresden in Germany) acts of genocide (like concentration camps where jews were massacred) INA Memorial in Manipur, Cemeteries in Lucknow and Kolkata by British tourists visiting India etc. This niche tourism product reflects Remembrance, Mourning Curiosity or even Entertainment like in Rome chariot, Races sites at coliseum, gladiator fights, matador fights in Span etc. There are also visit to off the beaten track sites which may also include places where worst earthquake took place (Kutch areas in Gujarat, Pornpidue, Japan etc). It has some link with the other new trend which has been named Doom Tourism which involves travelling to places that are environmentally or otherwise like Melting glaciers of Patagonia, the dwindling coral of the Great Barrier Reef, Tribal Regions of Andaman islands Orissa etc. “Priority Consideration” is to be there before it becomes too late. Identified by travel trade magazine Travel Trends Editor-in-chief Kenneth in 2007 and later explored in the New York Times, this type of tourism is believed to be on the rise. Though often it is clubbed with sustainable tourism as these centers are also threatened by environmental factors such as Global Warming, Over population, Climate Change and Rampant Use without due consideration to the sensitiveness of these areas.

**Space tourism** is also taking off since last decade though the number is very restrictive as both Resource and Technical Education are needed by the intending travelers. But lot of education has gone into this segment. Here we have to wait for some more time as this will need to improve infrastructure like Space Elevator need to be put into place, possible Airship Hotels Solar Powered Airplanes etc.

This will need special Training and Skill development. A curriculum is needed for this segment also and we need specialists and exchange of ideas.

Under water hotels like “HYDROPOLIS” (in Dubai) for ocean tourists which will attract big cruisers which will be like “Floating Cities”. Thus “**Cruise Tourism**” format will change with new destinations added. We have to have special tourism education Syllabus for servicing Cruise Tourism Segment. Though it has made some mark and many countries are doing well. Even in India, government has given some priority status but lack total skill development for servicing this segment tourism. **Sports Tourism** is also progressing in a big manner which have some adventure tourism components; Trekking in the Himalayas, River Rafting, Acqua sports in Rivers, Oceans, Himalayan Car Rally, Desert Safari, Elephant Safari Motor Racing, Golfing, Polo, High Altitude Expeditions, Bungi jumping etc one major components of sports tourism. We have no Safety Regulations enacted but all these have life threat possibilities and often take place in deep sea/rivers quite far away from metro cities, evacuation is needed on a short notice. But also need very specific education and licensing for operations, Football, Cricket and Hockey world cups attract volumes of tourists. IPL in India itself needed special companies to gain official tickets allocation, sell them through pre-appointed agencies and sell them in an attractive package which will include flights, hotels, transfers tickets, sightseeing excursions these new segments. For Europe, India even Japan, China etc Rail Tourism has added new dimension and specially in India Rail Tourism with special tourist trains like **Palace on wheels, Deccan odyssey, Royal Rajasthan** etc are offering unique Rail tourism experience. **Shopping Tourism** (shop till you drop), Architectural and Photo Safari, Gourmet Heritage, Astrological tours, cycle tours, educational tours (which has now have increasing demand. Because of the growing popularity of teaching and learning knowledge and enhancing of technical competency beyond the class room environment like Yoga in India, learning special instrumental music like Sitar, Flute or learning Magic, Playing Cards (Bridge, Chess, Religion at religions discourse on Indian Religious centers under Gurus etc and even IT education in India. Thus Education Tourism focus on the leisure activity visiting another country to learn about the culture such as students exchange scholarship for higher studies for tourism relation and Hotel Management, study tours / work and apply skills in a different environment and need a significant curriculum to attract future practitioners.

As India, we do not have any proper curriculum or in-depth study. There is no reference in Tourism syllabus now in use to train tourism professionals on the above new trends. Thus the need is to re model the whole tourism syllabus looking into all these new trends, prepare an inventory of all available components of these new segments in India, Look for professional who are already involved in one in the other way and can deliberate through previous experiences. To have a faculty team of educationist and experiences of the tourism industry to workout syllabus, focusing on skill development for each segment, certification and duration of each course etc. All Seasons and All Reasons and Tell your interest and we can tailor made it – “Allow us to spoil you”. “We take you to all places where you had never been”. But first we need to prepare our future students in tourism by having professional education and let us work together to create the syllabus and Do it Now.

## CHAPTER - 16

### VARIOUS FACETS OF INDIAN TOURISM

#### WILDLIFE TOURISM

India has always been irresistibly attractions to traveler from all over the world. Among the myriad charms is one that continues to lure visitors from every part of the Globe it is varied options for adventure tourism. Though in the field of international tourism, segment of adventure tourism India is still getting only a fraction of such traffic. The trend has shown an increased movement year after year with the development of facilities and greater awareness about the adventure tourism options in India.

To most of the domestic tourists the very thought of holiday brings to kind the prospects of going to Kashmir, Shimla, Darjeeling, Nainital etc., and do some activity oriented holiday in the form of walk in the hills, trekking, mountaineering, river rafting, angling, water sports, bird watching, viewing orchids, shopping, ethnic bazaars etc. The newly married couples move to the hill resorts even during winter because of the solitude and privacy which the mountain environment provides. The Moghul Kings used to go all the way to Kashmir for the summer sojourn. The journey in those days used to take weeks in going each way. Now with jet age and faster means of travel one can fly from Delhi to Srinagar in just a matter of minutes. Now with improved roads, rail, air facilities, transport has vastly improved which has facilitated travel to the interiors of the places where it was earlier difficult to reach.

**Mr. J. Lindblad**, the eminent tour promoter from USA once told while beaches, water, wildlife sanctuaries are all over the world you have the Himalayas which are to be found nowhere else. Himalayas are our greatest asset known the world over which is the center of India's main adventure activities as well as outdoor recreational tourism. Other categories of adventure tourism like **River, Rafting, Yatching, canoeing, hang gliding, scuba diving**, though do not constitute the primary source of motivations but for a larger number of foreign tourists who visit India, they hold out the potential of becoming, so given the unique attractions of the Himalayas, our rivers and even deserts of the various branches of Adventure and Outdoor tourism, trekking in particular holds out the greatest potential in terms of numbers. It requires little infrastructure and carries its benefits to remote hill and mountain regions; many of them extremely backward and economically poor. For our own youth it also holds out the benefits of inculcating a spirit of adventure, respect for nature and national integration. It needs to be carefully managed, however, if in the long run it is not to have adverse impact on fragile mountain environments. The trekking part is divided into three parts – Golf, Trekking, Hiking and high altitude expeditions. There has been a phenomenal growth in mountaineering and trekking in India during last decade. Indian Mountaineering Federation is doing excellent job for promotions of expeditions. Ministry of Tourism has extended financial assistance to the State Governments to improve trekking facilities, try having Trekking Huts, trekking equipment, now trekking routes, brought out trekking tour booklets for distribution abroad. The brochure has both motivational and travel tips to the states which offer trekking

tours/trekking routes which are practical value to trekkers. Even Ministry of Tourism has good Audio Visual presentations. Most important part to ensure safety which is prime concern of the Government, do's and don't have been drawn up and special category to approve Adventure Tour Operators for regulation and approval has been formulated. It ensure protection of the fragile environment of the Himalayan region. Most of the State Government promoting adventure tourism have trekkers facilities which trekkers can rent like rucksacks, sleeping bags, trekking boots, nylon tents, light cooking utensils etc. the Institute of mountaineering also organizes courses for trekking guides, train them in basic rock climbing, safety procedures, environmental knowledge, fauna, flora, conservation.

The Himalayas also hold out the potential of world wide appeal for events such as Himalayan Car Rally, the Hang gliding Rally in Himachal Pradesh, the River Rafting Meet in Rishikesh, Himalayan Mountaineering Meet and these events are patronized by the Ministry of Tourism to boost Adventure Tourism.

Winter sports are very popular abroad. In India, at present, facilities are available only at selected places like **Gulmarg in Jammu & Kashmir, Manali in Himachal Pradesh, Auli near Joshimath in Garhwal Himalayas in Uttaranchal**. At Gulmarg a Ski School was started in 1969 which gradually developed into the Indian Institute of Skiing and Mountaineering under the direct control of the Ministry of Tourism, Government of India. In course of the period, several facilities have been developed. Due to insurgencies this was not in active operation but since 1998, with special budget, the activities in Gulmarg for winter sports have been geared up.

In Himachal Hills, Heliskiing is also being promoted in season. At Auli, apart from ideal skiing conditions and spectacular views of Nanda Devi, it offers advantage of relatively easy access by road from the foot hills. Garhwal Mandal Vikas Nigam serves regular skiing courses in season. 4 km long Gondole (Ropeway) connect Joshimath and Gorchha.

Water sports facilities are now being developed. White water sports are extremely popular. **Rishikesh, Manali, Zanskar, Teesta/ Rangit in Darjeeling/ Sikkim**. Beas in Himachal are known for white water tourism. Central Ministry of Tourism has extended financial support to import sports activities in two destinations Lakshadweep and Andaman Island have been primarily promoted for scuba diving and windsurfing. Ministry of Tourism, Government of India has set up National Institute of water sports in Goa for coordinating and certification of Aquatic sports. To boost water sports, water skiing sailing both in the sea; on island, lakes and rivers facilities have been provided. **Chilka Lake in Orissa, Quilon in Kerala, Bhopal Lake in Madhya Pradesh, Nagin Lake/Dal Lake in Jammu & Kashmir, Sukhna Lake in Chandigarh, Hussain Sagar lake in Andhar Pradesh, Ooty Lake in Tamil Nadu, Lakes in Jaipur, Udaipur** are just a few of the places where facilities have been provided for water sports. Briefly it can be mentioned that now adventure tourism activities are available in India in all most of the thinkable options like Trekkings, Mountaineering, Rafting and other water sports, Camel Safaries, Jeep Safaries, Horse Safaris, Bike Tours, Sailing, Balooning , Hang Gliding and other aero sports. Skiing, Wildlife, Angling, scuba diving, tribal tours. Each state is trying to come out with booklets on the thrust



areas of adventures sports and Ministry of Tourism has also brought out thematic booklets on Trekkings, Scuba Diving, Angling, Wildlife for global distribution through their overseas offices. Adventure Tourism is often combined with Cultural Tourism in the packages which are being promoted by the Tour Operators. Professional Adventure Tour Operators are now available. At the annual meet of the Adventure Tour Operators Association, IATO, TAAI, special sessions are held to discuss various issues and work out details for boosting Adventure Tourism activities. Ministry of Tourism also has Himalayan Task Force and Himalayan Tourism and Adventure Tourism Board (HIMTAB) which meets every year to discuss about conservative promotion for Himalayan Tourism in India. (HIMTAB is now non-functional). They have formed an Association namely Association of Adventure Tour Operators of India (ATTOI).

### ADVENTURE ACTIVITIES

**MOUNTAINEERING EXPEDITION** This is the first and foremost activities in the Indian Himalayan. In India, the Expeditions are controlled and regulated by IMF which is the Nodel body. Foreign Expedition group has to make a request with IMF to book the required Peak and IMF confirms the Peak on first cum first basis, by charging a royalty depending on the number of persons and height of the Peak. There is a different set of rules for the Peaks which are lying in the innerline or restricted area and in the open area.

As per the rules, the Expedition has to send the specific application along with the route map, itinerary, members list and passport details in IMF 3 months before the arrival of group in India and IMF on their part would forward the documents in Ministry of Defense and Home Ministry for clearance. Once the Home Ministry clears the Expedition, a message to this effect is sent to Indian Embassy Overseas for the issuance of necessary visa to the members.

Once the Expedition arrives in India, they visit IMF to complete the formalities, and a Liaison Officer is deputed by IMF to go with the Expedition to the mountains, except for trekking peaks where no Liaison Officer is required.

**TREKKING:** Trekking is a major adventure activity in this country. Major trekking routes area as below:

#### ***Ladakh : Nubra, Indus, Suru and Zaskar.***

- Nubra Valley which is the newly opened area and the Government has put the condition of having minimum 4-persons to visit this area.
- Indus which is around Leh has popular trekking trails.
- Suru valley starts from Kargil coming to Kashmir valley. This route was one of the most popular for trekking but because of the recent problems not operating now.
- Zaskar which has Padum as headquarters has very popular trekking route which is connected with Himachal Pradesh.

Best time do the trekking in the above areas are summer months starting from July to September.

**HIMACHAL PRADESH:** There are innumerable number of trekking trails available in Himachal Pradesh. Trekking is possible in this area from May to October.

New areas like Kinnaur and Spiti has been opened two years ago and much sought after. Further, there is a condition of having minimum 4 persons travelling together in the group.

**GARHWAL HIMALAYAS:** This area has been opened in Mid'70s for trekking and is very popular with the tourists.

**Sikkim – Darjeeling:** There are some limited routes available for trekking in Sikkim and Darjeeling. Normally in Sikkim, the trekking is possible only from October to December and then February to April. From May to September, there is a lot of rains and not possible to trek in these areas.

### SOME POPULAR TREKKING ROUTES

**GARHWAL AND KUMAON:** The picturesque mountains of Garhwal and Kumaon, form the Central Himalayas, and are amongst the youngest Himalayan Adventures. The trade route between India and Tibet before 1965 passed through these mountains. The Garhwal region known as the DEV BHOOMI enshrines the holy Gangotri, Yamunotri, Badrinath and Kedarnath visited by thousands of pilgrims for whom it is extremely important to take a holy dip in the sacred river – Ganges. The natural scenario is a riot of colour all along. The passionate glow of the blossoms, green and brown of the forest is overpowering.

**KULU MANALI:** Trekking in Himachal is a unique experience with a difference Himachal Pradesh is a picturesque land with lofty mountains, perpetual snows, beautiful valleys, extensive forests, alpine pastures and a number of perennial streams and rivers. Lying in the center of the Western Himalayas – the mountain peaks have sheer faces and sharp ridges. The Temples and Pagodas existing here date back to the 4th century. Himachal greets you with an innocent smile – an impact of nature on Himachal because these elements of nature are closely linked with the life of Himachalis. The Kulu Valley has in its womb one of the world hottest spring having curative powers.

**LADAKH:** Cuddled in mother nature lap is this fascinating land – the last Shangri La a barren, virtually rainless area has a few fertile, irrigated patches which are like a lush green oasis amid an amazingly beautiful landscape of shimmering, desolate, grey – brown hills and plains. Despite its forbidden terrain, Ladakh has its own blend of charm and beauty. Ladakh is a vast highland desert lying between the Karakoram and the Himalayan Ranges. In the heart of the Greater Himalayan, locked away for nearly nine months of the year, is Zaskar.

**DARJEELING:** The Region of Darjeeling is a veritable paradise for trekkers. The trek takes you to virgin spots and brings you face to face with sublime grandeur of the Himalayas. The region abound in Rhododendrons, Primulas and Orchid of numerous varieties. The unique feature of this area is that about six hundred different species of birds inhabit the forests on the slope of the mountains.

**SIKKIM:** Tucked in between Nepal and Bhutan and flanked to the North by the vast expanse of the Tibetan Plateau, the tiny kingdom of Sikkim nestles like a Jewel amidst the high mountains of the Eastern Himalayas. Sikkim is a paradise for tourists with its snow clad peaks framed by dense tropical vegetarian, forested slopes and ridges, fast flowing rivers and undisturbed peace. Flora and fauna is

rich and the forests abound with Black and Brown Bear, Braking Deer, Musk Deer, Sambhar, Trout Salmon and Carp. There are over six hundred varies of birds and also an equal number of verities of butterflies.

**RAFTING AND OTHER WATER SPORTS:** This is a new area of adventure and very popular. In Rishikesh there are many rafting outfitters. There are also some Rafting companies in Manali who operates in Rishikesh during off-season. Other than these, there are a few operators in Leh and Sikkim. It is a very specialized line of adventure and a lot of precautions have been taken, specially for safety. Most of the equipments used are imported and of good quality.

**CAMEL SAFARI:** Camel Safari is another popular adventure activity which normally takes place in Mandawa in Shekawati and secondly from Jaisalmer to Jodhpur and also from Bikaner to Jaisalmer.

**JEEP SAFARIS:** These are possible in Rajasthan and also in Shimla, Kinnaur, Spiti, Leh and Manali.

**HORSE SAFARIES/ELEPHANT SAFARIS** These are not very popular with foreign tourists but has a lot of potential. There are a number of organizers in Udaipur and Jodhpur who are promoting these Safaries.

**BICYCLING:** This is another popular adventure activity, mainly promoted in route like Manali-Leh and some areas in Sikkim.

**SAILING:** Sailing is very popular in Allahabad – Varanasi sector.

**BALLOONING:** This has been recently started but needs to be given a boost. There is a lot of potential for this sport, provided we can import balloons and this could be promoted as a popular adventure activity.

**SKIING:** Skiing has been a popular sport in Gulmarg area of Kashmir but recently due to problem, there is no activity in this area. The facilities are also not very good to attract tourists. There is a possibility of skiing in Auli but this area is too far for the tourists to reach and therefore not come up as a popular destination. Manali also has skiing facilities but yet to become popular.

**TRIBAL TOURS:** Tribal tours are popular in Orissa – Andhra Pradesh tribal belt and are much in demand by foreign tourists. One of the main feature of tribal tours is that during the entire trip only tented accommodation is available.

**FISHING:** This is a popular sport and many out fitters are arranging this in UP., Karnataka and Himachal Pradesh, specially for Mehesheer and Trout Fishing.

**WILDLIFE TOURS:** This is again a specialized line of adventure and more and more tourists and naturalists are attracted to wildlife in different centres, especially Ranthambore in Rajasthan, Nagerhole in Karnataka and Jim Corbett in UP.

## CHAPTER - 17

### TOURISM

#### RESPONSIBLE TOURISM

**Responsible Tourism** complies with the principles of social and economic justice and exerts full respects towards the environment and its cultures. It recognizes the centrality of the local host community and its right to act as a protagonist in developing a sustainable and responsible tourism.

The genesis of responsible tourism lies in the growth of tourism as a global industry that sustains local economies, employs millions and connects the world. As with all expansion of human activity, tourism brought in its wake some potentially damaging consequences, which include rampant development, ugly pollution and destruction of natural resources.

To combat this without negatively affecting economies that depend on tourism, and instead to help them prosper in the future as well, Responsible Tourism came about, first as a nascent initiative attempted by lone crusaders in scattered pockets of the world, till it grew over the last quarter of a century into a movement that not only inspires and informs but delivers bang for the tourist buck at the same time.

Responsible Tourism requires that stakeholders such as operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.

**POINTS:** The Cape Town Declaration recognizes that Responsible Tourism takes a variety of forms, it is characterized by travel and tourism which:

- minimizes negative economic, environmental and social impacts;
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and life changes;
- makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- Provides access for people with disabilities and the disadvantaged; between tourists and hosts, and builds local pride and confidence.
- Learning and unlearning the ropes of RT, its hundreds of co-founders are globally united by their love for local environments-not only physical but also cultural, historical and social.

Responsible Tourism interchangeably referred Sustainable Tourism, with academics fine-tuning their understanding of the subject as it expanded in its scope. Over the last two decades, this newfound understanding has found supporters across the board, from luxury hotel chains to NGOs to media houses and seasoned travelers themselves, who know what they want and don't hesitate to ask for it. This has in turn led to a vibrant exchange of ideas and increasing support IS to also sometimes as Ecotourism or MICE Tourism.

#### **INDIA INBOUND MICE TRENDS – A POSITIVE STEP FORWARD**

MICE travel in India has seen ups & downs in recent years. With big downturn in 2009 onwards the **MICE (Meetings, Incentives, Conferences and Events)** industry faced a big blow and only recovered in January 2010 with MICE movements for outbound and domestic markets. There is also a sea change in MICE infrastructure in India with new players like The **Lavasa International Convention Centre (LICC), Jaipur Exhibition and Convention Centre (JICC), upgraded Hyderabad International Convention Centre (HICC)** which combined with development of state of the art Airports, facilitation of visa on arrival (e-tourist visa) to 150 countries, Highway facilities, exotic Incredible India Campaigns visible globally boosted MICE business in a big way. Specialized MICE operators have drawn out competitive packages and more and more corporate houses are utilizing their professional services Domestic MICE movement is showing a positive trend but Inbound MICE would need some more time. The key to success depends on how exclusive one can make the event with exotic destinations within the country. With great buildings with elegantly designed Ball rooms spread over acres of land, hotels nearby support infrastructure of large exhibitions, trade shows, cultural events with flexible venue options, state of art IT infrastructure and equipment specialized meeting rooms, board rooms, translation booths and all these make possible to hold big MICE events with ease. The operational ease for the conference and exhibition organizers has made MICE industry to prosper.

