

CHAPTER – VII

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

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 well being 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.

DOMESTIC TOURISM STATISTICS

The compilation of domestic tourist statistics is undertaken by the Statistical Cells to the Department of Tourism of States/UTs. The statistics are based on the monthly returns collected from approved hotels and other accommodation establishments. The information is collected by using specific formats and aggregate centre-wise statistics are sent to the Market Research Division of the Department. Most of the States/UTs have started furnishing the information as required to tabulate data on all India basis. However, figures of domestic and foreign tourist arrivals in various State/UTs for the years 1998 to 2000 were estimated on the basis of figures available and presented in the following table. These are based on the statistics furnished by the State UT Governments.

ESTIMATED DOMESTIC & FOREIGN TOURIST VISITS DURING

State/U.T	1998		1999		2000		Prop to the total (%)	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Andhra Pradesh	38400356	78976	42316882	86310	48038204	78712	22.9	1.3
Arunachal Pradesh	2989	124	1008	48	9932	2044	0.0	0.0
Assam	13478	631	14336	604	891433	5954	0.4	0.1
Bihar	8108223	79754	8932921	76389	9826213	79445	4.7	1.3
Goa	953212	275047	960114	284298	976804	2917.9	0.5	4.8
Gujarat	217661	9002	11533087	56337	11408281	31748	5.4	0.5
Haryana	258133	1311	243052	1608	260442	1113	0.1	0.0
Himachal Pradesh	4180366	75206	4352863	91445	4571129	111191	2.2	1.8
Jammu & Kashmir	4878445	25485	4984773	26799	5393463	19400	2.6	0.3
Karnataka	11996053	249826	15902666	229720	18000000	208000	8.6	3.4
Kerala	4481714	189941	4888287	202173	5013221	209933	2.4	3.5
Madhya Pradesh	7682832	110255	4259086	118391	4684995	123127	2.2	2.0
Maharashtra	7183687	980850	7542871	1033816	8284995	1075169	3.9	17.7
Manipur	87669	261	97523	277	105167	429	0.1	0.0
Meghalaya	136952	1055	159730	1971	169929	2327	0.1	0.0
Mizoram	23998	126	27139	216	28221	235	0.0	0.0
Nagaland	28890	116	21041	119	13272	451	0.0	0.0
Orissa	2862028	33101	2691841	25758	2888383	23723	1.4	0.4
Punjab	384066	12690	232424	6387	385682	3854	0.2	0.1
Rajasthan	6403310	591369	6675528	562685	7374391	623100	3.5	10.3
Sikkim	133158	6854	138785	8554	143093	10409	0.1	0.2
Tamil Nadu	20452971	636430	21079141	722442	22981882	786165	10.9	13.0
Tripura	235808	596	246507	335	271158	348	0.1	0.0
Uttar Pradesh	41567000	783000	45723700	822150	50296070	855036	23.9	14.1
West Bengal	4591127	194900	4699187	198711	4737112	197061	2.3	3.2
Andaman & Nicobar	74732	4915	77448	6035	85193	6276	0.0	0.1
Chandigarh	444569	8563	436350	11478	486355	14612	0.2	0.2
Daman & Diu	64218	7600	67429	8010	74172	8330	0.0	0.1
Delhi	1496882	1162400	1571726	1225170	1728899	1274177	0.8	21.0
Dadra & Nagar Haveli	442425	214	445464	245	490010	255	0.2	0.0
Lakshadweep	2058	595	1927	924	1087	597	0.0	0.0
Pondicherry	406990	18501	346178	22700	482189	23878	0.2	0.4
Total	168196000	5539704	190671014	5832105	210113540	6068809	100.00	100.00

CHAPTER - VIII

ADVENTURE TOURISM

India has always been irresistibly attractions to traveller from all over the world. Among the myriad charms is one tht 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 70 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 centre 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, Govt. 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 Gorha.

Water sports formalities 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 inflatable rafts, canoes kayaks and accessories to boost water sports activities in two destinations Lakshadweep and Andaman Island have been primarily promoted for scuba diving and windsurfing. 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 & Kahsmir, Sukhna Lake in Chandigarh, Hussain Sagar lake in Andhra 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 Safaris, Jeep Safaris, Horse Safaris, Bike Tours, Sailing, Balooning, Hang Gliding and other aero sports. Skiing, Wildlife Safaris, Angling, scuba diving, tribal tours. Each

state is trying to come out with booklets on the thrust areas of adventure sports and Ministry of Tourism has also brought out thematic booklets on Trekkings, Scuba Diving, Angling, Wild Life 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 & Adventure Tourism Board (HIMTAB) which meets every year to discuss about conservative promotion for Himalayan Tourism in India.