All the more support services have been well taken care by all newly constructed Convention Centers with proper care on Security, Parking, Housekeeping, Exhibition storage, dock control, language translators, audio system. Indian Subcontinent is now being focused for MICE business due to India's Central location in the global aviation route and the diverse culture that provide unique experience. Even availability of quality hotel have made a difference In fact HICC is our first world class, state of art venue with a pillar less internal hall spanning 6,480 meters purpose built Convention destination. Located in a serene 15 acre landscape environment, which can take 6000 delegates in the massive internal hall. With upgraded airport in Hyderabad. it has easy global connections. Over the year, up gradation of airports in Delhi, Mumbai, Chennai, Bengaluru provide connectivity to the state of art Convention Centers, quality hotels came up and this encouraged overseas MICE organizers to consider India as a MICE destination of regional impact. On a rough estimate about 800 to 900 trade shows are held annually and these cover Medical, Pharmaceutical, Automobile, Education, Tourism Insurance, Tourism Security, Gift & Handicrafts, Legal Publishing and many more sectors. MICE business is expected to come from new markets like Latin America and Eastern European countries. Incentives

component is more in MICE business. Visa facilitation and picturesque locations specially Srinagar, Udaipur, Pune, Bengaluru, and Jaipur are really attracting big MICE organizers. If planned in a professional manner, our MICE tour operators can do a good job with excellent Pre & Post Convention tours. Good thing is that even two tier cities are also doing well in MICE business like Indore where IATO had their Annual Convention with 1500 registered delegates at Grand Bhagwati Convention Center or small event at Hotel Rajhans at Surajkund to exercise economy. We must put up combined effort to showcase our iconic buildings as venues, new exotic destinations specially the Lavasa Convention Centre, Jaipur Exhibition and Convention Center, Chennai Convention Center in Kochi, Srinagar, Bengaluru, Delhi, Mumbai, Kolkata, Hyderabad that India is capable of attracting serious MICE business into the country and one can make a choice about the venue.

Europe was our major Source of incentives since the time MICE business was included in our tourism operations. But since global economic downturn especially in Europe the numbers progressively came down and even average group spend also came down by 10 to 20% so the MICE operators were forced to look for new markets like US, Australia even South East Asia. But domestic market has come out as a major source of incentive business. Industry hosted SITE global conference and DRV from Germany and it is hoped this will draw global attention toward India and show some business growth. We are worried about Dry weather for 4 months from April which may affect business. Even our incentive operators are looking into Latin America market as future, potential and have participated in local travel exhibitions in a big way. Even exploring Canada, New Zealand, Australia for Agro conventions, Spa and Rejuvenation for gourmet incentives. Trend is fast picking and it augurs well for India. About 20-25 % of total tourists coming to India can be expected for MICE segment though no specific recording has been made on that account. PATA Travel Mart in September at International exhibition center, Bengaluru, Achievers Summit in Goa, International film festival in November 2015 in Goa, Auto Expo in Noida all point toward the increased MICE business toward India.

But we have to do more homework. We should have some of our Heritage Monument as backdrop for special dinner, fashion shows like one can do in overseas at London Bridge, at amusement parks, Wildlife locations and we have plenty of such locations in India. We need to create unique experience. Also skill development programme to service this segment with language speaking ushers, interpreters, comfortable Coaches and entertainment shows. Industry is making all round efforts as MICE business has huge potential. Government both Central and State Governments have seen huge potential in the economy and extending full support and even tax incentives for construction of Convention Centers of international standard. So the two tier cities are also now ready for convention/exhibition events, marriage events. It is due to affordability accessibility Ahmedabad, Udaipur, Bhubaneswar and Kochi have attracted big MICE events, marriage events, fashion shows, trade launching events. Now we are capable of hosting medium to large MICE movements and our MICE operators are doing this business very professionally. Auto Expo in greater Noida Expo Center, global Golf Expo, Medical/Pharmaceutical Expo's

concluded recently prove the fact that India has walked a long way toward successful MICE business.

## MEDICAL TOURISM

No doubt, India now stands in the fore front of the global medical value travel industry. India's amazing growth as a successful Health Care provider has been experienced by overseas patients. They were highly appreciative of the world class treatment and the state of art facilities available in Indian hospitals. India has showcased products for hospitals, dental clinic, Ayurvedic and unani Hospitals, Physiotherapy centers, Post-Operative Care Centers, Panchakarma Centers, Spa Centers, Fitness and Wellness Centers, Medical and Health Care Products, Medical Equipment Manufacturers, Pharmaceutical companies, Pharma packaging companies, Medical education universities/Institutions, Nursing training collages, Pharmacy education Institutes , Medical Insurance Companies, Third party administration, state government tourism developments, Hotels, airlines, Tour Operators, Medical tourism facilitators etc in the global platforms and created confidence to present as prime Medical destination. This quantifies that infrastructure is very sound for Medical operations.

According to FICCI – KPMG report, the global medical value travel industry was estimated at US\$ 10.5 billion in 2012. It is expected to grow at a CAGR of 17.9% from 2013-2019 to reach US\$ 32.5 billion in 2019. Growing at a compounded annual growth rate (CAGR) of 27% the inflow of medical tourists in India is likely to cross 3.2 million in 2016 (which quantifies the Medical value Travel importance in India.

The cost effectiveness, superior clinical expertise alternative medicine, no waiting location of hospitals all over the country, English language proficiency (also all hospitals of repute have language interpreters), Pathological labs attached to hospitals, trained tour operators/facilitators, introduction of Medical visa (new triple entry-visa for medical purpose announced by the government, notification awaited) medicines availability all made our country a favorite **MEDICAL VALUE TRAVEL** destination in the world.

Patients from SAARC countries such as **Bangladesh, Afghanistan and Maldives, African countries such as Nigeria, South Africa, Kenya, Tanzania and Middle East** form major part of India's medical tourism clients. Now even patients from countries including Russia and CIS countries and Myanmar also join this inflow. Even our NRI's/PIO's are visiting for medical Care in numbers. The demand is visible for treatments like cardiology, orthopedics, transplant, ophthalmology and India holds good credibility.

Also on cost effectiveness parts, we have a clear-cut difference, nearly 1/10 of the cost of such treatments in USA, UK or 1/5 of cost of in Thailand, Singapore etc. Our corporate hospitals which have global linkages with high ending technology have regular clients for checkups, stress management and other curative care for their executives. For Neurology and Gastroenterology our facilities are well accepted and our hospitals have regular inflow from the Gulf and the Middle East and they have tie ups with our hospitals. But we need to consolidate our efforts and strategies on how to utilize the available opportunities develop our relationship with hospitals overseas from where we can get referral cases,

specially tie up with governments of SAARC countries and the Gulf and the Middle East. For this we need to get our hospitals enlisted with NABH/Global Quality Standardization and global acceptance.

Also our Insurance operations part to be in sync with global norms. We must also educate ourselves about Medical laws in various countries to avoid legal challenges. Our hospitals also need to open support offices in countries from where they expect medical tourists. Indian Embassies overseas also need to cooperate in extending Medical Visas and the persons accompanying them. Our medical tour operators should workout packages that can include medical treatment, arrangement for airport transfers, travel guides, Spa Services, hotels Stays, Pre-Tests and all such allied services mainly partnering with overseas tour operators.

We feel proud that this Medical Tourism segment has added a real value travel component in our tourism scene, taken up the challenges in right spirit and doing a remarkable work in helping people to reach out for new possibilities in Health and wellness segment. We also should create a feeling of **'HOME AWAY FROM HOME'** and confidence in clients that **'INDIA IS THE RIGHT CHOICE.'**

## RURAL TOURISM

Rural Tourism in India is now one of the niche tourism products which holds good potential to attract upmarket clients who would like to runaway from hustle bustle of concrete city life and be in rural environment seeking mental peace. Rural home stays are designed to attract tourists who desire to learn more about the varied life styles and crafts of our many villages. This also creates jobs in villages and thus it brings a halt on the exodus from villages to major cities. This facilitates local talents service in tourism sector as stake holders. Rural Tourism thus fulfils Govt's. Objective of diversification of tourism products & create local employment in distant villages. It works out very well for our country and especially boost tourism industry.

In this respect the initiative of the Ministry of Tourism, Govt. of India holds lot of merit. Purely on its merit Indian Travel Industry too have supported the project in a big way. In global marketing efforts Rural Tourism attractions are being focused. IATO members who are attending road shows in various overseas countries are giving wide publicity to these Rural Tourism experience. Rural Holiday circuits which are now being focused are **Hodka in Kutch District(Gujarat), Kumbalgarh (Rajasthan), Ernakulam District, Kerala, Aranmula, Pathanamthitta District, Kerala Karaikudi (Chettinad), Sivaganga District, Tamil Nadu Pochampalli, Nalgonda District, Andhra Pradesh, Banawasi, Uttar Kannada District, Karnataka, Pranpur, Ashok Nagar District, Madhya Pradesh, Naggar, Kullu District, Himachal Pradesh** and detail on these circuits are available on Rural tourism website- [www.explorerruralindia.org](http://www.explorerruralindia.org).

The Rural Tourism centers which are around main cities with better connectivity are promoted actively. India can do better if standards of accommodation provided at rural tourism centers can meet the expectations of comfort needed by international tourists. In this respect, lot of emphasis is being given by Ministry of Tourism, Govt. of India while financing the schemes. Some of the centers



have really come up very well like *Raghurajpur in Orissa , Lachen in North District Sikkim , Samode (Jaipur), Aranmula(Kerala), Prampur (Madhya Pradesh)* to name a few centres which are ready to accept international tourists.

The scheme of Rural Tourism was started by the Ministry in 2002/03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages which have core competence in art and craft, handloom and textiles as also as an asset base in the natural environment. It aimed to benefit the local community economically and socially as well as to enable interactive between tourists and local population for a mutually enriching experience.

Under this scheme, the development/strengthening of physical infrastructure at the identified rural site is supplemented by capacity building of the local population to develop the identified site as a rural tourism product.

Rural Tourism projects at 186 villages in 29 states union territories have been undertaken by the Ministry of Tourism, Government of India and sanctioned Central financial assistance since inception of the scheme 56 of these sites are located in the North Eastern Region as the region offers excellent rural experience in natural surroundings. As given to understand by the Ministry of Tourism, Government of India nearly Rs 56.00 crores was sanctioned for Rural Tourism products during the 11th Five Year Plan (2007-2012). During the 12th Five Year Plan (2012-2017) the present scheme of Rural Tourism is being replaced with the scheme of Rural Tourism Cluster. The modified scheme aims developing a cluster of villages as a tourism product. This also boost longer stay and greater interaction with the locals. Also tourists would like to experience the varieties.

However the success of Rural tourism will depend on projects if they are located not more than two to four hours drive from airport or railheads. They should not also be closer to main cities then charm of Rural environment will be lost. Also the location should have an inherent strength due to its natural features, unique arts & crafts, fair & festivals, cuisine which is unique to the place & that need to be focused & promoted to boost Rural Tourism prospect to the center and this part must be given proper weight age before investing on integrated development. This has been the suggestion of the travel industry as they are going to package the product.

For success of rural tourism, there should be regular capacity building programmes so that local people can be real stake holders. Local be trained for creating local flavour. They should be trained to create souvenirs, promoting local dance, costumes and food which are based on local agricultural products. Locals interest be given prime consideration & not commercialization of the rural tourism product. **Skill Development corporation (NSDC)** has drawn up specialized programme for Skill Development with support of Ministry of Tourism.

The trade is very particular and has indicated to the government that Rural Tourism projects should not give urbanized look with modern furniture, classy glass framed outside look, heavy glass topped centre table, chandeliers etc. These projects should match the rural environment & should not be based on imported goods from major cities. Use of local materials & less use of material concrete. There should be greenery for landscaping & local plants be used. Publicity should be based on reality & not over glamorized. Eco friendly aspect to

be focused for setting up rural projects. These are key areas for consideration to make rural tourism experience authentic.

Primarily to reiterate the vision and mission of Rural tourism scheme the objective should be to create a sustainable level of visitor numbers and revenue without sacrificing traditional community assets. Essentially whole efforts should be to promote a form of tourism that meets four essential criteria namely:- **Environment conservation including waste management, Community participation, Sustainable operation and Visitor satisfaction.**

India's geographical spread and cultural diversity provide multiple interest all season visitor experiences. This creates a major tourism opportunity to position the Indian rural tourism product as a unique visitor experience in low impact settings. The visitors come nearer to India's rural heritage as they vibe with the present. Rural tourism connects the visitor from the frenetic present with traditional assets of communities whose domain lies off the beaten track. It gives due weightage to women in civil society, the primacy of human developments & preservation of heritage. Rural Tourism puts special packages in art & craft imparted by skilled local/ artisans, village entertainment group unveil local history & culture, natural and oral treasurers. Thus it ensures governments developmental plan for economic & social development on environmental sustainability through rural tourism projects.

It won't to be out of place to reiterate that the North Easter Region of the country with its unique traditions, cultural heritage, exotic fauna and natural beauty has immense potential for the development of rural tourism, hilly Uttarakhand , Himachal Pradesh, Andhra Pradesh, Orissa, Chattisgarh, Jharkhand can really improve the rural economy by promoting traditional rural art, craft, textile culture etc based livelihood through tourism process. They can take the financial assistance from the Ministry of Tourism, Government of India to avail themselves of this assistance which also provides special funds for skill development in rural areas for developing sustainable tourism in the form of rural tourism products

Rural tourism is going to be India's niche special interest demand segments that hold resilient power. Join India's Rural Tourism experience.

## SPORTS TOURISM

One of the significant economic features of tourism, which applies equally to domestic and International Tourism, is that income earned in places of residence is spent in places visited. In this way tourism is responsible for transfer of vast sums of money from the 'generating' to 'receiving' economics. Thus tourism helps growth of country, further by generating funds. Tourist expenditure stimulates domestic flow of rupee income through several streams. It generates additional income at each round of spending and this has a multiplier effects, Tourism interacts with many nation-building activities. This interface is mutually beneficial, Several national objectives would be speedily achieved if tourism is developed with strong support as it can become a force to stimulate economic development, to improve ecology, foster national integration and mutual understanding with people of other nations in integration and mutual understanding with people of

other nations in addition to employment, infrastructure development, roads, airport, cruise terminals, amusement parks etc. Sports Tourism could be an important segment for the growth of tourism in the developing world, as this will not need heavy investments. Country likes INDIA where we are putting emphasis for diversification of tourism products, this segment, which remained mainly unexplored, can bring social and economic benefits. The sports could include trekking in the Himalayas, winter sports - skiing/heliskiing, Himalayan river rafting, wild life tourism and rest coastline for water sports activities. Most of these activities are undertaken far away from metropolitan cities. Thus benefits move from developed areas to under developed areas and create employment for local people. Even ranges of 5-star luxuries are not required. At those places the emphasis is for clean accommodation and basic hygiene facilities. Being backward areas government often gives tax concessions / investment, subsidies to develop these areas. Many states have accepted this sports segment and implemented. **Auli in Uttarakhand, Lakshadweep and Andaman Island** are promoting water sports (Scuba Diving etc.). Archery by North Eastern States, backwater divers in **Kerala** on Country boats, **Polo in Ladakh** have given new identity as sports destinations. It is mainly promoted through local populace and thus benefits only accrue to the local people. To sustain the growth local populace have to put up accommodations, transport facilities and local agricultural base for food suppliers. In Kashmir, it is golf in summer and skiing in the winter and thus, it becomes a year round destination with **Sports Tourism**. In the wild life park areas, the villagers in the neighbourhood areas are involved in preservation, work as forest guides. Thus development of the place is achieved through self supporting systems linked with tourism activities. Our heritage include art and architecture. Most of the tourists from overseas have interest in this aspect. Other than Monumental Heritage we have Natural Heritage. These are our beautiful and natural scenic areas including wild life parks. Our rich Religious Heritage and Cultural Heritage are reflected through our people, manufacturing Indian Textile, Jewellery - all get an impetus through the development of tourism. Tourists may come to attend Sports Event but it become an opportunity to explore the country. The fundamental concept is that all tourist activities have influence on providing economic benefits and keep a powerful influence in some definite locality like **Olympic in Athens** have given immense benefit to all in tourism business in Athens in particular and Greece in general. Even people go for pilgrimages in far off for development of those areas. Thus, it fosters better understanding of one others culture from close quarters. India has been successful reaping benefit of Sports Tourism by organizing round the year sports event like Cricket Matches, Marathan, Water sports festival etc. now have **Common Wealth Game in 2010** and smaller and bigger sports events. When tourist come for these events (other than the participants/officers) they tend to travel around the country and they find there is lot to see and India gets the benefit of longer stay. Another highlight of such tourism is the support it gives to boost Handicraft Industry. The artisans are motivated to bring out the unique products which are taken by tourist as souvenir. They get motivated to bring out constantly better products linked to sports event. Thus it contribute to protect the rich heritage as represented through, which ensure better income and crafts and local festivals dances and folk entertainments. Such interaction also

generates export Business Sports Tourism brings in optimistic entrepreneurs who are manufacturing in the country sports products with commitment. Quality sports equipment improves Quality of services and Quality participants. Thus Quality in living styles and that too in far flung areas where many such sports event take place. Thus Sports Tourism also helps in balanced growth of tourism and development all over through equitable distribution of tourism income. All these facts amply justified the WTO Theme for World Tourism Day “**Sports and Tourism: Two living forces for Mutual Understanding Culture and Development of Societies**”.

## SPIRITUAL TOURISM

Globally people are very much mentally disturbed and looking for solace in spiritual reading, meditation and moments of divine ecstasy. India which had been the cradle of various religious faiths – **Hinduism, Buddhism, Jainism, Sufism, Sikhism, Zoroastrian**, (have accepted and given protection to all religious faiths – be it **Christianity, Islam, Bahai, Jewish**) has been respected as a destination for Spiritual Tourism. Thus India is not only counted as a place rich in its culture with varied attractions but also has an standing image which presents itself as embodiment of compassion where one can get peace of mind. This inherent spiritual segment, in spite of having such a strong potential was never utilized to boost tourism. Now in the new marketing efforts, since 9th Five Year Plan to be precise, Government of India, Ministry of Tourism have put special emphasis to attract tourists with focus on spiritual tourism. Spiritual Tourism better to name as Religious Heritage Tourism includes all the religious mentioned above, religious places associated, the emotional attachments to these centres, infrastructural facilities for tourists (viz. **Dharamsalas, choultries, Darshan (viewing of Gods) Parikrama (circumbulatory passage) Dhyana (Meditation Centre), Bhog/Prasad place etc.** and allied promotional activities. It can also be termed as “**Pilgrimage Tourism**” as clients are not looking for luxury but arduous journeys to meet the divine goal or live simple life. The foremost quality expected of a devotee is forbearance. The essence of spiritual tourism is inner feeling through love. Love should not be rationed on the basis of caste, creed, economic status or intellectual attainment of the recipient. It should flow full and free regardless of consequence. Religions have come into existence for the purpose of regulating human life; what is common to all of them is the principle of love. Thus through the religious tourism there is a sincere effort to bring better understanding among various communities, nations and thus foster a global unity. Some of the religious events have seen rush of tourists. Exposition of the body of St. Xaviers in Goa has seen pilgrims from catholic world moving to Goa. For non-Resident Indians, pilgrimage places like **Shirdi Saibaba Darshan, Prasanta Nilayam in Puttapurthi, Vaishnodevi yatra, Tirupathi Balaji Darshan, pilgrimage to Himalayan Temples in Garhwal hills or Himachal hills** have big attractions and they move in millions for peace of mind. State Governments concerned, charitable Trusts, Temple Trusts have made elaborate arrangements for pilgrims for accommodation, transport, ritual ceremonies and millions of rupees have been invested by – these organisations for running hospitals, educational institutions, Ashrams, meditation centres which have benefited the

local community. Over 200 million (approximate) domestic tourists cross India for pilgrimage purpose only. Facilities provided for pilgrims are also often used by overseas tourists. All these temples have code of conduct and even dress code. Osho's Asram in Pune has maximum congregation of overseas Tourists who visit India for peace of mind. Each state in India has varied centres of pilgrimage and associated festivals. Some of them have been promoted as tourist festivals like Ganesh festival in Pune, Dushara festival in Mysore, Kolkota and Kullu, Sonapur/Pushkar fair, etc which attract foreign tourists. During such festivals tented colonies come up and India's unique charm is enjoyed from close quarters. People find these festivals more enjoyable because these festivals are very participative. More than 500 pilgrimage places have been identified and efforts are being made to develop these centres in circuit concept where even two/three states are joining their hand and active participation from the Centre, State and Private Sectors for integrated development. Things are moving at the right direction and undoubtedly Spiritual Odyssey has started – be a partner to this new experience.

## CHAPTER - 18

### INCREDIBLE INDIAN CULINARY JOURNEY

**“India Gourmet Paradise”** - India, a land of vivid beauty – a land where the myriad colours of life, varied culture is also reflected in its mouth watering cuisines. No visit to India is complete without experiencing the rich flavour of Indian cooking. No other country of the world can boast of such a wide range of food and drinks as does India. Indian cuisine in ancient times was broadly divided into three aspects – **“Rajoshik”** – the food for Royals, / Maharajs (king), Landlords or those for higher ups in the society, then there is **“Tamoshik”** – for general mass and the **“Satvik”** - for monks or religious people which is purely vegetarian and consists of milk products and fruits.

The cuisine has also distinctive flavours and tastes depending in the region – the coastal and the interior. The cuisine is also distinctive based on the climate – hot and cool. Then there are special cuisines related to festive occasions. Indian food is basically vegetarian. Even now 75% of the people in India are vegetarians. Religious ritual, economic necessity and benevolent growing of vegetables throughout the year with plentiful crop of rice, wheat, bajra, maize, corn have helped to develop vegetable dishes and rice became the staple food. Milk products are major components in the food – thus Paneer (home made fresh Cheese) and Dahi (yoghurt) and vegetables like potatoes, spinach, peas, pumpkins, okra, cauliflower, tomatoes, carrots, beans (grown in India in plenty) are mainly included in the vegetarians (mostly belonging to some religious sects) onions, garlic, ginger etc are not included in the recipes. Food display and add special flavour to the cuisine. Rice is the cereal staple for most of India and its preparations like Pilau, Biryani, Plain or lemon rice or Nawabi Biryani (speciality of Hyderabad or Dumphukt of Lucknow are specialties in rice preparations. Rice is mostly eaten in the Eastern part of India, South India and West India. But North India where wheat flour (Atta) is the main staple for chapattis, Roti, Puri etc. Biryani (both vegetable or mutton, chicken) also form the base to continue with course. Corn known as makki is also used for preparation of chapatti. However in the world Naan is more known which is a flattened bread made with tandoori dishes (baked pressed against the inside wall of a heated tandoor (brick oven) with charcoal as burner.