ADVENTURE ACTIVITIES

MOUNTAINEERING EXPEDITION:

This is the first and foremost activities in the Indian Himalayas. 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 Defence 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 are 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 to 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.

01	SOURCE OF GANGES GAUMUKH	(06 – 10 Days)
02	ROOP KUND – HOMKUND	(08 – 10 Days)
03	THE VALLEY OF FLOWERS	(04 – 06 Days)
04	HAR KI DOON	(03 – 05 Days)
05	KEDARNATH – VASUKITAL	(04 – 06 Days)
06	KHATLING GLACIER	(05 – 07 Days)
07	KALSI LAKHAMANDAL	(06 – 08 Days)
08	KAURI PASS	(06 – 08 Days)
09	MUSSOORIE – NAGTIBBA	(05 – 07 Days)
10	GANGOTRI – KEDARNATH	(08 – 10 Days)
11	DODITAL Via YAMUNOTRI	(04 – 06 Days)
12	SUNDER DUNGA GLACIER	(20 – 22 Days)
13	PINDARI GLACIER	(08 – 10 Days)
14	MILAM GLACIER	(06 – 09 Days)
15	HOT WATER SPRINGS	(05 – 08 Days)
16	SRIKHAND MAHADEV	(07 – 09 Days)
17	JALORI PASS (3277 m)	(08 – 10 Days)
18	BASHLEO PASS (3277 m)	(06 – 08 Days)
19	WILD LIFE SANCTUARY	(07 – 09 Days)
20	FLORA & FAUNA PARADISE	(08 – 10 Days)

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 centre 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.

21	HANUMAN TIBBA CIRCUIT	(07 – 09 Days)
22	ROHTANG PASS (3960 m)	(04 – 06 Days)
23	HAMTA PASS (4268 m)	(04 – 06 Days)
24	CHANDERTAL (4480 m)	(10 – 14 Days)
25	VALLEY & PASSES	(12 – 14 Days)
26	MANALI – LEH	(13 – 16 Days)
27	MANALI – PADUM	(08 – 10 Days)
28	MANIKARAN HOT WATER	(06 – 12 Days)
29	CHANDERKHENI PASS	(08 – 12 Days)
30	SACH PASS (4390 m)	(12 – 14 Days)
31	SAR PASS	(08 – 12 Days)
32	KHAULI PASS (3440 m)	(07 – 09 Days)
33	WHITE SAIL BASE CAMP	(08 – 12 Days)
34	PIN PARBATI PASS (5319 m)	(10 – 12 Days)
35	TARA SALAMU PASS (5358 m)	(10 – 12 Days)
36	KULU – DHARAMSALA	(05 – 07 Days)
37	SARA UMGA PASS (5358 m)	(12 – 14 Days)
38	MANALI – DHARAMSALA	(10 – 12 Days)

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.

39	KARGIL - PADUM - MANALI	(18 - 20 Days)
40	LAMAYURU - PADUM	(08 - 10 Days)
41	LAMAYURU - ALCHI	(16 - 18 Days)
42	MARKHA VALLEY	(14 - 16 Days)

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.

43	SANDAKPHU	(10 - 12 Days)
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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 Himalays. 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, Barking Deer, Musk Deer, Sambhar, Trout, Salmon and Carp. There are over six hundred varies of birds and also an equal number of varieties 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 specialised 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 organisers 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 outfitters are arranging this in U.P., Karnataka and Himachal Pradesh, specially for Mahsheer and Trout Fishing.

WILD LIFE TOURS :

This is again a specialised 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 U.P.