Some time cheese is put into the naan known as cheese naan. Some of the preparations of bread (whole meal plain flour) is prepared with potato filling fried on tawa known as paranthas. Main course meals include vegetable curries, lamb, chicken, fish with lot of spices. Rogan Josh (tender lamb) of Kashmir, Safron and Almond lamb, Mutton Kofta, Mutton Do Piyaza are special mutton preparations. Murgh Masallam, Chicken Mughlai are mainly influenced by the cuisines of Mughal rulers. Sea food has different taste in India with a variation of spices from region to region. In the coastal region of West India in the sea food coconut is an important ingredient.

Also use of Kokum – a deep purple berry grown in the Carnatic region and it has a sweet and sour taste. Goan fish curry, fried fish in Amritsari style, Baked whole fish in Kerala style, Prawn Masala or Macher Jhol from Bengal. Mouth water

prawns, oysters and hundreds varieties of fish found in Indian waters. Fish preparations varied from place to place in India and always have been integral part of celebration of the life in India. Chicken was later addition and Chicken stew, Chiken tandoori, Chiken makhni, Chicken tikkas are major poultry preparations. Tikkas are mainly starters. Indian desserts are mainly sweets prepared from dairy product (paneer) or sweets made from thickened milk or khoya. Cool delights like Kulfi and Rasmalai acquire a unique flavour when served in earthen Kullads or cups.

Cardamom filled Gulab Jamuns, Rasagollas, Safron flavoured cashewnet burfi and crisp squiggly Jalebies are other favourites. India desserts also include choice of tropical fruits – summer months in India are the season to enjoy fresh fruits. Freshly cut juicy red slices of water melon, ripe pineapple and mouth watering mangoes. In fact the variety in mango is so much festival which is an international tourist event. South India has different preparations and vegetable and lentil Sambhaar, Idlis, Masala Dosa and Dahi Vadas special preparations now included in the international cuisines. Some of the food of Parsees in India like Dhansak, Bengali Sweets, Punjabi Lamb Do Piazza, Lucknow Dhampuhukt preparations, Hyderabadi Pulao, Pork Vindaloo of Goa, Keema and Rajma, Mughlai leg of lamb (Bara Tangri), Fish Kofta Have been big names of Indian cuisine heritage in international cuisine restaurants. Each State of India has a rich culinary heritage. Thus in India it is a food festival every day. Indulge yourself in the Indian food – enjoy the country's rich culinary heritage – Bon Appetite

## CHAPTER - 19

### ACCESSIBLE TOURISM & GOVERNMENT INITIATIVES

Accessibility is about giving equal access to everyone. Without being able to access the facilities and services found in the communities, persons with disabilities will never be fully included. Accessible India Campaign initiated by our government seek cooperation of all Central Government Department/ Ministries and State Governments to seek “**Accessible police station**”, “**Accessible hospitals**”, “**Accessible tourism**”, and “**Accessible digital India**”

India is a signatory to the **UN Convention on the Rights of Persons with Disabilities (UNCRPD)**. UNCRPD casts an obligation on all the signatory governments to take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, to information and communications, including information and communications technologies and systems, and to other facilities and services open or provided to the public, both in urban and in rural areas. These measures, which shall include the identification and elimination of obstacles and barriers to accessibility, shall apply to, inter-alia :

- a) Buildings, roads, transportation and other indoor and outdoor facilities, including schools, housing, medical facilities and workplaces
- b) Information, communications and other services, including electronic services and emergency services.

Thus the efforts include that the Governments shall also take appropriate measures:

- a) To develop, promulgate and monitor the implementation of minimum standards and guidelines for the accessibility of facilities and services open or provided to the public
- b) To ensure that private entities that offer facilities and services which are open or provided to the public take into account all aspects of accessibility for persons with disabilities;
- c) To provide training for stakeholders on accessibility issues facing persons with disabilities;
- d) To provide in buildings and other facilities open to the public signage in Braille and in easy to read and understand forms;
- e) To provide forms of live assistance and intermediaries, including guidelines, readers and professional sign language interpreters, to facilitate accessibility to buildings and other facilities open to the public
- f) To promote other appropriate forms of assistance and support to persons with disabilities to ensure their access to information
- g) To promote access for persons with disabilities to new information and communications technologies and systems, including the Internet;



Governments at the High Level Inter Governmental Meeting organized by the Govt. of Republic of Korea adopted the ministerial declaration and Incheon Strategy to “**Make the Right Real**” for PWDs in Asia and Pacific. The Incheon Strategy provides the Asian and Pacific Region, and the world the first set of regionally agreed distinct – inclusive development goals. The Strategy comprises 10 goals, 27 targets and 62 indicators, which build on UNCRPD. Goal No. 3 of the Incheon Strategy mentions that access to the physical environment, public transportation, knowledge, information and communication is a precondition for persons with disabilities to fulfil their rights in an inclusive society. The accessibility of urban, rural and remote areas based on universal design increases safety and ease of use not only for persons with disabilities, but also for all other members of society. Access audits are an important means of ensuring accessibility and must cover all stages of the process of planning, design, construction, maintenance and monitoring and evaluation. Access to assistive devices and related support services is also a precondition for persons with disabilities to optimize their level of independence in daily life and live in dignity. Ensuring the availability of assistive devices for those living in low-resource settings involves encouraging research, development, production, distribution and maintenance.

**Persons with Disabilities** (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 under Sections 44, 45 and 46 categorically provides for nondiscrimination in transport, non-discrimination on the road and non-discrimination in built environment respectively.

As per Section 46 of the PwD Act, the States are required to provide for

- I. Ramps in public buildings;
- II. Adaptation of toilets for wheel chair users;
- III. Braille symbols and auditory signals in elevators or lifts;
- IV. Ramps in hospitals, primary health centres and other medical care and rehabilitation institutions

Section 44 and 45 of the said Act cast responsibility on the States to take measures to make public transport accessible for PwDs and also make provision for auditory signals at red lights in public roads, curb cuts and slopes in pavements, engraving on the surface at zebra crossings etc.

#### **ACCESSIBLE INDIA CAMPAIGN**

**Department of Persons with Disabilities, Ministry of Social Justice & Empowerment has launched the Accessible India Campaign (Sugamya Bharat Abhiyan)**, as a nation-wide flagship campaign for achieving universal accessibility for Persons with Disabilities. The campaign would initially be implemented on pilot basis in seven States, which include **Delhi, Assam, Gujarat, Haryana, Maharashtra, Rajasthan and Tamilnadu**. While implementing the Accessible India Campaign, it is proposed that we are in sync with the guidelines set by the Incheon strategy. The targets 3.A, 3.B and 3.C of the Incheon Strategy are given below:

3.A – Increase the accessibility of the physical environment in the national capital that is open to the public.

3.B – Enhance the accessibility and usability of public transportation.

3.C – Enhance the accessibility and usability of information and communications services.

**The Incheon strategy guidelines have also defined indicators for tracking the progress on these targets.**

3.1 Proportion of accessible government buildings in the national capital

3.2 Proportion of accessible international airports

3.4 Proportion of accessible and usable public documents and websites that meet internationally recognized accessibility standards

3.6 Availability of mandatory technical standards for barrier-free access that govern the approval of all designs for buildings that could be used by members of the public, taking into consideration internationally recognized standards, such as those of the International Organization for Standardization (ISO)

3.8 Number of sign language interpreters

**In view of the above, it is proposed to have the following objectives and targets for the Accessible India Campaign:-**

Objective 1: Enhancing the proportion of accessible government buildings

An accessible government building is one, where a person with disabilities has no barrier in entering it and using all the facilities therein. This covers the built environment – services, steps and ramps, corridors, entry gates, emergency exits, parking – as well as indoor and outdoor facilities including lighting, signages, alarm systems and toilets.

Identifying accessible buildings requires annual accessibility audits that determine if a building meets agreed upon standards. Once a building is deemed fully accessible, an annual audit is not necessary, but should be required for any proposed Part A: Built Environment Accessibility changes to the structure or systems contained therein. A full audit can then be done on a less frequent basis.

a) Standards of accessibility should be as consistent as possible with international standards, such as those of the ISO, taking into account the local context. In regards to the built environment, ISO 21542:2011, Building Construction – Accessibility and Usability of the Built Environment, delineates a set of requirements and recommendations concerning construction, assembly, components and fittings

Similarly there are measures for enhancing proportion of accessible airports. An airport is accessible if a person with a disability has no barrier in entering it, using all the facilities and boarding and disembarking from airplanes. This covers the built environment Surfaces, steps and ramps, corridors, entry ways emergency exists, parking as well as indoor and outdoor facilities including lighting, signage, alarm systems and toilets. While enhancing the proportion of accessible railway stations it is to be ensured stations are converted into fully accessible railway stations. About accessible public transport, must ensure these are accessible with low level entry/exits and seating areas. In the other objective there is also focused guidance for accessible and usable public

documents and websites that meet internationally recognized accessibility standards. Same applies for pool of sign language interpreters.

In tourism field, a serious attempt has been made to ensure tourism facilities are made accessible for disabled friendly. Hotels have ramps for entry/exit, wheel chair facilities, disabled friendly rooms with toilets, work tables, alarm and movement facilities to reach other service/facilities areas like Restaurants, Banquette Halls and designated areas for parking of cars with attendants for assistance. Even information booklets on tourism monuments have been brought out by ASI and Tourism on Brail as a joint effort (Some small beginning) but this initiative deserve praise as many countries overseas do not understand how our government is actively seized in this field and wants to avail themselves of this segment of tourists towards India. Even tour operators have disabled friendly cars/coaches to move from places Archaeological Survey of India (ASI) also have made arrangements for visiting the Heritage monuments with ramps/toilets interpretation centers and many Railway stations (A group) stations are disabled friendly as also Airports. We are taking right steps to boost tourism make India a partner based or global norms to have disabled friendly Accessible Tourism

## CHAPTER - 20

### RAIL TOURISM (LUXURY TRAIN JOURNEY)

**Indian Railways**, the largest of its kind in the world with a workforce of about 1.5 million employees, is regarded as the life-line of the India and its fast growing economy. Daily about 13 million passengers benefit directly from this huge network of 62,800 route kms. The last two years have witnessed considerable improvements in various areas including passenger amenities, number of new trains, extension of service and indigenous technology.

A strong tourism strategy with more use of ICT will soon find its place in the system through dedicated tourist trains, rail coaches and regular trains on sectors developed by tour operator and agencies. As part of its long-term strategy towards organizational reforms and restructuring, the Indian Railways (IR) has made serious attempts to induct professionalism into their stream and divest its peripheral areas of operation connected to its core business of transport.

Ministry of Railways have taken several important initiatives for the promotion of tourism. These include plans for introduction of new tourist train services on popular tourist circuits in different regions of the country to offer one week's fully packaged rail travel itinerary inclusive of travel accommodation, catering on board and on ground and conducted sightseeing tours at the destination.

Three tourist trains have already been introduced – ***“The Royal Orient” in Gujart from 1st February 1995,” The Palace on wheels” in Rajasthan from 13 September 1995 and “The Deccan Odyssey” in Maharastra from 16th January, 2014.*** These trains are being operated in collaboration with the Tourism Development Corporation of the concerned States.

#### PALACE ON WHEELS

Palace on Wheels, a luxury train that carries with it an ambience of the Rajputana era and an exciting fairytale journey, which takes the visitor to the imperial cities of Rajasthan every single day. The coaches also carry out an image of the Rajput states with beautiful interiors. “Royal Treat” for the passengers on board include saloons, bar lounges & libraries in every coach as well as restaurant and organized shopping facilities. The train is fully vestibule, centrally air-conditional and completely self-sufficient and comprises 14 saloons.

#### FAIRY QUEEN

Fairy Queen comes out of the treasure chest of Indian Railways. Built in the year 1855, this 148 years old loco is the oldest working steam locomotive in the world. The Fairy Queen takes tourists on an unforgettable two day week end trip from Delhi to Alwar on selected days. The train consists of just one first class chair car and a panty car, all majestically hauled by the fabled Fairy Queen. The chair car can accommodate 60 passengers. The two day trip includes departure from Delhi Cantt. Railway Station at 10.00 hrs. on day 1 reaching alwar at 1600 hrs on the same day. The night stay is at Tiger Den Hotel (near Alwar) from where the tourists are taken around the tiger sanctuary the next day in the morning.

The Fairy Queen has been featured in the Guinness Book of world record as the oldest running steam engine.

#### SHIVALIK DELUX

Introduced on the lines of Shatabdi Express, this train has only one stop at Barog. The journey time is about 4 hrs 45mins. The amenity fittings match the modern times- wall to wall carpet, wide glass windows, reversible cushioned chairs, improved toilet facilities, cabin for couple, tables for meals, tube lights, music system and microphones for communication with the guard. With a seating capacity of 120, it connects the Howrah-Klaka Mail. The fare is Rs 280/- per ticket either way between Kalka and Shimla. Breakfast is served in up and dinner in Dn directions.

#### MAHARAJAS' EXPRESS

The Maharajas' Express was launched in 2012 by the Indian Railways and is among the most expensive luxury trains in Rajasthan. Although built recently, it has won a number of awards due to the excellent onboard accommodation and services along with the off-train excursions.

The Maharaja Express was voted 'The World's Leading Luxury Train' at the World Travel Awards 2012 and had bagged the runner up position in the Specialists Train Operator Category during the Conde Nast Traveler's Reader Choice Travel Award in 2011.

It was also named in the top twenty five trains by the Society of International Railway Travellers in 2011. This fascinating express train covers five routes in the North Western and Central India. The journey is usually concentrated on Rajasthan and happens every year from October to April

#### ROYAL RAJASTHAN ON WHEELS

The Royal Rajasthan on Wheels is a Rajasthan luxury train and is modelled on the Palace on Wheels train. The Royal Rajasthan on Wheels was launched in January 2009, after the Palace on Wheels became a huge success.

The train follows the same route as the Palace on Wheels and takes tourists to several tourist, heritage and wildlife destinations in Rajasthan.

Like the Palace on Wheels, this train too has exquisite interiors, great meals, excellent wines, fabulous service by uniformed Khidmatgars. The Royal Rajasthan on Wheels follows a very interesting route through Rajasthan and the journey begins and ends at New Delhi.

#### THE INDIAN MAHARAJA-DECCAN ODYSSEY

The Indian Maharaja – Deccan Odyssey is a special luxury train which is run by the Indian Railways and the Maharashtra Tourism Development Corporation. This train is based on the Palace on Wheels and covers the Konkan route.

It undertakes a weeklong journey every Wednesday from Mumbai and covers destinations such as **Aurangabad, Udaipur, Sawai Madhopur, Jaipur, Agra and Delhi.**

The Indian Maharaja is a more luxurious version of the Deccan Odyssey and passes through Rajasthan on its way from Mumbai to Delhi.

#### ROYAL ORIENT

Travel with the Spirit of Royalty and Indian history. A journey through two of India's most bewitching states, **Gujarat and Rajasthan** – states rich with dynastic and cultural history. The region that has seen some of the most ferocious battles and courageous kings in Indian history. It offers travelers, a close encounter with the oriental mystique. Now discontinued.

#### HILL TRAINS

The Hills trains offers the comforts and luxury of their own un-matched by conventional trains. The popular trains in India are: **Darjeeling Himalayan Railway, The Kangra Valley Railway, Kalka-Shimla Railway, Nilgiri Mountain Railway, Matheran Light Railway. The World Heritage Listings-Sites in India have approved the 82 kilometre long Darjeeling Himalayan Railway DHR in West Bengal as a World Heritage Railway.**

The Ministry of Railways has accorded priority for restoring and preserving the Darjeeling Himalayan Railway (DHR) for promotion of Heritage Rail Tourism in India. General Manager, Northeast Frontier Railway, Guwahati has been directed to take immediate action for better maintenance of track, coaches and station buildings and operations of the Darjeeling Hill Railway in keeping with the international standards. The General Manager has also been asked to set up a computerized passenger reservation counter at Darjeeling, DHR is part of this railway.

The Darjeeling Hill Railway was the first Hill Railway built in India. It took two years to build the 82 kilometer long two-foot track narrow gauge line. This railway line was completed in 1881. It zigzags over deep ravines and precipices taking sharp concurrence and rising over steep inclines. It reaches a height of 7000 feet. The unique features of this railway is that there is no tunnel in this railway. The need for tunnels was completely obviated by means of loops and reverses. Thousands of tourists regularly travel on this railway, particularly during summer months.

#### TOY TRAINS

Toy trains are another piece of attraction for tourists. The popular Toy Train in India mainly operated by Hill train companies are: The **Shimla toy train**, The **Darjeeling toy Train**, the **Nilgiri toy Train** and The **Matheran toy Train.**

#### RAIL MOTOR CAR

Delux Rail Motor Car provides an exciting journey between Halka and Shimla in 4 hrs 25 mins. The fare of Rs 360/- includes on board catering.

#### TORCH BEARERS

The Rajdhani, Shatabdi and Konkan railways are the face of Indian railways.

## INDIA RAIL TOURS -

North India Tours by Rail	Rajasthan Rail Vacation
Rajasthan Tour by Train	South India Rail Tour
Rajasthan with Nepal on Train	West India Train Tour
Delhi-Jaipur-Agra Tour by Train.	Aurangabad Caves by Train
Taj Mahal with Khajuraho on Train	Goa Tours by Train
Train Trip to North – West India	Central India Tours by Rail
Golden Triangle Tours by Rail	India Train Tour
Kerala Tour by Train	West India Travel by Train
India Nepal Tour by Rail	West India Tours by Rail
Rajasthan Train Tour	Golden Triangle India by Train
	South West India Travel by Train

### INDIANRAIL PASSES

To explore the splendor of multi-faceted India, Indrail passes provide excellent value for money and enhance the charm of holidays for visitors from abroad. Indianrail passes (IRP) offer visitors on a budget, the facility of travel as they like over the entire Indian Railways system, without any route restrictions within the period of validity of the pass. These passes can only be purchased by foreign nationals and NRIs on payment in US dollar, pound Sterling and other convertible foreign currencies.

The pass holder is not required to pay any reservation fee, superfast charge or surcharge for the journey. The Indrail passes have now been made more attractive for transit and short stay visitors. The passes are now available for half day, two days and four days also for the facility of visitors arriving by international flights and visiting only one or two connecting destinations.

Indrail passes are sold through General sales Agents abroad in **Australia, Bangladesh, Finland, Germany, Malaysia, Oman, South Africa, UAE, UK, Maldives, Thailand and Nepal.**

Indian Airlines also sell Indrail passes through their overseas outlets at **Bahrain, Kuwait and Colombo.** Air India has also been authorized as the general sale agent. Agent for sale of Indrail Passes through their overseas outlets.

In India, Indrail passes are valuable for sale in tourist bureaus at major railway stations. Certain Recognised travel agents are also authorized to sell these passes in **Delhi, Mumbai, Kolkata and Chennai.**

## CHAPTER - 21

### SUSTAINABLE TOURISM IN INDIA

Environmental problems facing the world today are of such magnitude that urgent actions needs to be taken at the highest levels to counter this fatal degradation. But it is not just enough for governments or organizations to work towards sustainable development – every individuals, every neighborhood and every community has to contribute in every way possible to get any close to the goal. Every Community needs to understand and analysis the possible method that could be used to reduce its burden on the earth's natural resources and ensure that it develops sustainable solutions that are rooted in its surroundings and living conditions. Since the 1992 Earth Summit the concept of '**Sustainable development**' has been placed firmly on the global agenda and this issue is assuming great significance in the development of tourism in India also.

Tourism activities depend on nature and natural heritage of a country. So it is essential to ensure tourism development is ecologically sustainable that is to say the ecological process must not be negatively affected. Similarly Tourism offers real experience of unique culture of a country. Hence the development should also ensure social and cultural sustainability, i.e., tourism development is compatible with the culture and values of the local people. The basic cultural identity of the community is not adversely affected. Sustainability also ensures economically sustainable i.e., developmental process to take places in an efficient management of resources and such management to ensure that the resources can support the future as well as the current generation. The W.T.O publication - Sustainable Tourism

Development: Guides for Local Planners (by George McIntyre) has summed up a model for sustainable tourism as one designed to:

- a) Improve quality of life of the people
- b) Provide a good experience to the tourists and
- c) Maintain the quality of environment which is essential for both the tourists and the local community.