SOME IMPORTANT CENTRES TO GET ADVENTURE TOURISM INFORMATION FOR THE PROPOSED ACTIVITIES

Trekking and Mountaineering

Indian Mountaineering Foundation
Benito Juarez Road
New Delhi
Phone : 6883412

Indian Institute of Skiing and Mountaineering
Gulmarg (J & K), Manali (HP), Auli (UP)

Youth Hostels Association of India 5, Nyaya Marg, Chanakyapuri
New Delhi – 110 021
Phone : 3016257

Himachal Pradesh

Director Tourism
Department of Tourism & Civil Aviation
Himachal Pradesh
Shimla – 171 009
Tel : (0177) 225924, 225864

Western Himalayan Institute of Mountaineering & Allied Sports
Manali

Director of Mountaineering & Allied Sports
Regional Water Centre
Pong Dam – 176501, Dist. Kangra

Department of Youth Sports & Services
Himachal Pradesh – Tel: (0177) 220535

Himachal Tourism Office
Chandralok Building
36, Janpath
New Delhi – 110 001
Phone: 3324764, 3325320

Uttar Pradesh

U.P. Tourism Office
Chandralok Building
36 Janpath
New Delhi – 110 001
Tel: 3322251

Director of Tourism
Patel Nagar, Uttaranchal - Dehradun
Tel: 0135-624147

Nehru Mountaineering Institute
Uttarkashi

The Asst. General Manager (Tourism)
Garhwal Mandal Vikas Nigam Ltd.
Rishikesh – 249201
Tel: (01364) 430372

The General Manager (Tourism)
Garhwal Mandal Vikas Nigam Ltd.
74/1, Rajpur Road
Dehradun – 248001
Tel: (0135) 746817

Manager (Trekking)

KMVN Tourist Bungalow
Bageshwar
Dist. Almora

Kumaon Mandal Vikas Nigam
Secretariat Building
Nainital

Jammu & Kashmir

J & K Tourism
Kanishka Shopping Plaza
New Delhi – 110 001
Tel: 3345373

Director of Tourism
Jammu & Kashmir Government
Srinagar – Tel: 0191-472449
Jammu – 091-473532

Indian Institute of Skiing and Mountaineering
Gulmarg

JKTDC – Jammu – Tel: 091-579554

West Bengal

West Bengal Information Bureau
A/2, State Emporia Complex
Baba Kharak Singh Marg
New Delhi – 110 001
Tel: 3742840

Tourism Bureau
Government of West Bengal
3/2, Bency Badal Dinesh Bagh (East)
Calcutta – Tel: 2254723
Arunachal Pradesh

Director of Tourism

Itanagar – Tel: 0360-212457

Himalayan Mountaineering Institute
Darjeeling

DGHC Tourism
Silver Fir Building
Darjeeling - Tel: 0354-54214

Madhya Pradesh

Madhya Pradesh State Tourism Development Corporation
204-205 Kanishka Shopping Plaza
Ashok Road
New Delhi – 110 001
Tel: 3341187

Madhya Pradesh State Tourism Development Corporation
Amaltas Complex (New Tehsil)
Pachmarhi
Madhya Pradesh

M.P.S.T.D.C Office
4th Floor, Gangotri
T.T.Nagar, Bhopal – Tel 0755-774340

Maharashtra

Tourist Information Centre
Maharashtra Tourism Development Corporation
Central Building, Sassoon road
Pune - Tel: 020-6126867

Tourist Information Centre
Dr.Billimoria Road
Panchgani

Tourists Information Bureau

Near Bus Stand
Mahabaleshwar – Tel: M.T.D.C - 2026713

Tourist Information Bureau
Mahatma Gandhi Road
Opposite Railway Station
Matheran

Tourist Information Centre
Near Railway Station
Lonavala

Karnataka

General Thimayya
Directorate of Tourism
Bangalore – Tel: 080-2215489

National Academy of Adventure (GETHNA)
State Youth Centre
Nrupathunga Road
Bangalore - Tel: 080-2210454

Jungle Lodges and Resort Ltd
2nd floor, Shringar Shopping Centre
Mahatma Gandhi Road
Bangalore - Tel: 080- 5586163

Tourist Bureau
Govt. of Karnataka
PWD Travellers Bungalow
Madikeri, Coorg – Tel – 0872-26580

Tamil Nadu

Tamil Nadu Tourist Information Centre
Township Bus Stand, Annasalai
Rest House Complex
Kodaikanal – 04542 - 41675

Tamil Nadu Tourist Information Centre

Veli Street, Madurai
Tel: 0452-734757

Tamil Nadu Tourist Information Centre
Courtallam (open July-September only)