Alive to the requirement to protect the haphazard growth in eco-sensitive areas, government has put number of regulations. Some of the important legislations which are designed to protect ecologically fragile and ecosensitive system are:

- i) Forest (Conservation) Act 1980 which controls the use of forests for non-forestry uses.
- ii) Wildlife (Protection Act) 1972 which designates the National Parks & Wildlife sanctuaries and stipulates a comprehensive frame work for wildlife protection and conservation.
- iii) Environment Protection Act, 1986 stipulates several measures for protecting and improving the quality of the environment and preventing, controlling and abating environmental pollution. **Coastal Regulation Zone (CRZ)** were gazetted by a notification under the Act in 1991 and a wide range of activities have been prohibited in the sea coast with in 500 metres of **High Tide Line (HTL).**



Ministry of Tourism in its Tourism Policy 1982 and in the guidelines in ecotourism have attempted to achieve sustainability in tourism activities by clearly indicating that the key players in the eco-tourism business are the Government including State Governments and local authorities, the 58 developers and operators, the visitors and the local community. Each of them has to be sensitive to the environment and local traditions and follow a set of guidelines for the successful development of sustainable tourism. The areas of responsibility are indicated as under:-

#### **THE GOVERNMENT:**

- The Management plan for each area should be prepared through professional landscape architects and urban planners and in consultation with the local community as well as others directly concerned.
- Integrated planning should be adopted to avoid intersectoral and cross sectoral conflicts.
- The architectural programme for eco-tourism centres should include controlled access points and cabins, roads, self-guided nature trails, transportation options, interpretive centres, signs, observation towers and blinds, adequate but unpretentious lodging and dining facilities, docks, garbage disposal facility, etc., as per requirement. If needed, living quarters and facilities for project personnel also have to be provided.
  - Structures creating visual pollution, unaesthetic values and noncompatible architecture should be controlled.
- Exclude developments in geologically unstable zones and define development and buffer zones after proper environmental impact assessments.
- Establish standards, building codes and other regulations.
- Specify environmental, physical and social carrying capacities to limit development activities.
- Ensure continuous monitoring of adverse effects of tourism activities and initiate suitable corrective measures.
- Recognise and award quality labels to eco-tourism operators.
- Provide visitor information and interpretation services covering particularly (i) what to see (ii) how to see and (iii) how to behave. It can be by way of brochures, leaflets, specialised guides, selfguided trails, wilderness trails, visitor information centres, etc.
  - Prepare and widely distribute codes of conduct to all visitors.
- Launch training programmes on eco-tourism to tourism administrators planners, operators and general public.

#### **DEVELOPERS AND OPERATORS**

- Respect and follow the planning restrictions, standards and codes provided by the Government and local authorities.
- Implement sound environment principles through self-regulation.
- Practice environmental impact assessment for all new projects and conduct development of environmental improvement programmes.

- Be sensitive to conservation of environmentally protected or threatened areas, species and scenic aesthetics, achieving landscape enhancement wherever possible.
- Ensure that all structures are unobtrusive and do not interfere with the natural ecosystem to the maximum extent.
- Recognize the optimal environmental capacity and sociological use limits of the site in creating tourist facilities. They should also take into account safety and convenience of tourists.
- Buildings should be designed strictly on functional and environmental considerations and avoid over construction.
- Local materials and designs should be used in all constructions to the extent possible.
- Physical planning, architectural design and construction of tourist facilities should employ eco-techniques like solar energy, capture and re-utilisation of rain water, recycling of garbage, natural cross ventilation instead of air-conditioning, a high level of selfsufficiency in food generation through orchards, ecological farms, aquaculture, etc.
- Energy and water saving practices should be employed to the extent possible. Also practice fresh water management and control sewage disposal.
- Control and diminish air emissions, pollutants and noise levels.
- Control and reduce environmentally un-friendly products such as asbestos, CFCs, pesticides and toxic, corrosive, infectious, explosive or flammable materials.
- Respect and support historic or religious objects and sites.
- Provide information and interpretive services to visitors especially on attractions and facilities, safety and security, local customs and traditions, prohibitive rules and regulations, self-conduct and behavior, etc.
  - Ensure adequate opportunities to visitors for communion with nature and native cultures.
  - In marketing ecotourism products, customers should be given correct information as the visitors who appreciate ecotourism products are also environmentally aware target groups.
    - Training and research programmes of the company should include environmental issues.
- Prepare tourists to minimize possible negative impacts while visiting sensitive environments and cultures before departing to the site.
- Ensure safety and security of visitors and inform them about precautions to be taken.
- Exercise due regard for the interests of local population, including their history, tradition and culture and future development.
  - Involve the local community to the extent possible in various activities and vocations.

## THE VISITORS

- Contribute to the conservation of any habitat of flora and fauna and of any site whether natural or cultural, which may be affected by tourism.
- Make no open fires and discourage others from doing, so. If water has to be heated with scarce firewood, use as little as possible. Where possible, use kerosene or fuel efficient wood stoves.
- Remove litter, burn or bury paper and carry back all nondetergents in streams or springs. If no toilet facilities are available, try to comfort yourself atleast 30 meters away from water sources and bury or cover the waste.
- Plants should be left to flourish in their natural environment and resist from taking away cuttings, seeds and roots.
- Leave the camp sites clean after use. Remember that another party will be using the same camp site after use. Remember that another party will be using the same camp sites after your departure.
- Help the guides and porters to follow conservation measures. Do not allow the cooks or porters to throw garbage in streams or rivers. • Respect the natural and cultural heritage of the area and follow local customs.
- Respect local etiquette and wear loose, light-weight clothes in preferences to revealing shorts, skimpy tops and tight fitting action wear. Hand holding or kissing in public are disapproved by local people.
  - Respect privacy of individuals and ask permission and use restraint in taking photographs of others.
  - Respect holy places and never touch or remove religious objects.
  - Strictly follow the guidelines for personal safety and security.

### The Local Population.

- Realise and respect the value of environment, flora and fauna, monuments and cultural heritage.
- Practice conservation of nature and culture as a way of life.
- Establish guidelines to protect valuable local resources and foster tourism development.
- Realise and react to the potential threat of investors who see opportunities for development but lack sensitivity to local values.
- Become effective nature guides and conservationists of natural areas by enhancing the practical and ancestral knowledge of the natural features of the area.
- Be friendly with the visitors and help them to practice eco-tourism codes.

Success stories of the sustainable tourism achievers are to be encouraged and made known. It is the essence for improving the quality of life. In India in the Tourism Policy there is focussed role of tourism in socio-economic development of the backward areas, weaker sections, women and artisans and the goals to be pursued in tune with the goals of the enrichment of the environment and eco-systems and recognised the role of tourism as a potent global force for natural international understanding and for creating awareness for sustainable development.

## CHAPTER - 22

### AN INSIGHT INTO ECO-TOURISM IN INDIA

**Eco-tourism** is the fastest growing segment of the tourism industry that attracts between 40 to 60% of all international tourists, translating into anything between 317 million to 528 million. The diversity of India is to be seen not only in its people, culture, religion, languages and life style, the diversity in fact starts from the land itself which is made up of snowbound peaks of the Himalayas, beautiful cool hills, fertile river valleys, tropical rain forests, blistering hot deserts and breath taking beautiful coasts. Each diverse geographical region generates a startlingly different picture and exploring them provide an unique experience. Now all these are packaged for tourist to provide Eco-friendly holiday sojourn in India.

Indians have built in relationship with nature. The tradition of nature worship – animal worship and other elements of nature originate from primitive fear and need to propitiate those that present danger. There are many ecological legends, which are part of our incredibly ancient multilingual, multi-cultural heritage. Out of this heritage has grown our compulsion to preserve the earth and fellow creatures because we hold them in trust for the future. **Emperor Ashoka** has realised the value of nature and natural wealth of India and had inscribed edicts to protect it. As far back the Hindu period 320 BC, there was an awareness of importance environment and its protection in India. But hardly people think that India is so sensitive to nature.

We are promoting tourism but while promoting tourism to eco-sensitive areas, the emphasis is to control the volume so that the fragile nature of the area is not disturbed. We know that to rebuild it, will take ages and nature is 65 great teacher as also great butcher (if not handled carefully). The whole objective of Eco-tourism is to have purposeful travel to natural areas to understand the culture, history of the environment, taking special care not to alter the integrity of the Eco-system while utilising the economic opportunities that make conservation of natural resources beneficial to local people. Thus travel to these areas enlightens, educates and revives the tired souls of the Eco-tourists and on the other hand provides a basis of economic upliftment to local people, tribes, or other stake holders directly dependant on the natural heritage. This strong relationship is primarily targeted through our Eco-tourism.

India's snowcapped Himalayas are one of our rich Eco-tourism destinations. It not only provide the base for adventure tourism activities in the form of mountaineering, skiing, rock climbing, mountain river sports, nature walk, orchids, plants – (all these activities are free from any power machine or pollution, the Himalayas house rare creatures such as snow leopard, musk deer, ibex, pheasants of all descriptions, this on the other side the great Indian desert of Thar which runs in the North West of India supports a surprising variety plants and animals. In fact with over **247 wildlife sanctuaries and 55 National Parks in India**, there is every possibility of seeing a variety of animals typical to that habitat. Hardly people associate India with Wildlife and think Africa is the best. But India is the only house of **Asiatic Lion (Gujarat), Tigers** (which one does not see in

Africa), single horned Rhinos, gharial variety of Crocodile, Royal elephants, Single humped Camels (as against double hump in Africa) mountain Yak, variety of reptiles – list is endless. Options are plenty. A few selected ones include:-

- i) **Corbett National Park** in Uttar Pradesh (access from New Delhi 290 kms – six hours drive – Mid Nov-Mid June, good accommodation available – for tiger/elephants)
- ii) **Bandhavgarh National Park in Madhya Pradesh** – access from Khajuraho and then by car 210 kms – good accommodation in the form of Wildlife camp, White Tiger Forest Lodge, Bandhavgarh Jungle Lodge are available; (season Nov-June).
- iii) **Kanha National Park in Madhya Pradesh**; access through Bombay/Nagpur and then by car 290 kms, accommodation available at Kanha Safari Lodge at Mukki; Jungle Lodge, Wild Chalet Resort – Kishi and season is Nov-June
- iv) **Ranthambore National Park in Rajasthan** has access by air to Jaipur and then by car 170 kms, Tiger Moon Resort, Sawai-Madhpur Lodge are available – season Oct – June, **Sasangir in Gujarat**, **Kaziranga National Park** – season, Sunderbans Tiger Reserve in West Bengal, **Nagarhole National Park** in Karnataka (access from Bangalore 240 kms and **Kabini River Lodge** provides good accommodation open from Oct-May), **Periyar in Kerala** are excellent Eco-friendly and wildlife Heritage destinations. From any entry point from overseas to India, one can add little bit of wildlife or mountain holidays with cultural tours in India. This makes India Eco-holiday packages much more interesting.

Green havens are not only in forests, the islands are also some of the best Eco-tourism destinations. Bangaram Island in Lakshadweep with thatched huts, with private showers and toilets, fishing, scuba diving to see that enchanting coral gardens, swimming in crystal sun warmed waters, sunbathing and exclusiveness at the resorts brings you so close to nature. The access to this resort is from Cochin and then to Agatti (by air 3 times a week) and then by boat/helicopter and accommodation at Bangaram Island Resort offered by M/s. Casino Group – Oct-March is the peak season. Advance booking is necessary. The Andamans located in India's South eastern is the Island chain all covered with rain forests ringed by coral reefs, good for viewing marine life, swimming and sunbathing. The access is from Calcutta, Madras to Port Blair and accommodation is available at Hotel Bay Island, Andaman Beach Resort, Mid Oct-April is the main season.

Mountain magic in the hills of Shimla, Kullu-Manali, Dalhousie, Palampur in Himachal Pradesh, Nainital-almora-Kausani in Kumaon Hills of Uttar Pradesh, Panchmarhi in Madhya Pradesh, Ootacamund and Kodaikanal in Tamil Nadu, Matheran and Mahabaleshwar in Maharashtra, Munnar in Kerala, Gangkok in Sikkim, Darjeeling/Kalimpong in West Bengal, Shillong in Meghalaya all will take one to well-wooded, good walking road, old temples, conifer/pine forests all around rising to snow dusted peaks, zigzag trekking routes, hot springs, waterfalls, Sulphur baths, lakes, parks, local ethnic bazaars and all these provide such an experience which will linger in one's mind forever. Our booklet about "**Hill Holidays in India**" will be good reference material to look for the Himalayan

options in India. Each part of India can offer some hill holidays destination in the package.

Now in modern India, landscape architecture an ecological system in which typography, hydrology, geology, landuse, vegetation, wildlife, climate are the critical elements has come into focus. Projects like Buddhist circuits with OECF (Japan help), Chandigarh, Delhi Haat (Open Shopping Mall) in New Delhi have demonstrated our commitment to have landscaping and beautification in the building system. Eco-tourists with ethnic design befitting to natural scene have come up in Kerala, Goa, Karnataka and these are now very popular with tourists.

Delhi under the aegis of Delhi Tourism an environment friendly recreation park in 20 acres of land at Said-ul-Ajaib in New Delhi called "**Garden of Five Senses**" is coming up and its unique features include rocks, slopes, walkways cuisine/ Five-star deluxe hotels have not only adopted environment friendly steps for energy saving, water saving etc. They have adopted landscaping projects in a big manner. Mughal Sheraton Hotel in Agra, and many similar Deluxe Hotels with water bodies, movement routes, lighting and tree planting made these unit most Eco-friendly venue for tourists. Another important thing to note is the use of solar energy by the hotel trade where by the load on the electric grid network is reduced. Such steps also help to have clean and renewable energy and its pollutant free usage. At Pragati Maidan Expo Complex, an informal atmosphere with lot of waterbodies, greenery, eateries has been created so that people can be at home both for business and pleasure. In Delhi "**A Clean and Green Delhi**" campaign is on. One can stand a top of the hotels and see a carpet of tree cover over the city. In Mumbai, The Orchid Hotel pioneer in introducing the first eco-friendly hotel which takes care of guests and concern for the environment. Now most of the new entrepreneur in tourism activity are very sensitive to major environment issues and follow strict guidelines.

There are some special tourism areas in India which are primarily known for eco-tourism holidays. Kerala with boats cruise on the beautiful backwaters, spice gardens, coconut trees, Periyar forests and Wildlife, unspoilt Palmfringed beaches, colourful festivals and delightful cuisine make it one of the most sought after destination in the world. In fact environmentally viable tourism is the main stay of Kerala's new forays. Resorts at Virgin Island and remote hills like Pathiramanal, Vagamon and Thenmala – belong to this genre – Bekal, the quiet sea side hamlet is all set to become Asia's first beach destination with many more private players evincing Interest. Vagamon the scenic hill station in Kottayam district spreading over 12,500 hectares, is awaiting development as one of the first Eco-tourism resorts in Kerala. Pathiramanal Island near Kumarkom has been transferred to the Tourist Resorts Kerala Ltd – Oberoi Group tie up to be turned into one of the most fascinating eco-friendly resorts in the world without upsetting the pristine charm of the region. Facilities are being setup for viewing wildlife at close quarters without disturbing the ecological balance of the regions. Various eco-development councils and State Forest Department together have programmed safe trekking tours deep into the jungles. For a tourist, houseboat gliding along the vast green expanse of the backwaters is the most amazing spectacle. Even more enchanting is a holiday on these houseboats better known as "Kettuvallom" which is a ecofriendly product and very popular with tourists.

The houseboat operators are mostly located in the four backwater districts – Kollam, Alappuzha, Kottayam and Kochi. From these areas they offer exotic backwater holiday packages. The backwaters with rejuvenation Ayurveda (Indian Traditional Medicine System/Herbal Treatment) against a backdrop of pristine nature have really drawn the attention of tourist all over the world. We had focussed promotions by projecting these two aspects – backwater and Ayurvedic treatment. Our marketing efforts have paid off well. Kerala is now declared by National Geographic Traveller Magazine “**A Paradise Found**” among the 50 must see destination of a life time. Neighboring state of Karnataka also offer vacation with mountains, forests, lakes and health packages purely based on natural system of medicine (Ayurveda). Some resorts like Cauvery Fishing & Nature Camp at Bheemeshwari, Galibore and Doddamakalli (near Bangalore between 90 to 100 Kms on Kanakpura-Kollegal Highway) offer both adventure and nature lovers a unique experience. Some resorts like Cauvery Fishing & Natural Camp world renowned home to the great Mahseer, the first and the longest tropical sporting fish found known to mankind is in the Cauvery River (majestic and sacred River of South India). In the camp, relax on a hammock in the Sylvian grove and listen to the soothing music of birds – watch the antics of the monkeys and the rustling of the grizzly giant squirrel as it hastily scrambles up a tree. You have also the chance to seeing herd of elephants on the other side of the river to be greeted by spotted deer sambar or four horned antelope while you walk through the jungles. November to March is the main season and **Jungle lodges to Resorts Ltd.** can help in organising special packages for interested tourists. They also organise wilderness camps at Dandeli on the bank of Kali river - Kavala Caves (25 Kms from Dandeli) or tribal tour or visit to monolithic granite syntherirock deep inside the Dandeli Wildlife Sanctuary (Forest Lodge is available for accommodation). Similarly Kabini river Lodge, Karapur in Nagarhole National Park is perfect getaway for nature lovers. The tranquil backwaters of the Kabini River present an ideal setting for ecofriendly vacation. Once the hunting lodge of the erstwhile Maharaja of Mysore, Kabini River lodge is today rated as one of the top 5 wildlife resorts in the world (rated by British Tatler’s Travel Guide) Kabini is place to see - elephants and one can see numerous herds at a time. It is located at Karapur at a distance of 220 Km for Bangalore and 80 kms from Mysore on the Mysore-Mananthavadi Road. The Lodge has a colonial style and equipped to accommodate 50 persons M/s.Jungle Lodges and Resorts Ltd., can help in making arrangements. There are other eco-friendly holiday options in Karnataka like Kyathadevara Gudi (K.Gudi) camp in **B.R.Hills sanctuary** (86 kms from Mysore) and 225 kms from Bangalore close to Coimbatore at an altitude of 3500 feet to 5000 ft. and the area has blend of wildlife sanctuary and hill station and maintain a pristine glory for the nature ethnic lovers. Loghut and olden days Maharaja’s Hunting Lodge provide 30/40 people accommodation at one time.

Scuba Diving at Devbagh Beach Resort, Karwar, Indus Ayurvedic Resorts Bangalore, Golf Village, Bangalore and many such venues offer special holidays for the eco-enthusiasts. Like Karnataka, Andhra Pradesh, Tamil Nadu other two states in the south of India have equal opportunities for nature lovers to visit Mountains, Parks, Forest, Wildlife, Health packages etc. Kodaikanal Lake, Ooty Lake and Ooty Hill Resort, Conoor in Tamil Nadu and Arakku Valley in Andhra

Pradesh are some of the places which can be mentioned. These are easily approached and have good accommodation facilities.

Similarly Goa is important Eco-tourism destination in India. The hotels like Leela, Taj Resorts are samples of Eco-friendly resorts available there. These are five-star hotels camouflaged with greenery around. Rishikesh in Uttar Pradesh, with the river rafting (white water tourism) yoga, mountain walks, trekking, Angling etc., is getting very popular with younger generation tourists.

In Rajasthan, Camel Safari, Horse Safari, Elephant Safari, desert driving and typical village life of Rajasthan provide unique Eco-experience. In Rajasthan, there is one community known as Bishnois and they have to be seen to believe how human being, nature and wildlife can live together even in this 21st century. Thus endless options are available in every part of India for naturalists, Researchers and Eco-holidayers.

Ministry of Tourism has also formulated Eco-tourism guidelines for regulated and sustainable Tourism which have focussed respect for the frailty of the earth to leave behind the rich natural heritage for future generations to enjoy. Leave only foot prints, take only photographs but do not take away from natural areas and heritage monuments; encourage local culture, respect local traditions and help in their conservation efforts; do not buy products made from endangered plants or animals such as wildlife skins, ivory, tortoise shell; Always follow designated trails so that animals, plants are not disturbed and try to respect the natural habitats, and support them and those products which promote the cause of environment protection etc., all these have been focussed in the Eco-tourism guidelines. Most of our tour operators who operate tours in the fragile nature zones, have adopted these **ASTA eco-practices (American Society of Travel Agents)** for the Ecotourism business and organise a briefing session before the start of the tours in the forests, mountains to educate their clients. Like airlines do inside the air craft before the flight departs. Being late comer in tourism, we have learnt enough from the mistakes of man; tourism developed countries and have imitated right steps. No doubt, very few countries in the world can provide such varied options as India can mainly being a vast country. **It is environmentally yours! INDIA - Explore now.**



## CHAPTER - 23

### GOODS & SERVICE TAX (GST)

#### AND IMPACT ON TOURISM SECTOR

In the pre-GST regime, the effective tax on tour packages was 9% (after having permissible 40% abatement). After GST was put in place, it is 28% slab for hotels on hotels costing above 7500/- on any star category, 18% between Rs 2500 – Rs 7499/- and there are different slabs for taxation; similarly A/c Restaurants fall under 18% slab, non A/c 5% and confusion continues. It was expected that GST will subsume all central and state taxes including Service Tax, Value Added Tax and provide seamless flow of input tax credit.

With GST rates on upmarket hotels is 28% and with cess imposed to collect revenues for compensating states and in tour packages where 2 three states are used by tour operators add 5% on the part of business they handled on behalf of main Tour Operator (based in Delhi or Mumbai or any other state) all adding 5% GST on final bill, the total tax incidence would go up to 50% plus on a rough estimate. So tour operators or Travel industry is badly hit. They have submitted their representation to Hon'ble Finance Minister so that the GST Council take all the suggestion by IATO on the quantum of the increase and double taxation part can be avoided. This has made India holiday packages Cost Prohibitive and Tourism has slowed down. Our Tour Operators will attend WTM London, ITB Berlin etc and will not be in a position to give a favorable quotation as how to fix the package cost. The amendment is needed at least to avoid DUAL TAXATION which is not in terms of GST law. Wait and Watch is the policy now for Travel industry.

IATO had several meetings on GST where experts deliberated, with each session, more confusion was visible with varied Interpretations.

#### **What IATO recommended as under:**

Following are our recommendations which will bring tourism industry on track and compete with our neighboring countries:-

#### **GST on Hotels, Inns, Guest House etc.**

- Hotels, inns, guest house with room tariff of up to Rs. 2000 should be exempt from GST
- Hotels, inns, guest house with room tariff between Rs.2000 to Rs.5000, GST should be maximum 5%.
- Hotels, inns, guest house with room tariff between Rs.5000 to Rs. 15000, GST should be maximum 12%
- Hotels, inns, guest house with room tariff between Rs. 15000 and above, GST should be maximum 18%.
- The above should be across the board and not linked with the star category.
- GST on food irrespective of the star category should be maximum 18% irrespective of the star category

#### **GST on Foreign Exchange earning**

There should be no GST applicable on foreign exchange earning earned by the tour operators to attract more and more international tourists coming to India for business, holidays, conferences etc. and we can compete with our neighboring countries.

#### **GST on Online booking portals**

There are so many online booking portals operating from outside India and offering tour packages, hotel and airline bookings but are not liable to pay any tax as they are not registered in India. This is negatively effecting the tour operators business. This is not only loss of business for the tour operators and creating unemployment but loss of revenue for the government. It should be ensured that GST is applicable to Online booking portals whether in India or abroad on all services taking place on Indian soils or being provided to Indian nationals abroad.

Under GST regime tour operator Services are taxed under 5% tax slab with denial impact Tax Credit (ITC) 5% on entire tour value results in taxing all the procurements made by tour operator once again. This resulted in cascading of taxes in the entire supply chain. This defeats the purpose of GST which is to avoid cascading of taxes.

Tour Operators Service is primarily a combination of activities such as arranging air travel, providing accommodation, meals, surface, transportation, local sightseeing etc. Such activities are commercial as a tour at a single price to the customer. The tour operator provide such services across the country and overseas.

The input services processed by Tour Operators along with the respective GST rate are as under:

Hotel room rent – Nil to 28%; Meals - 18%; Transport - 5%; Guide & Other Services - 18%; Tour Operators Service - 5%

The margin that Tour Operator makes in trading in such services is much less than the revenue received by the Tour Operator. A tour operator typically earns a markup of approx. 10% of GST of services processed by him in making a package tour. Thus income of a tour operator is primarily the margin earned in such services with these facts, IATO made several representations to GST Council, Ministry of Finance. The detailed note quantifies and that salutations they look for.

#### **Representation on Goods and Services Tax (GST) Issues for Tourism Operators under the new GST legislative framework**

Under the GST regime, tour operator industry has been placed under 5% tax slab without benefit of Input Tax Credit (ITC). During the course of providing services, a tour operator invariably procures various tourism-related services from vendors (both registered and unregistered) and blend the same into a well-knit package for the client. The package comprise of a bundle of services like hotel room, surface transport, air tickets, train tickets, cruises, guide, local sightseeing, entry to monuments, elephant, camel and boat rides, jeep safari at national parks etc. On the cost of these services outsourced from vendors / service providers, a tour operator adds his markup generally at 10% of the cost

and sells the package tour to his client. On one hand, GST paid by hotels, transporters, airlines and other vendors is not available as ITC to the tour operator paying 5% GST, on the other hand, 5% GST is charged by the tour operator on the gross billing to the client. Tax is thus calculated on tax portion, contributing to cascading effect. It is logical to demand 18% GST on the markup to eliminate cascading menace. By applying 18% rate of GST on 10% markup, the effective rate of GST on the total package cost works out to 1.8% of gross billing of the tour operator to his client. It is submitted that the present rate of 5% GST on the gross billing is high and in any case it does not represent taxation on value addition which is the essential feature of GST system.

We request that a deemed value equal to 10% of total bill amount charged by the tour operator may be fixed on the same lines as in case of air travel agents under rule 32(3) of CGST Rules, 2017. For this purpose the Govt. may insert a new sub-rule (8) in rule 32 somewhat on the following lines:-

The value of supply of services by way of tours and related support services provided by a tour operator or travel agent shall be deemed to be an amount calculated at the rate of ten percent of gross amount charged by the service provider from the client.

Provided that credit of input tax charged on goods and services used in supplying the above services has not been taken by the service provider.”

We feel that the above provision determining the taxable value of services provided by the tour operators will meet the ends of justice facilitating the service provider to pay GST at the rate of 18% on 10% deemed value, making the effective rate of 1.8% of the gross billing (without ITC).

As mentioned above, presently services provided by the tour operators attract 5% GST with total denial of ITC on input services procured to support output services. Recently, the Govt. have issued notification No. 31/2017-Central Tax (Rate) dated 13.10.2017 and services of transport of passengers by any motor vehicle are pegged at 5% GST. However, ITC of input service in the same line of business (i.e. service procured from another service provider of transporting passengers in a motor vehicle or renting of motor vehicle) has been permitted. ITC on rest of the input services is not available in the passenger transport business. Similarly, in case of renting of any motor vehicle designed to carry passengers, limited ITC of input service in the same line of business (i.e. service procured from another service provider of transporting passengers in a motor vehicle or renting of motor vehicle) has been permitted. In case the Government do not agree to the solution suggested in para 1 above, the Association prays that like transporters and rent-a-cab operators, limited ITC in respect of GST charged by a tour operator may be made available to another tour operator availing services from former tour operator in the same line of business.

Sr. No. 23 of notification No. 11/2017-Central Tax (Rate) dated 28.6.2017 covers tour operators services taxable at 2.5% CGST + 2.5% SGST. One of the conditions given in column 5 of the table is that the bill issued for supply of this service indicates that it is inclusive of charges of accommodation and transportation required for such a tour. In many cases a tour operator arranges accommodation standalone or accommodation, sightseeing, guide and other

similar services but not transportation. This condition may be interpreted by the field formation as if both accommodation and transportation should necessarily be provided by a tour operator. It is suggested that a small correction may be done to replace the word “AND” with “OR” between accommodation and transportation. This small correction would dispel any doubt and avoid unwanted litigation

#### **Faith Recommendations on Behalf of Industry Members for GST Council Meet in November 2017 in Guwahati**

1. IGST be made available for immovable properties for tourism accommodation such as for hotels, cruises, campsites & for restaurants
2. Rationalise GST on restaurants at 12% from 18% without stopping the flow of input Tax Credits.
3. Treat foreign exchange earnings in tourism services as exports
4. 28% GST on hotels above 750 be rationalized to 18% & gradually lower in line with global rates.
5. An option to discharge under presumptive model maybe extended to travel agents, tour operators who are booking hotel accommodation/any other tourism products/tour packages. Tour operator to tour operator GST to be made available as it was earlier in the service tax regime.
6. Travel & Tours services outbound from India should not attract GST as they are in non-taxable territory:
7. Service similar to elephant rides, camel safaris, government monuments & such others be at 0% rating.

## CHAPTER - 24

### AVIATION IN INDIA : AIRLINES & AIRPORTS - NEW CHALLENGES OF 21ST CENTURY

#### ECONOMIC IMPERATIVES

##### A) AN IMPORTANT ENGINE FOR ECONOMIC GROWTH

- In the global and Indian scene there is rapid economic changes.
- In this scenario, Civil Aviation is recognized an important vehicle for economic growth.
- Over 2000 million passengers globally per year use airlines for leisure & business travel.
- Around 40% of the worlds manufactured goods by value are transported by air only.

##### B) REVENUE GENERATION

- Aviation industry contributes substantially in national exchequer through taxation by Central, State and Local Govts around the world. Passengers, cargo handlers, pay Taxes on air tickets & cargo consignments, service charges, FBTs etc.
- Employees pay income taxes on their salaries

##### C) SPIN OFF BENEFITS

- Opens up new markets.
- Help in the growth in International trade.
- Roads, communications.
- Infrastructure development.
- Boost tourism & travel business.
- Specialists in aviation related activities - Insurance, Surface transport etc.

##### D) EMPLOYMENT OPPORTUNITIES

- The Aviation industry at a rough estimate creates about 30 million jobs & 50% estimated to be direct employment.
- Proper research is needed to have right figure about employment opportunities.
- Aviation is the main link for boosting of tourism.
- Nearly 98% of outbound travel is by air
- Similarly about 90% tourist arrivals in India by air.
- In the present context with the liberalized open sky policy and introduction of low budget airlines, no frill airlines, domestic tourism has seen a big boom and many new areas have been opened up for tourism activities.
- Domestic air travel increased by more than 25% last year.

- Open Sky Policy has also increased seat capacity and this boosted international tourism arrivals.
- International travel increased by nearly 15% last year. Seat Capacity in the major traffic generating markets during peak season was bottle neck for tourism growth.
- With growth of tourism, it has contributed & boosted India's GDP.
- It is estimated tourism contributed 5.8% in countries over all GDP.
- Tourism linked with aviation industry can help in increasing foreign exchange earnings, foreign exchange earnings 16% growth (\$5 billion in 2005)
- Tourism is the largest sector in the world wide export of good & services.
- At over \$560 billion, it is larger than automatic, chemicals, fuels & other sector
- Tertiary/ supplementary benefits of tourism are huge.
- The Satellites accounting figures of world travel & tourism council suggest that \$ 11.33 billion travel & tourism Industry in India (2000) supported a \$ 23.8 Billion travel & tourism related industry.
- Tourism backed by Civil Aviation can create more employment - Tourism with lower investment generates more jobs than any other industry in the world.
- As per WTTC, the travel & tourism economy in India which includes aviation, Hotel, Entertainment, transport etc. currently account for 17.4 million jobs in India or 5.8% of total employment.
- This has potential rise to 25 million jobs or 6.8% of total employment by 2010.
- Tourism & Aviation links thus bring real economic efficiency

#### DEMAND SUPPLY GAP IN THE AVIATION INDUSTRY

- India ranks quite behind in terms of global tourist arrivals.
- India receives a meager 0.39% of the world tourist arrivals.
- India receives a mere 0.68% of world tourism receipts.
- India is ranked 140th for contribution of travel & tourism industry to GDP.
- Huge potential for future development if proactive policy is evolved.
- Charter flights needed to plug in demand supply gap. Increased Inbound/outbound can solve the imbalance

#### GROWTH POTENTIAL

- International Civil Aviation Organization has projected India is the fastest growing markets in the world.
- Both in passenger & cargo traffic (average 7% growth) is estimated.
- Domestic traffic accounts for almost over 60% of total average traffic and is maintaining this increased trend and this positive trend to continue.
- Open Sky Policy and with private airlines in operation, there is real boom in domestic traffic.

- Domestic airlines increased from only one a few years ago to more than 10 in 2006. More to follow. Already heavy investments they are making for purchase of new aircrafts.
- Growth potential is there for Cargo export about 6 lakh tons of international cargo handled (in 2002) and have great potential if airport infrastructure is improved.
- Due to decrease in airfares (almost by 40 % on last year) to boost domestic travel has increased enormously with many new areas.
- Also the booming economy with GDP increase & disposable money more people traveling by air.
- Many domestic airlines are also operating on international routes.

#### **BOTTLENECK AREAS AFFECTING GROWTH (BOTH PASSENGER & CARGO DEVELOPMENT)**

- Capacity constraints - from many emerging markets (South America, CIE countries).
- Lack of proper aviation infrastructure.
- High Airport charges (landing, Navigation, Parking charges).
- Initiatives to have better route distribution agreement and non utilization of seat capacity which is available due to bi-lateral agreements.
- More Domestic /Private Airlines be permitted to fly internationally to areas like Iran, Turkey, Sweden, Middle East, where we lack of air - connectivity.
- Foreign Nationals when will use those airlines will help in earning more foreign exchange for the country.
- Smaller aircraft & Helicopter services for remote areas operations, point to point service such operations can boost tourism to hinterland areas (specially North East).
- Domestic Hubs & International Hubs concept need to be introduced. Mumbai be converted into International Airline Hub by treating it as Special Economic Zone. Fuel can be provided at international prices.
- This will encourage many international flights to touch down in India.
- This will help increased tourist arrivals & will provide improved connectivity.
- Advantage is now goes to Dubai which is real hub for international airlines, where as India can take this position.
- For domestic sector also airline can have maximum operational efficiency & financial gains through Hub-Spoke (Feeder route). Connectivity concept, Nagpur, Hyderabad, Bhubaneswar, Bhopal & especially Nagpur can be considered for this Hub spoke concept. This will improve domestic connectivity.

#### **TOURISM CHARTERS**

##### **A) ECONOMIC BENEFITS**

- Multipliers effect on India's' GDP, since earnings will remain in India

- Increased revenue - in the form of airport taxes landing & take off charges, service providers charges etc.
- Employment generation, sales & reservation agents, ground supporting staff, pilots, cabin crews. They will pay taxes from salaries & thus more revenue generation.
- Benefits to customers - Lower rates
- Revenue through packages selling by travel agents
- Charters will carry passenger who book prepackages (with air fare, Hotel etc.) -Demand for domestic airlines so more airlines to come
- Already instead of one domestic airlines few years back, in have now over time.

##### **B) IN BOUND TOURIST CHARTERS**

- With liberalized Policy more charters to time to India.
- More airports will be developed with facilities for charter landings.
- Carrying Indian to inbound charters has helped as lot of Indians like to visit India.
- Whereas earlier they used to take charters to other countries.
- Tourist charters are now allowed at 40 airports. Where improved charter handling facilities are being developed.

#### **AVIATION INFRASTRUCTURE**

##### **A) ACTION PLAN – IMMEDIATE**

Implement privatization of all major airports & allow private investments. (work now initiated).

- Proper environment for investors to derive adequate returns of their investments.
- Revenue from Civil Aviation to be utilized for developing Civil Aviation infrastructure.
- Single Agency Security system for effective control - multi agency is real problem.
- Landing & Navigation costs to be rationalized. Parking fees, Refueling charges etc. need to be reduced.
- Sales tax on ATF, Surcharge on ATF, lot of taxes but no commensurate facilities.
- Separate terminals for long haul, medium haul & short haul are needed.
- Modernized them with latest technology. Allow foreign investments.
- Only 40/50 airports are at present all weather airports. These are to be utilized to its maximum capacity airports of Surat, Baroda, Nagpur, Raipur, Bhuj are underutilized.
- Leh, Kullu, Kargil are to be fully utilized during season. Airport facilities improved.



- Defence regulated airports to be utilized for tourism purposes like Goa, Jodhpur, by easing restrictions - also setup new airports on Build/own operate basis.

#### **D) MODERNIZATION OF AIRPORT INFRASTRUCTURE**

- Proper signage's at airports - use international symbols.
- Fast track service on pre-payment basis "Swagtam Service" on the lines of "Marhabaservice in UAE - on some pre fixed fees.
- Provision of interaction Kiosks/Business centers.
- In good number of Immigration counters
- Toilets (facilities for physically challenged)
- Duty free Shops
- Health services/chemists
- Meditation/Prayer Hall
- Install electronic scanners for passports & electronically readable disembarkation cards
- Separate immigration counters for NRI's/Old & ladies with babies
- Departure Terminal
- Fast Track service for business travelers
- Link between domestic & international terminal (good coach service) preferably rapidrail service.
- Food courts
- Parking Announcements both.
- Taxes - Tax Holidays - Airlines to be treated as infrastructure
- Airport Officers - Tourist office, airlines, banks, insurance rail agents etc. to cover varied needs of passengers
- Conference Hall
- VIP Rooms
- Restaurants
- Lifts (Heavy load bearing) from. Can parking levels to Dep./Arr. terminals
- Left Luggage Rooms
- Visitors waiting lounge
- All such essentials which give real modern image of the airport.
- Airport is country's first impression
- Work with the image of quality, efficiency, service and comfort
- No compromise on security and easy movements
- Many exchange counters
- Inter State Bus Terminals (for long journeys giving connection to various states)
- Florists

- Airlines - VIP Lounges (1st class Passengers)
- AAI - VIP Lounges - where passengers can fill up "Embarkation" - The concept is to have city airport where one can do business without coming to city.
- A vision & will is needed to bring this change

There should be no concern about safety of flights. All operators that come to India have the Air operators' Certificate issued by their respective authority, and DGCA's safety and security concerns are only as are applied to foreign airlines.

DGCA role should be only to give flight clearance of a series of non-scheduled flights for tourist charters, and normal oversight as applicable to foreign airlines aircraft.

1. There should be no restrictions in terms of number of international charter flights by an operator and passengers flown into India as long as they do not follow a fixed schedule and are in compliance with the relevant ASA.
2. The passengers on charter flights will not be restricted to those that have bought an Inclusive Tour Package (ITP).
3. Incoming charter aircraft will be free to land at any Indian airport that has Customs and Immigration facilities.
4. Charter operators do not need to take any prior permission from DGCA, as long as they have filed the flight plan with ANS and have a confirmed landing slot at the relevant airport.
5. Passengers coming on an inbound charter flight will be free to shift to scheduled carriers for travel within India or abroad and vice versa, without seeking permission from DGCA as required in the present regulations.
6. There should be no restriction on the number of observers of the principal tour operators who come with the charter flight to oversee the arrangements. This is the prerogative of the principle tour operator.
7. Online filing of applications should be introduced with automatic clearance within three days for both incoming and outgoing charter flights.
8. Self-ground handling by the tour operators or its nominated GHA must be allowed at all airports, including PPP and AAI airports. At airports under joint use of Defense and civil purpose, self-handling in the terminal building limited to baggage handling and passenger facilitation must be allowed to provide economy and efficiency,

Besides the above, we would like to give following recommendations for including in the Civil Aviation Policy which will encourage international tourist arrivals to our country through charter operations:-

#### **AIRPORTS**

1. All international airports and immigration counters in India should have the facility of biometric facility and it should not be mandatory for the tourists to have

biometric formalities at the Indian Embassies/consulates abroad so that tourists are not harassed and e-Tourist Visa and normal Visa holders do not waste time.

2. There should be rule of Uniform Parking Charges/fees at the airports whether run/managed by Airport Authority of India or Private Operators. Fee should be controlled by the government for tourist coaches and cars. Proper parking area should be designated which should be dedicated for tourist vehicles and minimum inconvenience to foreign tourists and no additional pick up charges should be levied at any airport on tourist vehicles. Tourist should be able to board the vehicle without crossing the roads.

3. Unutilized air strips in tourist circuits and the Himalayan ranges and these are to be made operational for religious and adventure tourism.

4. Air ambulances to be kept at all the major airports and also in the North East and all remote air fields for the safety of tourists.

5. Entry passes at the airport should not be more than Rs. 5000 to 10000 for six months for all the Ministry of Tourism, Govt. of India recognized tour operators.

6. IATO as the apex body of tour operators, should be provided free counter at the major airports to help and facilitate international tourists.

7. There should be a separate area earmarked for local tour operators/ travel agents to receive foreign tourists and welcome them. By providing correct signages to direct the foreign tourists to this area will increase their safety and they will not be fleeced by the touts.

8. Welcome to India signage to be placed in major international languages at all the international airports.

9. To ensure total safety & security of air transportation by introduction of state of art air technology, equipment and training facilities.

10. There is a need to have a clear and forward looking policy on ground handling services by opening this sector for enhancing competition in the services by allowing professional ground handlers with international experience.

11. A forward looking Green Field Airport Policy, which encourages the investors and developers to setup more green field airports in the country.

12. A clear sky policy to encourage the commercial activities at the airport for optimization of revenue from Non-Aeronautical Services.

#### **AIRLINES**

13. Just like the government have regulated cab/taxi fares from airports and other places, similarly UPPER capping of air fare has to be fixed so that during the peak season tourist and passengers are not overburdened with high air fare.

14. The baggage allowance on domestic flights for all international tourists should be at least 20 kgs. so that tourists are encouraged to buy Indian

Handicrafts and Souvenirs and do not face hardship when they connect from international flight to domestic flight and put to any inconvenience.

15. Special incentives should be given to regional airlines who link up remote tourist destinations.

16. In Goa, AAI is forcing Charter Airlines to be handled by Air India only. Even charter flights of Schedule Operators are asked to be handled by Air India, who do not have proper services and also charge two times the handling rate of Private Handling Companies. This is discouraging Charter Airlines to come to Goa. The charter policy must give freedom to Aircraft Operator to choose its ground handling agency from the available GHAs at the airport of call and not create monopoly of any single airline.

#### **CHARTER POLICY**

17. It is high time, that the Indian government liberalizes Air Charter Policy and the charter flight should be allowed to carry Indian passengers both ways to make these flights commercially viable and this will be beneficial to Indian traveller also financially. Charter landing fee for charter flight should be less than schedule flights because they are taking risks to encourage charters.

18. Airports Authority of India has increased the Security Deposit of Rs. 1 Crore against Slot allotment at Dabolim Goa. This has adversely affected Tourist Charter operators as well as airlines. This should be withdrawn. This year the charters have gone down due to this reason

19. Tourist Charter guidelines needs to be amended in line with Government of India efforts to promote tourism to India including e- Tourist Visa.

FDI and Taxes

20. Tax exemption in line with IT sector which gets tax holidays because of its potential to bring Foreign Exchange, investment in aviation sector also should get a tax holiday at least for the initial 10 years.

At last government has looked into Regional air-connectivity part and government's UDAN Policy has made a big impact on regional connectivity.

## CHAPTER - 25

### GOLFING IN INDIA

Few people realise how important and competitive destination India is for the Golfers. Top players are looking for new destinations. No doubt, for them the opportunity cities and in small towns, by lakes and forests or surrounded by the tea estates, out in the desert and in the old British cantonments will always be a life time experience.

Very few will remember that India was the first country outside of Great Britain to take up the game of Golf. The Royal Calcutta Golf Club established in 1829 is the oldest Golf Club in India and the first outside Great Britain. In fact the club celebrated 170 years of its existence in 1999. The founding of the Royal Calcutta Golf Club was followed by the Royal Bombay Golf Club in 1842, The Bangalore Golf Club in 1876 and the Shillong Golf Club in 1886. It will be quite astonishing to know that Golf has already been played in India for 59 years before the first major courses was opened in the USA and Europe in 1888.

What makes Golfing in India exciting is the diversity of its courses. Not only does it have the oldest Golf Club in the world outside Great Britain but also the highest at Gulmarg (2700 mtrs) in Jammu & Kashmir. There are Golf courses in the mountains, plains, deserts and at beach resorts. The environment of each course is unique. Through Golf courses one can explore India's rich tourist heritage and sample the diversity of India.

Golfing in India has come a long way, and a large number of Indian players are competing on the international circuit and hold the prime position. India is organising open Golf championship and big names in this game are participating in the Indian championship. Delhi Golf Course is the most lush in the Country and its sandy has produced a rich turf good for the exacting fairway shots.

The Delhi Golf course is also a sanctuary for over 300 species of birds and the Golfer is often startled by the rain dance of the colourful peacock or scurrying of a pat ridge. The course has a variety of over 200 trees and it has in precincts a collection of interesting tombs and monuments from the time of Lodhi rulers. While Golfing in the city, one can discover the excitement of Delhi, the experience of contemporary city beginning from the Golf course itself. The neighbouring state Haryana, Country Club Resorts Golf Course is the latest addition. Similarly adjoining Delhi, is the Noids Golf Course, easily accessible from Delhi, an 18 hole Golf course covering about 100 acres. Jaipur offers a game of golf in surroundings as historic as Jaipur. The Golf course spreads against the back drop of a palace and a fort which are both picturesque and typical of Rajasthan.

#### GOLF IN SOUTH INDIA

Southern India has some of its finest and most picturesque courses, primarily due to the efforts of the tea and spice planters who popularised the sport in the region. At an elevation of 6,000 ft in the Palni Hills, surrounded by nutmeg, cinnamon and pepper groves at Kodaikanal, is the Kodaikanal Golf Club. An 18

hole, par 66 course, it is laid over natural grass lands and criss-crossed by streams.

Coimbatore, at the base of the Nilgiri mountains, is the gateway to the famous golf at Octacamund. Primarily an Industrial township, Coimbatore is often referred to as the Manchester of the East because of its large number of textile mills. The Coimbatore Golf Club has laid out a new 18 hole course which promises to be one the finest in the country.

Between Coimbatore and Ootacamund is Wellington, a small army settlement which has a nine hole course maintained by the Wellington Gymkhana Club. Cochin is one of India's most frequented southern ports. In fact, it was one of the earliest trading points in the country, and attracted a large number of Portuguese, Spanish and English merchants. The Golf Club in Cochin is located at Bolghatti, an enchanting island in the middle of the harbour, which is approachable only by boat.

East of Cochin, at an elevation of 6,000 feet, is Munnar, one of the most scenic and superbly managed areas of real estate in India.

At top station, 29 km from Munnar, is the Kundale Golf Club, first opened by the local planters in 1918. The nine hole course is a par 34 and runs over some of the most exciting and undulating country.

Two other centres for golf are Trivandrum, the capital of the Southern state of Kerala, and the beautiful hilly region of Coorg in Karnataka. While Trivandrum is a city with a strong historic tradition and has as much to offer the tourist as the golfer, Coorg is tucked among verdant hills that are lush with tea and coffee plantations and interspersed with quaint cottages and colonial memorabilia.

#### BANGALORE

Founded on June 24, 1876, the Bangalore Golf Club is the second oldest in India. It also has the distinction of hosting, with Madras, the oldest interclub tournament in the country, which started in 1978 and is played alternately in Bangalore and Madras. In the days when railways and aircraft were still things of the future, golfers often travelled as much as 300km on horseback and in bullock carts to participate in the tournament. The bar at the Bangalore Golf Club has some interesting memorabilia tracing the history of the club. The par 71,6,650 yards, 18 hole course started with browns, which were later converted to greens. Besides trees and deep ditches, the major hazard on the course is the Bangalore Crow, which often picks up the ball, mistaking it for an egg. It is, therefore, not surprising that the logo of the Bangalore Golf Club depicts a crow with a ball in its beak.

Though the fairways at the Bangalore Golf Club are fairly dry and sandy, the greens are lush and well-manicured. Drives have to be well planned to avoid the rocky parts of the fairways, where the ball tends to veer off and change direction. The greens are invariably trapped by large bunkers. A large number of flowering trees, which include the colourful gulmohar, palm and eucalyptus, are planted along the tight fairways. The course is remarkable in that 18 holes have been deftly packed into just 60 acres of land.

The Second course at Bangalore is more recent, and came about after the government recognised Golf as a major tourist attraction and acquired 126 acres of land near the airport for the Karnataka Golf Association.

### **MYSORE**

The size of the course is 100 acres. Krishnaraja Wadiyar, the Prince of Mysore, started the course and maintained it until he lost his privy purse. With a par rating of 63 when it was started, it is 70 today. The two major tournaments conducted here are Maharaja's tournament and Addicts Golfing Society of Southern India.

### **OOTACAMUND**

The Ooty Golf course follows the soft contours of downland, with its tonsoured of tree-bare heights, ringed with gorse and thickly wooded copses of eucalyptus, oak, rhododendron and fir in the hollows. The course is surrounded by the thickly wooded Avalanch Range.

The Altitude of 7,600 feet, a few degrees above the equator, provides a combination of light and thin air which is a near intoxicant, and the ball travels much further than it would in the plains because of the rarefied atmosphere. The Ooty Golf Course is not only scenic but also quite trying, and it would be wise for the visitor to play only nine of the 18 holes on the first day.

Nine of the 18 holes on the Ooty course are blind in that you cannot see the green from the tee because of the undulating landscape. Guide posts fixed on the intervening ridges give the player the necessary directions.

### **KODAIKANAL**

18 hole, par 66 course, it is laid over natural grass-lands and is criss-crossed by streams.

One of the oldest clubs, the Kodaikanal Golf Club was founded in the year 1895 with a paltry 30 members. The fun loving British were the architects of the course; the course and the club house are situated on Golflinks Road connecting the Kochi road, near the famous tourist attraction view point 'Suicide Point' or 'Green Valley View'.

### **MADRAS**

The older Madras's two golf courses, the Madras Gymkhana Club was founded in 1886. Unique in that it is situated within the 2,400 metre oval of the Guindy race course, it offers a challenging game.

### **HYDERABAD**

Hyderabad is a happy choice for Golf. The course is spread over 160 acres, founded in 1888 – making it one of the oldest courses in the world; the subscription then was the measly sum of one rupee. The golf club was merged with the Secunderabad recently in 1939, and then brought under the Army's management in 1983. The old browns have since been converted to regular greens.

## **GOLF IN WESTERN INDIA**

A number of opportunities for Golf exist in Western India. Bombay, the gateway city, provides excellent opportunities for playing golf.

### **BOMBAY**

The 110 acre Bombay Presidency Golf Club at Chembur is a green haven amidst a concrete jungle. Founded in 1827, the 70, 18 hole course was redesigned by Peter Thompson to international standards. Presidency fairways are narrow and tight, but its greens are undoubtedly the best in the country.

### **PUNE**

Poona Club Golf Course is one of the oldest golf courses in India, situated within half an hour's drive from major industrial areas of Pune and very close to the airport and railway station. Though the course is a 6, 198 yards par 71, 18 hole golf course spread over 90 acres of land, which is the largest in the Western Region.

## **FACILITIES**

Should you seek any special assistance, in most cases the secretary of the Club you are playing in will be able to advise and assist you. It is wise to remember that though some clubs have facilities for golfers who wish to stay on the premises, the number of rooms are limited and must, therefore, be booked in advance, the number of rooms are limited and must, therefore, be booked in advance. It may be more practical to stay in city and resort hotels that are available in a wide range, and generally have an extensive variety of services to offer. For commuting between the hotel and the Golf club, any of a choice of transport may be utilized. This may include deluxe tourist cars, yellow top taxis and inexpensive autorickshaws. Caddy services are usually available locally, and most clubs offer a temporary membership that may cost as little as a dollar as two. At certain courses, an introduction by a member may be necessary, should you wish to play golf at that particular course. Also, membership may be restricted or a little extra on weekends. Several of the clubs also house a bar and catering facilities where basic meals and snacks, Indian and Continental, can be enjoyed at far lower prices than at restaurants. Golfing in India, in fact, probably comes cheaper than anywhere else in the world.

Handling agents in India organise golfing tours which can include friendly matches with golfing members of the club on payment of green fees etc. the agents can also arrange for cocktail parties after friendly matches so that visiting golfers have an opportunity of meeting socially with their Indian counterparts. Special golfing itineraries can be tailored exclusively to meet your needs.



## CHAPTER - 26

### New Opportunities and Innovations and Investments

Tourism is now one of the top priority sectors for country as it is one of the largest service industries and is a major engine of economic growth under our Hon'ble PM, whose bold initiatives in the various sectors have opened up an era of new opportunities and innovations and investments in the country.

These initiatives are e-tourist visa, open FDI 100% and investor's friendly policy. The overwhelming response of the investors, delegates and exhibitors testify the need for such event.

I feel there have never been a better time to invest in tourism in India with one of the fastest growing economics in the world.

1. With more than ½ of Indian economy driven by the service sector.
2. With economic, social and political environment posing un-paralleled opportunities.
3. With an opening economy.
4. With new infrastructure.
5. With greater ease of doing business.
6. With 100% FDI in Core and tourism infrastructure.
7. One of the most liberal e-tourist visa regime.
8. With a tourist friendly new Civil Aviation Policy.
9. With tourism investment friendly policies and programmes of the Central and state governments.
10. With unprecedented two digital growth rate being registered in international tourist arrivals.
11. With more than over 400 million US dollars invested so far in last two years in tourism infrastructure by the government.

All the government is committed to be partner in all investment efforts in India.

But we need to be a bit careful about some of the challenges that dampen the spirit of investors and these areas primarily include:

- Regulatory uncertainties Bureaucracy that is difficult to deal and lack of transparency all these facts have given a perception that environment in India is business unfriendly.
- Government announced that all clearances will be done within but in actuality the experience is different.
- Slow dispute resolution process.
- Inability of the regulatory frame work to evolve at the pace the business practices are evolving. Even tax policies are difficult.
- The experience says what is a paper is often not followed and this is a big challenge.
- There is no clarity and certainty about procedures.

- Notifications are issued from various authorities Ministries without any prior information which create more confusion.
- Government should have a strong mind set to have positive results by having a clear cut norm.
- The culture of the business environment in India is vastly different from that of the west.
- There are trade barriers created to encourage domestic players by making it most difficult for domestic players by making it most difficult for foreigners to compete
- Import duties, subsidies, rather GST implications very confusing
- While India's positive economic outlook and regulatory reforms have made it an effective investment destination, corruption is big hurdle when doing business in India.
- In the Transparency International corruption perception about corruption, India has been repeatedly ranked with top 100 corrupt nations. For something as simple as opening up of a bank account in India by a foreign national or a foreign corporate requires bountiful documents and very time consuming.
- Labour regulations and Practices are also a big dampen many are keen to utilize India's lack of infrastructure as a business opportunity especially in the areas of architecture and town planning (smart cities) and in.....sectors. But the problem area is the absence of clear cut policy frame work.
- Flexible labour Policy is an important impediment to India's growth.
- Still private participation has been tapped in improving airports and road network.
- There has been successful privatization of small number of ports and roads. Banking insurance has been involved for private participation in a small manner. Above all, we have to accept that in Indian business environment is in relation to conditions varying from state to state, industry to industry and even region to region.

There is urgent need that knowledge about doing business in India has to be constantly updated and to ensure no biased view is not followed.

While there is a tremendous intellectual capital, there also exists a sizeable consumer base that is largely illiterate.

While the capital markets have matured the family ownership and management facts to inspire investor confidence.

One has to accept, this dichotomy as an Indian business operations.

#### Related Information:

India presents incredible opportunities across the board for investment over the next few decades. But there are some inherent problems and these are

- Hilton, Starwood and many big global chains, But the foreign chains are not investing in the Indian market and are instead only undertaking management contracts.

- It seems international hoteliers are shying away from investing due to cumbersome government regulations which come into play at the development stage.
- By only managing the hotels, the onus of getting permission etc is on the owner or developer and international brands can focus on what they are experts in managing the hotel.
- Also in this scenario, owners and developers enjoy better value through management contracts.
- We have opportunities but clouded by hassles involved in green field properties (as some time back Taj Group acknowledged.) But opportunities are also in Golf & Theme park accommodation are segments yet to develop, are yet to be trapped in India.
- Beyond the metros too, India is largely remain untouched. But present big demand. Pune's growth is extra ordinary and in place like Hampi, Udaipur, Indore, Visakhapatnam the potentials are great. In western Region, most of the region remained unexplored.
- One of the biggest challenges for hotel constructions is procuring land for putting up 5-star hotels, large sites are difficult to get in the right location and obtaining finance is also difficult for 5-Star properties. Often it has been seen on available sites does not deserve a five star branding as there will not be demand or in unattractive surroundings. So economic viability part plays and major role in decision process.
- The government permission etc are other challenges. (Rather major challenges). It is given to understand above 30/35 clearances are needed and you just waste 2/3 years in obtaining those clearances.
- But demand for luxury hotels have not gone down – Hilton, Sheraton, Sherwood, MGM Mirage hospitality have plan to open luxury properties to India and have gone ahead.
- But there is a new trend visible sensing better return on investment. Many hoteliers have moved away from the traditional prime locations to places like Gurgaon, Noida, Faridabad - a step away from the key locations, towards Bandra-Kurla complex in Mumbai and these areas have solid growth of infrastructure and corporate concentration and places have convenience of being less crowded and less traffic congestions, investment returns are also expected better than prime locations. Even investors have moved to Sindhudurg areas as tax incentives are better and clients are exclusively looking for totally new experience. There is a better FB market, Spas considering the rise in popularity of wellness. So regular flow of revenue is guaranteed in such areas at a cheaper cost with many value additions.
- The Indian domestic consumption remains high despite the recession worldwide. Indian tourists are willing to use quality and life style products and thus there is a need for more mid-market hotels in cities like Sindhudurg (Maharashtra) Chattisgarh Raipur-Bastar) Indore, Dwarka-Rajkot, Diu, Lucknow, Varanasi, Coorg, Mumbai, Coimbatore and infact whole western belt.

- There is lot of talks in the industry about the need for rooms in mid-market segment including banqueting facilities Holiday Inn property recently commissioned courtyard Marriott, Golden Tulip, are targeted toward business travellers and mid-market segment travellers. So the target audience would be mix of business and leisure travellers and these are popular hotels.
- India is still grossly under roomed and we need room's capacities across the country and that too more in budget segment, say one to three star category to meet the emerging needs of travellers in different parts of the country.
- If tourists can't get hotel of their choice, they will not go overseas. Also the investments will pick up have tourism policy which has focused chapter on incentives with government incentives now specially all state governments. But to have the hotels competitive, they need to take value propositions, environmental initiatives and pricing part.

**Some Active areas must include for success of Investment in Hospitality Industry are:-**

- Consider tourism as Core Agenda in Policy formation.
  - Central and state governments should allocate lands for hospitality and tourism infrastructure development
  - Policy change to increase Floor Space Index (FSI) rules for hotel an tourism infrastructure development.
  - Infrastructure development in road and rail networks.
  - Planned growth of hotel sector with emphasis on more two star and three star hotels (with tax incentives)
  - A world class convention centre in each state to cash in on the increasing MICE segment.
  - Repartiation of the business profile of the investors.
  - Safety and Security.
  - Skill development for continuous supply of trained manpower.
- Time limit or clearing of proposals to avoid cost escalation etc

## CHAPTER - 27

# CRISIS MANAGEMENT

### Introduction

Tourism is a peace time industry. It survives and thrives, amongst others on a very abstract thing – i.e., on the image of the tourist destinations. As a result, any disturbance in any sector – political, economical, social and environmental, or any of the service sectors – transport, accommodation other tourist services and infrastructure, creates a crisis for tourism. Hence, events/disasters tend to have an adverse effect on the smooth flow of tourists sometimes resulting in large scale cancellations of groups by the handling agents which calls for crisis management. These events could include natural disasters, manmade disturbances or other events effecting normal life.

#### Natural

- floods, Tornadoes and Cyclones (desert/coastal area), Landslides

#### Manmade

- Accidents (Rail/Air)
- Disturbances – Political, Industrial or; communal – effecting law order
- Strikes Air/Rail
- Bomb blasts
- Military aggression
- Terrorists activity 139

#### Health hazards

- Outbreak of diseases like plague, Malaria, Dengue etc.

#### Characteristics of crisis – Fear is the key

The dictionary defines crisis as a “decisive or critical moment”. However, the word ‘crisis’ used in the modern sense has the following characteristics.

1. Crisis triggers fear: and fear is the biggest de-motivating factor in tourism.
2. It is often not the reality but perception which drives the behaviour of a tourist. Perception in the mind is much more real for the person concerned than the reality of danger which may be different from the perception.
3. Crisis creates panic, often arising out of rumours and speculations.
4. A crisis is usually unpredictable.

#### News Reports are the source

People in general form their belief about the safety or lack of safety of a particular destination on the basis of news reports. Thus news reports play an important part in influencing the opinion and belief of people about the safety in visiting a specific destination at a particular time.

Characteristics of tourism crisis

In view of peculiar characteristics of tourism to depend upon multi-sectoral activities, the tourism industry has to many a time handle, crisis created by other sectors or factors beyond their control.

For example, a terrorist attack in a city, which is primarily the problem of the law enforcement authorities, may drive away tourists from this city creating a crisis for the tourism industry. Similarly, a natural disaster in some part of the country may get such wide coverage in the international media that potential tourists may cancel their tours to the whole country because of lack of information about the precise fallout of the disaster.

Today, we live in the midst of various hazards and it is necessary for the tourism industry to assume that anything can happen at anytime. It is therefore not idealistic but realistic to have a Crisis Management Plan for the tourism sector.

Effective communication is the key to successful handling of crisis in tourism sector.

The Ministry of Tourism may have no means to prevent or control a crisis because most often crises may occur in activities which are beyond its control, but it can limit damage to the tourism industry through an effective communication strategy.

In a way, the Ministry of Tourism is the PR agency of the Govt. of India, because one of its business is to maintain a good image of India, at home and abroad.

#### Organizing for Crisis Management

A disaster – natural, manmade or health hazard can occur anytime, anywhere in a country as large as India. Hence, setting up of a crisis management team in the Deptt. Of Tourism would go on long-way in effectively responding to unforeseen crises affecting safety of tourists and their arrivals to India. In the 141 context of the Indian tourism sector, the following officers should be the part of the crisis management team:

Control room: Whenever a crisis is declared by the leader, then a room may be designated as a control room where telephones, fax machines and computers with Internet and e-mail facilities may be made available with adequate supporting staff.

Action Plan for the overseas tourist for the overseas tourist offices during crisis.

The action plan during any crisis would certainly depend upon the following:-

- (a) The location – whether it is tourist destination or not.
- (b) Whether the disaster which had occurred is natural, manmade or a health hazard.
- (c) The adverse publicity caused in the overseas tourism generating market.

**There are certain general ‘DOs’ & DON’Ts’ which would apply to any disaster at any time. Some of the ‘Dos’ and ‘DON’Ts’ are delineated below for guidance.**

#### ‘DOs’

1. On hearing about the disaster, contact the HQs, and the Embassy of India for first hand knowledge and cover as much facts as possible from these two channels.

I(A). Collect detailed information about the intensity of disaster with locational details. India is not a country but a sub-continent and hence what happens in Kerala may not affect the tourists travelling in Tamil Nadu. On the same analogy what happens in Malaysia would not affect a tourist in Singapore or the happenings in Sweden would certainly not affect the travel to Denmark.

2. Apply all basic rules of media relations and public relations techniques.
3. Inform advertising agency/PR agency about the crisis and possible impact on tourism. (In the case of a major crisis).
4. Brief the staff handling enquiries on a day-to-day basis.
5. Liaise with the Marketing Division of the Deptt. Of Tourism at HQs and collect photographs/film footage – video clippings. A picture is more than a thousand words.
6. Obtain all the press releases from the HQs and circulate them amongst the travel trade and travel media in liaison with the Embassy of India.
7. Update (on monthly/quarterly basis and maintain the following:
  - (a) Analysis of Media and their Mailing list – Trade and General.
  - (b) List of important journalists.
  - (c) List of important opinion leaders.
  - (d) Mailing list of tour operators and travel agents who are not promoting India at present but are potential.
  - (e) Mailing list of tour operators and travel agents who are not promoting India at present but are potential.
  - (f) List of Airlines and Charter Operators concerned with India.
  - (g) List of officials in the mission and other Indian organisations based in the market.
8. Identify allies in consultation with local mission. For example, Travel Agents Association of the country, PATA (Chapter), European Union, India Friendship Societies, Research Associations, Professional Associations, Professional Associations, etc. Retired Ambassadors of the host country who had served in India and who are known for pro India views can be utilised for testimonials. (The list is not exhaustive and local initiative is welcome.)
9. Cultivate three – four tour operators and three – four journalists who are experts in the market. Their views will be important in making a communication strategy at the time of crisis.
10. Make a small Crisis Management Team locally consisting of, say, Sales Manager of Air India or local national airline marketing manager, and friends from travel trade and media.
11. Monitor the media: keep clippings of carious crises and their solutions reported in the media.
12. Suggest your strategy to HQs. about the media relations.
13. Implement the strategy and send regular feedback to HQs.
14. Synergise with local mission, other Indian organisations and opinion leaders.

## 'DON'Ts'

1. Don't panic.
2. Don't shy away from reporting facts.
3. Deliver the bad news accurately and avoid giving an impression that the tourist office is not being honest and open. Avoid loosing credibility.
4. Don't emphasise the negative. Lay emphasis on how many people were saved, the effort of Government in overcoming the problem.
5. Don't continue with your advertising campaign and try to withdraw the same as early as possible.
6. Don't over react. At times, it is better to lie low and project other positive issues. That is what China did after the Tinaman Square Episode – they aggressively promoted investment opportunities in China but kept quiet on the human rights issue. 7. Don't focus only on media. For instance, during the plague crisis, we found our great allies were WHO, EU and foreign airlines. In Germany we even found a German doctor who decried on the hysteria of German media and public over the so called plague in India. during each crisis, there may be different allies, but we may consider the following as allies:
  - World Tourism Organisation (WTO)
  - Pacific Asia Travel Association (PATA)
  - UN's specific agencies depending upon the crisis.
  - All airlines operating to/from India.
  - All travel trade associations of other countries.
  - Embassies of various countries.
7. When problem situations arise, don't do the natural thing and ask "what can I do about it? Instead ask "what is possible in this situation.
8. Don't overlook the travel advisory issued by the neighboring countries.
9. Don't stop the hospitality programme. Instead, motivate and send opinion makers and tour operators visit India and see the situation for themselves.



## CHAPTER - 28

### INDIA BRANDING – “INCREDIBLE INDIA”

Tourism is today the world's largest industry with tourism economy contributing 10.7% of global GDP. Tourism is also the highest generator of jobs with tourism accounting for 8.2% of the total employment or one in every 12.2 jobs. The **National Council of Applied Economic Research (NCAER)** recently assessed the impact of tourism and its contribution towards GDP (both direct and indirect) is 5.9% and toward employment both director and indirect) is 8.78%. Thus tourism is a major driver of economic growth and employment in India.

In spite of the fact tourism is very important, India does not get the volume of tourists which it should get keeping in view of its rich potential and variety that it holds. It is mainly because of this destination image which plays significant role in traveler's destination choice (Baloglu and Mc Cleary, 1999, Gartner, 1989, Reilly 1990). According to Baloglu and Brinberg (1997) Images differentiates tourist destinations from each other and is an integral and influential part of the travelers decision process.

How to brand the destination in the targeting markets and with market segmentation are now major responsibilities of the tourism promoting destinations. This has brought in the new approach with the nomenclature Destination Branding. The concept is quite new and though brands are found in many categories of tourism goods & services, the challenges of branding a destination is really complicated specially for a country like India due to its diversity of the product and target markets. For tourists who have been traveling to Europe or USA are aware of the product: but for any first time visitor to India region, it is always taken with a mind full of worries and risks involvement as the purchase often involves buying bundle of goods and services that have never been experienced before and that may be relatively expensive too.

Thus in the decision making process, lot of thinking is poured in and thereby a need to do proper branding. Which helps to have a positive perception about the destination and how the destination will meet their needs. Thus destination brand image and identity can be instrumental in forming sharper images and perceptions among potential travelers.

IN Cai's (2002) Model of destination branding, three most important building blocks are the brand element mix, brand identify and brand image building Cai (2002) also mentioned that brand element mix incorporates such things as logo's or slogans. These elements communicate a strong and consistent set of brand associations that are relevant to the target markets.

Positioning the destination is a highly important tool of destination branding in attracting potential visitors. It is the destination image that remains in the minds of the clients. If destination has a poor or unclear image, clients will have greater difficulty in choosing the destination rather may drop.

**Destination image of India and branding:** This was a strategic issue India faced in tourism and to get global recognition, to create favorable image standing out uniquely from the crowd and penetrating potential markets. The answer to this

was to draw out an international brand which can cut across national boundaries and culture with ease. For India, images associated were negative and that made it all the more difficult to promote the country as a desirable travel destination. Though gradually with IT supremacy, global economic investments opportunist by virtue of opening of Indian economy, global conference, medical prosperity, spiritual tourism etc, made a big change in tourist image and Govt. also put every efforts to maintain this positive image in the minds of the travelers through aggressive publicity. Govt. also ensured that travelers are aware of these facts. Still India had one big problem and that was how to position and brand India as one entity. India is not single destination; it is vast country In size, it is bigger than 23 countries of Europe and every single State of India has its won unique product. Thus building an India brand was extremely difficult. Only way left was to establish one mother brand and with states establishing their own brand identify and emerging as the sub-brands. Thus the research for a brand started. It was search for a visual identify which quantifies it's vision, values, personality and can be positioned for recognition from distance due to its uniqueness.

Developing a strong image for India Tourism needed brand strategy based on a well defined and unique brand personality selection of the correct positioning strategies, themed product development, consistent and appropriate advertising and promotion and careful brand monitoring. Many Asian countries had successfully launched their branding like “**Amazing Thailand**”, “**Malaysia Travel Asia**”, “**Uniquely Singapore**”, & all had led to enhanced flow of traffic. While doing this branding job, India also looked into unique psychological characteristics, specific attributes such receptiveness of the host community; natural and scenic, historic sites and more distinctive features which make India different from others.

After intensive consumer research Indiatourism in the year 2002-2203 made major shift in its promotional and marketing strategy and re-positioned India as a premier tourism destination in the global market. It looked into the facts like

- I. What images or characteristic come to mind when you think of India.
- II. How one would describe the experience one would get while visiting India.
- III. Listing the distinctive or unique tourist attractions that one associate with India
- IV. Form partnerships between Government and industry and to ensure delivery of the marketing promise, infrastructure development and partnerships with the state government to form the strategy.
- V. To have India image more focused, clear and competitive and project the destination as a vibrant tourism destination.

The brand personality was named “**Incredible India**” and visual identities were drawn up for positioning it globally.

Essentially, Incredible India is a positioning and branding strategy that differentiates India in the global market place. It was developed so that all tourism offices, tour operators and organizations promoting India as a destination could market it in a unified and consistent manner. Incredible India has been built on

a solid research foundation that resulted in a set of descriptors for the personality and values of India and an “essence” that captures and underlying spirit of the country. Therefore Incredible India captured its unique spirituality, the colours of its landscapes and the distinctive character of its people.

The positioning of India was that while others claimed breath-taking locales, the mysticism of the east, the draw of the civilization, the call of the wild.

India was all that and much more.

It is a journey of mind and soul.

It is a journey of the five senses.

It is a journey of self-discovery.

It is a journey of self-fulfilment.

What has the brand campaign achieved? It has enabled India to re-emerge as a destination of choice and to regain market share. As a consequence of this brand building exercise tourist arrivals rose dramatically. At a time when all destinations witnessed negative growth India Tourism in 2002-2004 registered a growth of 16% in volume and 23% in value. During 2004-2005 this growth has further accelerated with India demonstrating a volume growth of 23% and value growth in dollar terms of 36%. This growth has outlined with momentum during 2005-2006 and international tourist arrivals crossed 4 million marks in 2006 in indicative of the success of this India Branding.

#### RE-BRANDING INCREDIBLE INDIA CAMPAIGN

The benefits of successful branding effort are well understand in the context of consumer products and services. Good consumer products enhance consumer satisfaction by virtue of its attributes and ensure profitability for the brand owner. So in respect of business efforts, branding is well accepted. So IBM, Coca-Cola, GE hold respect and people as consumer associate the products with confidence because of quality service and experience. In India, TATA, BIRLA group enjoy a brand recognition for its products.

But branding a nation especially a sub-continent like India with each state holding its own unique attractions, culture, heritage, pride is not a very easy task. No doubt, most of major countries evoke a mix of feelings in people's heart across the world. For example *Singapore for its cleanliness, Thailand of its unique culture and experience, Malaysia as truly Asia with its ethnic composition of culture, Italy for its fashion, France for its perfume, Kenya for wildlife, Mauritius for its unspoilt beaches etc etc*

In fact they combine other attributes also and multiplicity of identity based on the prime known image identifiable. Similarly from tourism side we created 'Incredible India' for branding India and it worked quite well which based its unique attraction through its tourism variety, cultural variety, IT leadership, Ayurveda and Spiritual sanctity. But India as country we need to look for a positive branding which relates to giant leaps made in economic field and not purely depending on the past or culture which spoke traditions. There is revolutionary changes in socio-economic, human development indicators share in world trade and scientific progress. If at all a rebranding effort is taken up, the impact may take anything between five to ten years as a negative perception is embedded in

people's mind and it would be easier said than done and even if the attempt is made with full sincerity, there will be always divergent views from various states. Also we need to have focused approach and not pleasing all states approach. There is no balanced development. Also it is not only branding but would require to see that what is promised is delivered

Incredible India in tourism sector could not achieve the desired result. Though it created some positive awareness but failed to keep up as physical infrastructure at the places exposed were not ready viz Rural Tourism complexes, North Eastern states and we lost the opportunities. May be these campaigns were also launched at a time India was passing through difficult times due to global economic slowdown, terror attacks in various parts of India, heavy taxation regime, hike in air tickets, high petrol costs, global terrorism, natural calamities so on and so forth. Still we need to have a rebranding to create a new thrust with new niche products like cruise tourism, Spa and Wellness tourism, sports Tourism (Golfing holidays, Polo, Aqua sports, Adventure (Heli-skiing, Hang gliding, Elephant/horse safaris, Himalayan car rally, Desert safaris, High altitude expeditions) which were never exposed to tourists in a focused manner and along with that India's economic, scientific and technological progress. History, tradition, craft man ship diversity may be given a backseat.

Similarly Medical tourism, Higher Education where IITS, IIM's have created a global image should be projected. We must first create India products visibility in western markets and produced in India level and people should run for India products (not in neighboring countries) but major developed world. Something like India where you see the world and where products are Global with tag line like “**One Nation with countless destinations.**” “**Enjoy the best of global Experience you can imagine**” and ensure the delivery of that quality. Ministry of Tourism, Government of India will soon launch **Incredible India 02 Campaign** globally and all these new products got reflected in the creative. Global markets and media have been selected in consultation with the Industry stake holders. It is scheduled round the year. Social Media is being used more than Print Media. There is sea-change in the outlook Incredible India. New look will make the difference visit [www.incredibleindia.org](http://www.incredibleindia.org) for details.

## CHAPTER - 29

### CRUISE TOURISM

**Cruise Shipping** is one of the most dynamic and fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable commodity/product. Growing at the rate of 12% per annum globally, this sector has witnessed some activity in India as well in recent times. However, it is still in its infancy in India.

Cruise Ships are like moving township studded with state of art facilities and variety of recreational activities. The idea is fast catching, as journey on board cruise liners is not only pleasurable, but also comparatively free from sea travel health hazards. Experience in the Caribbean, Latin American and South East Asian countries indicate that huge amount of foreign exchange can be earned and employment can be provided onshore by providing the right policy environment and infrastructure for the growth of cruise shipping.

Cruises are no longer considered the privilege of the rich and the elderly and today more and more young tourists are cruising. This industry annually generates US\$ 14 billion world-wide and enjoys a passenger base of over 10 million, which is expected to almost double by 2009. As regards number of cruise ships, projections/forecasts are that the number will increase from the present 257 to 285 by 2009.

India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposal incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way.

**Current Status :** While the growth rate witnessed globally in cruise shipping sector (in terms of cruise ship fleet and passengers carried) is in the range of 10% -20%, Indian coastline is not witnessing the same growth pattern. At present, no Indian shipping line owns any luxury cruise liner. As regards the trend in Cruise (foreign lines) passengers landings at Indian ports, it may be seen from the Statement at Annexure-I that the no. of cruise passengers have been increasing since 2004-2005.

Perhaps the fastest emerging product in leisure industry that Cruise Shipping is, it requires a special marketing strategy and focus.

**Economic benefits of Cruise Shipping :** The principal beneficiary of the 'cruise shipping' is the economy of the respective maritime nations where the cruise vessels call. Cruise shipping, world over, is seen as employment generating leisure activity. It is estimated that on an average a cruise tourist spends about US\$ 200-300, a cruise staff/officer spend about US\$ 100-150 per port visit. Besides, a vibrant 'Cruise Shipping' sector has a number of spin-off effects in Service sector.

On an average about 1000 passengers travel on a cruise vessel (medium size). When such vessels arrive at a port, automatically there is demand for a whole lot of services. For instance, temporary stalls are erected at the berth/wharf, which sell traditional items of handicrafts, souvenir, etc. These are very popular among the cruise tourists who for some reason do not always take to city travel. In many cases, tourist buses and in some cases chartered flights are engaged for the cruise tourists. The services of guides and local tour operators besides the vessel agents are also availed. The passengers spend handsome amount on buying traditional handicraft, dresses, etc. The cruise tourists also pay admission/user charges etc at the monuments of historic significance. Thus a cruise call results in gainful employment to a lot of people, and the earnings could be in foreign currency if the cruise tourists are foreigners.

Cruise Ships also require bunkers, provisions, bond stores in large quantities, agency service, crew etc. All these demands can be met locally. To that extent, there will be contribution to Indian Economy.

Thus it can be seen that cruise tourism is a new popular leisure activity generating employment, local growth and earning foreign exchange. As such, the nation stands to gain substantially by promoting cruise tourism.

**Potential in Indian context:** Cruise tourism has tremendous potential in India. There is a definite curiosity value attached to this sector since it is relatively new concept for the Indian travelers and is mostly seen as a luxury item. If cruising is made more affordable and the opportunity becomes available in India, the vast Indian "middle class" could make a huge pool of client base/market.

An important aspect of Cruise tourism activity is that Cruisers/liners look for newer destinations. World's most favourite cruising areas, i.e, Caribbean, Mediterranean, Alaska and the latest additions in South East Asia have saturated for quite some time. Newer areas could be points of attraction for the ever-increasing fleet of cruise ships/tourists.

In this backdrop, there is tremendous opportunity for Indian Ocean region. India with its large coastline and varied unspoiled tourist destinations which can all be explored for cruise shipping by visiting any of our sea-ports makes it an ideal place for marketing cruise shipping/tourism to both domestic and international clients.

**Problems/Bottlenecks:** Despite the inherent advantages/economic benefits and tremendous potential of 'Cruise Shipping' sector, the country has not witnessed any worthwhile growth, as compared to the growth witnessed in Latin America and South East Asia in this segment.

'Cruise Shipping' is an international industry and its efficiency judged by the contribution it makes to the country's economy is governed by the industry structure infrastructure and policy package in place. Various relevant components are: (i) Stated Policy on Cruise Shipping covering various aspects, (ii) Well developed port-infrastructure, cruise terminals etc, (iii) availability of cruise liners, (iv) conducive fiscal regime, (v) Hassle free immigration and transit facilities, (vi) Marketing strategy, (vii) Connectivity to on-shore destinations by various

modes(road, rail, air and IWT), (vii) Duty free bunkering and (viii) Institutional framework for holistic development of 'Cruise Shipping':

**The Cruise Shipping Policy” as outlined below attempts to touch upon each of these aspects and seeks to develop “Cruise Shipping” in India at a fast pace.. Objectives:**

- To develop India as Destination as well as Source Market with state of art infrastructure and appropriate marketing strategy
- To increase the number of cruise ship calls and passenger arrivals in a sustainable manner
- To achieve a target of at least 10 lakh cruise passengers landings per year by 2010.
- To strengthen inter-sectoral linkages, whereby cruise liners source the requisite supplies of goods and services from local Indian suppliers
- To consolidate existing ports of call, explore other ports and suitable anchoring sites on the Indian coast with a view to making additional cruise ship calls to other areas of the country.
- To operationalise appropriate promotional programmes that would effectively convert cruise passengers to long stay visitors.
- To maximize the benefits from the cruise industry consistent with protection of environment.
- To ensure that the cruise shipping industry in India becomes internationally competitive with other destinations and contributes to the economy in terms of generation of foreign exchange, income, employment and business opportunities.
- To attract the right segment of foreign tourists to cruise shipping in India
- To popularize cruise shipping with Indian tourists.
- To enhance absorptive capacity of the country by developing existing and new visitor attractions, including event attractions in line with India's efforts to improve the tourism product

#### **POLICY ISSUES : INDIA AS A DESTINATION MARKET OR SOURCE MARKET?**

Given the rich cultural heritage, a number of scenic spots and variety of flora and fauna in proximity to the ports, India is a potential candidate for destination brand development as well. Given the vastness of the country and the fact that Indian economy is growing at an impressive annual average growth rate of more than 8% per year, as also the fact that India is the 4th largest economy in PPP terms, the country is poised to become a major source market for Cruise Shipping provided, of course, right policy environ is in place. Thus India should be promoted both as destination and source market.

Importance and potential of India as a destination market to be driven home through India's participation in international exhibitions and trade fairs on cruise shipping on a continuous basis. Destination brand development may be attempted by promoting India as a region.

Source market development may take place through Economic Survey, proper segmentation of market, marketing efforts, positioning of Cruise as aspirational product, proper pricing of this product etc within the country.

#### **WELL DEVELOPED PORT INFRASTRUCTURE AND CONNECTIVITY**

Phased programme will be evolved for development of facilities at ports for cruise shipping.

The ports will avail of the financial assistance, which is available under the scheme of Department of Tourism for funding of tourism projects, wherein assistance upto 25% of the project cost subject to a ceiling of Rs. 50 crores is provided by the Ministry.

Notwithstanding the above, if any major/ non major port is able to attract a BOT operator to invest in infrastructure facilities, the port be encouraged to develop such facility.

Necessary infrastructure like Rail and Road Connectivity, IWT connectivity, Air connectivity and Metro connectivity will be developed. Individual Ports identified in this policy will plan to develop suitable infrastructure. However, the cruise shipping policy will provide comfort to future investors for committing resources etc.

Port shall augment financial resources to develop cruise terminals/infrastructure in order to have more calls from cruise liners. Private agencies interested in developing cruise terminals shall also be encouraged to do so at cruise destinations. Central Government/State Government/UT Administrations shall provide financial resources and other incentives for promoting cruise tourism.

Efforts shall be made for the development of Marina for Yachts and small boats at all important coastal tourist destinations like Goa, Cochin, Chennai etc. based on BOT/PPP model wherever possible.

#### **ABSENCE OF INDIAN FLAG CRUISE VESSELS AND CABOTAGE RELAXATION**

Cruise vessels under Indian Flag will be promoted. Presently no Indian Shipping Line owns any luxury cruise liner. Policy dispensation being prescribed vide this document is expected to lead to Indian flag cruise liners becoming a reality in not so distant future. However till that happens, foreign cruise liners must be encouraged to undertake coastal runs. Moreover, since we intend promoting India as a region, it is imperative (given the present situation when we have no Indian flag cruise liner) that foreign cruise lines touch more than one port.

As per Section 407(1) of the MS Act, no ship other than an Indian ship or a ship chartered by a citizen of India or a company or a cooperative Society which satisfies the requirements specified in class (b) or as the case may be clause (c) of Section 21 shall engage in the coasting trade of India except under a licence granted by the Director General under this Section. This puts restrictions on foreign lines embarking passengers/disembarking along coastal runs.

Efforts will be made to attract investment for Indian Flag cruise liners. Foreign flag Cruise ships/vessels will be permitted to make coastal voyages between



different ports of India in relaxation of the provisions of Section 407(1) of MS Act. This dispensation (cabotage relaxation) presently given till December, 2008 under Section 407(3) of MS Act will be extended for another 10 years. Immigration

Cruise tourism is a leisure activity involving disembarkation of a large number of tourists (1000 – 2000 at a time) at the ports of call. Delays on account of immigration formalities not only spoil the mood of the tourists but also give negative publicity to the country as a whole. Hence it is imperative that immigration formalities are completed quickly and with ease. It will be ensured that immigration formalities are completed within one hour of disembarkation of the cruise passengers from the ship. To ensure this, the procedure outlined a

**Quarantine** - Indian Port Health Rules 1955 govern quarantine restrictions for passenger ships, cargo ships as well as cruise ships. Diseases, which come under the purview of these Rules for the purpose of quarantine restrictions, are Cholera, Plague and Yellow Fever. Indian Port Health Rules also have provisions to tackle public health emergency like SARS.

In 1951 WHO adopted 'International Sanitary Regulations' which was renamed in 1969 as International Health Regulations (IHR). The purpose of IHR is to ensure maximum security against the international spread of disease in world traffic. The existing IHR covers three diseases – Cholera, Plague and Yellow Fever. In the revised IHR spread of three diseases - Small pox, Poliomyelitis and SARS – is being made to be notified on mandatory basis. Besides, spread of nine diseases – Congo fever, Ebola Fever, Anthrax, Encephalitis, Hemorrhagic Fever, Cholera, Plague and Yellow Fever – will be notified based on assessment.

In view of the above, it seems adequate measures are available for the security of cruise passengers in Port Health Rules as well as International Health Regulations. It, therefore, does not appear to be necessary to frame separate rules for this purpose. However, Indian Port Health Rules 1955 will be aligned with International Health Regulations (as relevant to cruise shipping) from time to time.

**Custom** - Customs clearance will be provided at customs notified ports for disembarking/embarking cruise tourists subject to provisions of Baggage Rules, 1998. Further, transfer of baggage between airports and seaports under bond would be permitted by Customs and undertaken by cruiselines/airlines as per provisions of the Customs Act, 1962.

**Waste disposal** - The Cruise liners will be mandatorily asked to comply with all requirements of Marine Pollution (MARPOL) Convention and its annexes and to follow the guidelines of Indian Maritime Administration to ensure inter-alia the following: • No waste (sewage waste, solid waste, waste/contaminated water or used oil) will be released or dumped into the sea or on islands during the cruise ship tour in Indian waters.

• Any boat or smaller vessel taking tourists to an island destination in India will ensure that no litter or waste is thrown over-board or left littering the island. All waste originating from the mother ship will be disposed off in a manner stipulated by the Maritime Administration.

• No oily or contaminated bilge water will be released in Indian territorial waters except in emergency situations where the vessel is taking on water to the extent that the safety of the vessel or those aboard will be threatened.

**Conducive Fiscal Regime Direct Tax** - The fiscal environment (governed by incidence of taxation) should be conducive to encouraging cruise ship itineraries in Indian ports on the one hand and encouraging domestic tourists to avail variety of entertainments/services on board cruise ship on domestic circuit.

**Duty on Bunkering** - The Customs duty on bunkering for coastal (Cruise) ships is presently around 33%. Therefore a foreign flag vessel if it is not engaged in coastal trade in India and purchases bunker in India, the bunkering is 33% cheaper as compared to the purchase of bunker by a vessel having an Indian flag or a foreign flag engaged in coastal trade of India. This makes Cruise Shipping operations in Indian waters highly uncompetitive. Taxes on facilities/services provided by cruise ships for their passengers on board

Various types of facilities/services such as restaurant, bar, discotheque, swimming pool, duty free shops, jewellery shops, massage parlours, beauty parlours, sauna baths, gymnasium, golfing, bowling etc are provided on board cruise ships. At present, these facilities/services attract following taxes/duties:

Service Tax (levied by the central Government) on services like, massage/ beauty parlors, sauna bath etc, if the Cruise ship is on a coastal circuit. Taking these activities outside the purview of Service Tax will be a minor concession; however it (the concession) will help the cause of cruise shipping promotion.

Entertainment Tax levied by the state Governments - Since States are direct beneficiary of cruise passengers consuming a variety of services otherwise, the State Governments would be urged not to levy entertainment tax on the shows/ activities on board a cruise ship, may be by bringing about amendment in their respective statute. Duties on food, beverages, and consumable & fashion goods: - Duty free shops on board a Foreign Cruise Vessel are required to be sealed when they convert to coastal leg. Such an act may become an irritant for the passengers on board. It would be desirable that the shops are not sealed and duty free goods continue to be provided to the passengers.

The Central Government will establish an appropriate fiscal regime for Cruise Shipping, consistent with the overall fiscal policy of the Government. Anomalies, if any, in the fiscal policy will be addressed through the budgetary process.

**Cruise Tourism Promotion** - Ministry of Tourism will prepare the Cruise shipping itineraries in consultation with State Governments, Popularise theme circuits by State/Central PSEs and undertake appropriate publicity campaigns.

Government/PSUs are providing Leave Travel Concession (LTC) facility to their employees; the underlying principle being, to encourage employees to take a break from work and indulge in leisure to enhance their productivity. In so much as Cruise Shipping is fast emerging as a popular leisure activity, Government would include Cruise Shipping itineraries in India offered by Luxury Cruise Liners as a permissible mode of travel/destination under LTC scheme.

**Marketing Strategy-** Cruise Shipping is a new product in Indian context. This new product needs to be developed and marketed and for that purpose an effective institutional framework is a must. In fact, institutional framework will hold the key to success of this new Product development. Some of the major marketing challenges in Cruise Shipping development process are: Idea generation, screening, concept/brand development, business analysis, product development, brand positioning, source market development vs destination market development, market testing and commercialization.

**Procedure for hassle free, quick and timely immigration**

- (i) The cruise shipper should send the details of all passengers at least seven days in advance to the respective immigration authorities.
- (ii) As regards passengers who are arriving without visa, the Visa Manual provides for grant of collective landing permit (TLP) with multi-entry facility for a group of four or more for a period not exceeding 60 days.
- (iii) No landing permit is granted to citizens of Afghanistan, Bangladesh, Ethiopia, Iran, Nigeria, Pakistan, Sri Lanka and Somalia. Passengers whose names appear on our PRC/Black List will not be allowed to enter unless they have been granted permission by the competent authority.
- (iv) The cruise travel agent should give an undertaking for departure of all cruise passengers for grant of TLP.
- (v) For no wait situation, there should be arrangement with cruise shippers to take an immigration staff to the previous port on their cost of travel and insurance during travel to the port of entry in India so that this official may screen all the travel documents/passports while the ship is cruising and the cruise passengers who are cleared are given Yellow Passes immediately after boarding out at the port of arrival in India.
- (vi) For faster immigration clearance, additional immigration counters be set up at identified ports for cruise shipping.
- (vii) Since only Mumbai and Chennai ports are being manned by BoI and other sea ports like Cochin, Goa etc. are manned by the State Government officials, for the specific days when the cruise ships are arriving, there is requirement of large number of immigration officials to man the counters.
- (viii) **Bureau of Immigration** (BoI) will organize training programme at Chennai and Mumbai for pool of State Government officials for faster immigration clearance.
- (ix) As regards issuance of multi entry TLP for all the ports in India, it may be possible by enhancing the passenger fee. BoI has been requested to work out the details. Immigration Officer at the cost of travel and insurance will have to accompany passengers in the ship from one port to another.
- (x) Since Dock Entry Permit and Yellow Pass issued by the immigration authorities are one and the same, there is no need for revocation of any existing card.

## CHAPTER - 30

### TOURIST CRUISE CIRCUITS

The details of identified 8 Tourist Cruise Circuits along NW-1 and NW-2 and suggestions and recommendations of the working group are as follows:

#### NATIONAL WATERWAY – 1 (River Ganga)

**Allahabad Circuit (Kumbh Mela) - Triveni Sangam, All Saints Cathedral, Patalpuri Temple and Akshaya Vat, Hanuman Mandir, Chitrakoot**

Allahabad has a literary and artistic heritage; KumbhMela attracts millions from across the globe; Chitrakoot is an important pilgrimage site of Hindus approximately 70 kms from Allahabad and connected by road; rest of the two places are in Allahabad

**Varanasi Circuit (The Ghats) - 'Ganga Aarti', Dev Dipawali' Kashi Vishwanath Temple, Sankat Mochan Hanuman Temple, Gyanvapi Mosque, Shri Guru Ravidass Janam Sthan**

Varanasi is widely considered to be the second oldest city in the world and visited by millions from across the globe. All the religious places mentioned here are within the city itself

**Patna Circuit (Harmandir Sahib) - Mahavir Hanuman Mandir, Patan Devi Temple, Padri-ki-Haveli, Bodhgaya, Gaya, Nalanda, Rajgir, Vaishali**

Apart from the religious places which are in the city, Gaya and Bodhgaya are connected by road with Patna. They are situated at a distance of around 100 kms and 110 kms, respectively. Similarly, Nalanda and Rajgir are on the same road route and 80 kms and 95 kms, respectively, from Patna. Vaishali, an important Buddhist tourist place is at a distance of 35 kms from Patna. 'Chhat Puja' is also a unique attraction along the ghats of Patna

**Bhagalpur Circuit (BateshwarSthan) - Vaasupujya Bhagwan Mahavir Jain Mandir, Mandar Hill, Sultanganj, Deoghar**

Mandar Hill is located about 30 kms from Bhagalpur and well known for its mythological background. Sultanganj is an important religious center for the Hindus, situated on the bed of river Ganga at a distance of 26 km from Bhagalpur. It is also the starting point for the annual pilgrimagtetio Shiva temple at Deoghar 'Sawan'

**Kolkata Circuit (Ganga Sagar) - Belur Math, Dakshineswar Temple, Pareshnath Jain Temple, Kalighat Temple, Nakhoda Mosque, St. Paul's Cathedral, St. Andrews Church, Old Nizamatlmambara, Katra Masjid**

This circuit has important religious places related to all religions and all the places are within 20 kms from the river banks

#### NATIONAL WATERWAY – 2 (River Brahmaputra)

**Guwahati Circuit (Kamakhya Temple) - Navagraha Temple, Bhuvanewari Temple, Basistha Ashram Temple, HayagribaMadhaba Temple, Umananda Temple** These religious places are along the Brahmaputra river or within 20 kms by road

**Tezpur Circuit (Da Parbatia)** - Bamuni Hill, Agnigarh, BishwanathGhat (Shiva Dol) These religious places are along the Brahmaputra river or within 20 kms.

**Neamati Circuit Sivasagar, Majuli Island** These religious places are along the Brahmaputra river

**Suggestions and recommendations of the Working Group are as follows:**  
The key issues, challenges and recommendations relating to the identified tourism circuits are as under:

Fairway To facilitate an all-weather navigable channel with draft of 2.5 meters

1. Dredging activities need to be comprehensive and intensive.
2. Adequate nos. of self-propelled dredgers to be deployed to dredger shoals in a short time before arrival of cruise vessels IWA

**To provide Day and Night navigation aids** - Close marking at bends and other critical locations required. Night navigation aids to be provided wherever movement of cruise vessels takes place during night time to reduce turnaround time. **To provide sufficient dredgers and Water Master/ Self-propelled dredgers for immediate dredging** - Procurement of dredgers and repair during flood season to enable dredging during lean season.

Augment survey of waterway during lean season for better channel marking. IWA undertakes fortnightly survey during lean season. The river notices are to be uploaded on IWA's website and communication sent to vessel operators Proper berthing facilities, Concrete jetties, floating pontoon jetties with gangways - Due to difference between height of the concrete jetties and vessel deck due to vertical water level variation, ladders/ramps to be provided to facilitate safe passenger embarkation/disembarkation. Similarly, Gangways at floating pontoon jetties for passenger movement to be provided. Tourist amenities at terminals, jetties, river fronts, ghats, etc Pay & Use separate Restroom facilities for Ladies and Gents Construction by State Governments for which proposals may be sent by State Governments to the Ministry of Tourism for 100% support for development of basic amenities at jetties, terminals, ghats Parking facilities; Emergency medical facilities; First Aid and ambulance services; Road linkages; All pontoon jetties to be provided with road link; Excise/ Bar License; State Governments to consider one license for the entire State instead of district wise licenses for cruise vessels; Maintenance of Tourist Places; Identification of NGOs and civic authorities; delegation responsibility for organization and maintenance of areas of tourist interest to them; State Governments and Ministry of Tourism to prepare such lists with the assistance of cruise operators; Ministry of Tourism and State Governments

Display illuminated signage for all religious and heritage sites and ensure that all entry points are lighted Install retro reflective sign boards with illuminations State Governments Others Law and Order Police should be sensitized.

Formation of river police Opening of pontoon bridges for passage of vessels

1. Itinerary to be given by cruise operators well in advance to State Governments.
2. Systems to be provided for quick opening of pontoon bridges Cruise Operators State Governments: Dissemination of information; A d v e r t i s e m e n t s , Conferences, Workshops; Cruise Operators Ministry of Tourism and State Governments

## CHAPTER - 31

### KEY TRENDS FOR FUTURE – AN OVERVIEW

In an industry which is changing so fast both in terms of traveler demands and behavior patterns and in business operations, understanding major trend will be the key to look for successful growth. The travel and tourism now which is showing positive trend of recovery after 3 years of economic down turn and negative business but have shown different trend.

Asia is going to be the future growth area in the next decade. There will be better economic strength and from 260 million households who are now travelling it may cross 500 million household by 2020 and the main contributors will be **China, India and Indonesia**. Even the speed by Asian will go up from the current world share of 26% to 40% by 2020.

Coupled with this trend the next decade will also be intra-regional movements Asia, Gulf countries and Latin American countries. Thus the trend will be closer, shorter duration and short haul destinations.

Another major trend as is judged from consumer preference, the customers will be willing to go to a specific destination which are offering Experiential Holidays. India can do well as it offers varied niche tourism products giving unique experience at an affordable cost.

The trend is also there for last minute bookings. The clients are better read on the destinations they are visiting (Internet and Facebook interaction on each destination) and will choose such destinations which are displaying concern for the environment. This is very important. The tour operators have to ensure that they adopt Sustainable Tourism Practices and there is lot of involvement of locals. They want to be part of good cause. Similarly the industry have to keep pace with technological advances and adopt in their business operations. It is now mobile whereas last decade it was internet.

**Black Swan** events are increasingly getting popular. Recent past it was volcanic eruption in Iceland and resulting ash cloud, the Gulf of Mexico populist uprising in Egypt, earth quake in Japan. So the tour operators will have to learn to deal with Black Swan events whether they are natural events or disease events.

Another trend will be fight for talent. Demand for qualified trained manpower will be there in view of increased movements in Asia Region and ensure remunerations are good or they move to some other paying industries. Retaining capable staff will be a problem and poaching of staff will be a common scene which may lead to fight amongst the stake holders.

Another trend will be to avoid such destinations where there is perception of lack of safety and lack of civic governance. Tourism with family as family tours are gaining importance and Cruise packages are hassle free and very entertaining. So there will be more demand for Cruise packages.

Health Tourism or wellness tourism is also a visible trend towards Asia. Even spiritual tourism is getting priority attention while selecting a destination and the trends toward India for spiritual tourism is much more as compared to other Asian countries.

Whatever be the new trends, better connectivity, solid infrastructure and relaxed visa regime are the major trend decider and make positive bearing on tourism. We need to foster a new thinking on security featuring mutual trust, mutual benefit, equality and coordination, take a holistic approach to address both the symptoms and root causes of diverse security challenges and build a peaceful and stable international and regional security environment. The United Nations should fully play its role in safeguarding world peace and security. It must put up an effective mechanism for common security. All tourism promoting country must know that no country is immune to the tourist threats.

Other major trends in tourism sector cover MICE tourism, sport tourism and Accessible tourism. We all have to keep working through a large number of small actions on sustained basis on all these new trends. The need is to think and act innovatively to stand out in the world.

Marketing scene has also seen new trends. **Global Distribution System (GDS)** has now proved to be a driver and enabler for travel agencies to attract and retain customers. Exemplifying efficiency by collating and integrating pool of information on a same platform. This will change the face of the industry in years to come. The role of GSD has evolved with time. It is no longer just a content pipe between airlines and agents. But a full-fledged marketing, retaining and distribution platform, providing new ways to sell a wider range of Content than previously possible in the travel channel Plus GDS's are more aggressive now to add on the non-air content more. Travel Agents are getting themselves GDS connected as it is facilitating then to drive into non-air segment like hotels, shopping, rail bookings, travel insurances in destination activities, apartment rentals and many other services.

In an era when the business environment is changing fast and the pace of change in technology is very rapid minimizing errors, super charging the transaction speed, manage high growth in volumes and enabling business to be conducted in a real time environment becomes imperative. Aiding back end process, building new communication and networking platforms, enabling new payment process aggregating vast amount of data and converting it into relevant information and more is possible if the technology is advanced. Though smart deployment of technology will enable Indian travel agents to manage business, volumes and growth while containing cost.

We can talk house on relevance of social media and mobile app these are the platforms which will emerge as real marketing tool to engage with customers. What I can say in conclusion look into all these new trends. Together we will change the tourism scene in India and let us do it Now



## DRAFT NATIONAL TOURISM POLICY 2015

The Union Minister of Tourism on 1st May 2015 released the Draft National Policy 2015 after re-visiting National Tourism Policy 2002. The policy is aimed at boosting tourism sector in the country.

Its objective is to increase India's share in world Tourism tourist arrivals from the present 0.68% to 1% by 2020 and increase to 2% by 2025 and position tourism as a priority on the National political and economic agenda.

### KEY FEATURES OF THE DRAFT NATIONAL TOURISM POLICY 2015

- It enshrines the vision of developing and positioning India as a **MUST EXPERIENCE and MUST RE-VISIT** destination encouraging the aspects of **Swachhta (cleanliness) Suraksha (safety) and Swagat (welcome)**.
- It seeks to evolve a framework for tourism development, which is Government-led, private sector driven and community welfare oriented.
- Its focus is on Employment Generation and Community Participation in the development of tourism industry in a sustainable manner.
- The emphasis of the policy will be on skill development across all segments including setting up of a dedicated university for tourism and hospitality education and development of technology in promotion of tourism.
- **National tourism Advisory Board (NTAB)** will be set up under chairmanship of Union Tourism Minister and having tourism ministers of States/Union Territories (UTs) and domain experts as its members to monitor the implementation of the policy.
- National Tourism Authority will be established with representation from the trade and industry and interconnected departments or agencies to execute the policy.
- Core infrastructure (airways, railways, roadways, waterways etc) as well as Tourism infrastructure (**Swadesh Darshan, PRASAD, Buddhist Circuit**, etc) will be developed.
- Focus on domestic tourism as a major driver of tourism growth and on development and promotion of the North East Region and the state of Jammu & Kashmir.
- To attract foreign tourists the government will play a more pro-active and decisive role at multitravel tourism for a such as the **South Asian Association for Regional Cooperation (SAARC) the association of South East Asian Nations (ASEAN), India –Brazil-South Africa (IBSA) and Brazil, Russia, India, China and South Africa (BRICS)** on themes that link the countries such as the **Buddhist Circuit, Ramayana Circuit, Himalayan Circuit, Heritage circuit** etc.
- The new tourism policy will be finalized after receiving inputs and suggestions from the general public. The suggestions have been invited by the Ministry till 10th May, 2015

## THE CONSTITUTION OF INDIA

The constitution of India

PREAMBLE

WE, THE PEOPLE OF INDIA

Having solemnly resolved to constitute India into a

SOVEREIGN SOCIALIST

SECULAR DEMOCRATIC REPUBLIC

and to secure to all its citizens :

JUSTICE. social economic and political;

LIBERTY of thought, expression,

belief, faith and worship;

EQUALITY of status and of opportunity;

and to promote among them all

FRATERNITY assuring the dignity of the

individual and the unity and

integrityOf the Nation;

IN OUR CONSTITUENT ASSEMBLY

this twenty-sixth day of November, 1949.

Do HEREBY ADOPT. ENACT AND GIVE TO

OURSELVES THIS CONSTITUTION.

I renew my pledge to uphold the constitution

.....Gour Kanjilal

## REFERENCES

- Tourism Policy – 1982 Ministry of Tourism  
Draft National Tourism Policy – 1997 MoT, Government of India  
Plan Documents of the Ministry of Tourism, Government of India  
Annual Statistics Document – Ministry of Tourism, Government of India  
Annual Report – 2016 Ministry of Tourism, Govt. of India  
National Action Plan Document – 1992 Ministry of Tourism (2012-17)  
W.T.O : Tourism Market Trends – Planning Commission of India:  
Report of the National Committee on Tourism.  
Sustainable Tourism Development: Guide for Local Planners: By  
George Mc Intyre, W.T.O Madrid
- W.T.O International Tourism: A global perspective 1997
  - Essays on Tourism 1989 – S.N Chib
  - Geography and Tourism – H.Robinson – Mac Donald and Evans
  - Manorama Year Book – 2015
  - G.Segnaux – History of Tourism, Leisure Arts, potentials for  
Successful Tourism Management - P.N. Seth
  - Indian Tourism – Beyond the Millennium – M.P. Bezbaruah.
- Tourist Behavior: A psychological Perspective. Karish... Publications  
Distributors, New Delhi 2004
- India (Travel Survival Kit)– Lonely Planet (Publications UK, USA, France)  
Seth Pran (1997) – Successful Tourism Management  
Dharamrajan SD & Rebindra Seth – Tourism in India Trends and Issues  
Kotler, Philip and gray Armstrong, Principles of Marketing, Pearsons,  
Education Ltd 2004  
Sector, A.V and MM Bennet – Marketing Tourism Products, Concepts  
issues, Thomson Press

## Internet Resources

- ~ *Ministry of Tourism Website*
  - ~ *IATO website*
  - ~ *All State government's website*
  - ~ *IRCTC website*
- Other Websites:**
- *Eco Tourism – [http:// www.ecotourism.com](http://www.ecotourism.com)*
  - *India Discovery – [http:// www.indiadiscovery.com](http://www.indiadiscovery.com)*
  - *India Economy – [http:// www.India.gov.org](http://www.India.gov.org)*
  - *Indian Travel Guide – [http:// www.travel.indiamart.com](http://www.travel.indiamart.com)*
  - *Indian Travel Promotion Network –  
[http:// www.indiatravelmart.com](http://www.indiatravelmart.com)*
  - *Ministry of Tourism, Govt. of India –  
[http:// www.tourism.gov.in](http://www.tourism.gov.in)*
  - *National Geographic online –  
[http:// www.nationalgeographic.com](http://www.nationalgeographic.com)*
  - *Pacific Asia Travel Association – [http:// www.pata.org](http://www.pata.org)*
  - *The American Society of Travel agents-  
[http:// www.astanet.com](http://www.astanet.com)*
  - *Times of India online – [http:// www.timesofindia.com](http://www.timesofindia.com)*
  - *World Tourism Facts – [http:// www.wto.org](http://www.wto.org)*