Tamil Nadu Tourist Centre
Charing Cross, Udhgamandalam
Tel: (0423) 43964

Sikkim

Department of Tourism
Gangtok - Tel: 03592-23425, 737101

Nagaland

Director of Tourism
Kohima – Tel – 0370-222214

Mizoram

Director of Tourism
Tel: 0389-325131

Manipur

Director of Tourism
Imphal – Tel: 0385-220445

Hang Gliding

Hang Glider's Club
Bala Appaji and Son
9-A, Homi Mody Street, Mumbai

Also Himachal Pradesh Tourism Offices (address above)

Rafting and River-sports

Wild Life Adventure Tours
606, Akash Deep, 6th Floor

Barakhamba Road
New Delhi – 110 001 Tel: 3312773
Also Uttar Pradesh & Himachal Pradesh Tourism Offices (address
above)

Rock Climbing

Gujarat Mountaineering Institute
Mount Abu, Rajasthan

Manager (Adventure Tourism)
Tourist Reception Centre
Kumaon Mandal Vikas Nigam
Sukhatal – Nainital (UP)

Delhi Tourism
18A, DDA Shopping Cum Office
Defence Colony
New Delhi – Tel: 011-4611712

Skiing

Indian Institute of Skiing and Mountaineering
Gulmarg (J & K)-Tel: 01953-54417, Manali (HP), Auli (UP)

Fishing

Director of Fisheries
Tourist Reception Centre
Srinagar (J &K)

Assistant Director Fisheries
Krishi Bhawan, Shimla

Assistant Director Fisheries
Mandi (HP)

Assistant Director Fisheries
Jassur Dist. , Kangra (HP)

Assistant Director Fisheries
Bilaspur (HP)

Deputy Director Fisheries
Patlikuhal
Dist., Kullu (HP)

Chief Warden Fisheries
Bilaspur (HP)

Cauvery Fishing Camp
Bhimeswari (82 km from Mysore)

Sub Inspector of Fisheries, Kodaikanal (Tamil Nadu)

Sailing

Colaba Sailing Club
C/o Royal Bombay Yacht Club
Mumbai

Secunderabad Sailing Club
Hussain Sagar
Secunderabad

Goa Yachting Association, Goa

Sukhna Lake Sailing Club
Chandigarh

Water Sports, Bogmalo Beach
Vasco Da Gama, Goa

Wind Surfing

Goa

National Institute of Water Sports
Sundial Apartments
A.S.Road – ALTINO

Panjim – 403001
Tel: 0832-436550

The following hotels have an assortment of basic boards:

The Taj Exotica - Salcete
The Taj Holiday Village - Bardez
Bogmalo Beach Park Plaza Resorts

Majorda Beach Resort - Majorda
Cidade de Goa – Dona Paula Beach
Goa Renaissance Resort – Varca Beach

The Leela Beach - Mobor

Damam and Diu
Secretary (Tourism), Tel: 0260-254770

Pune

Khadakvasla Water Sports & Wind Surfing Centre
Village Kudje
P.O.Khadakvasla
Pune – 411023

Snorkelling & Scuba Diving

Andaman Islands

Andaman Scuba Club, Havelock Island
Port Blair – Tel: 03192 - 34540

Andaman Divers – at Peerless Resort
Corbyn’s Cave , Port Blair

Andaman & Nicobar
Director of Tourism
Port Blair – Tel – 03192 – 30933

SAMUDRA – Sinclairs Bayview
South Point, Port Blair – Tel: 03192-31824

Lakshadweep

Bangaram Island Resort
Lakshadweep – 0484-668221

Goa

Goa Diving
No.145-P, Chapel Bhat
Chicalim, Goa – Tel-0832-555117

Barracuda Diving
C/o.Cidade De Goa Beach Resort
Dona Paula

For more Water Sports information in India

Principal
National Institute of Water Sports
Ministry of Tourism, Govt. of India
Sundial Apartments, A.S.Road
ALTINO-Panaji, GOA
Tel: 0091-832-436400

Or

IATO (Adventure Wing), New Delhi – 5750034

Or

Adventure Tour Operators Association (Please see address for Tel.No)
New Delhi – Tel: 3314847

CHAPTER - IX

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 30,000 hotel rooms that are in the pipeline and 30,000 more that are required immediately the total manpower requirement to service the hospitality sector has been projected to be about 20,000 per year. Against such a requirement the actual output from the Govt. institutions is only about 5000 per year. Even if all the other private institutions are taken into account the total availability of trained manpower does not exceed 10,000 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.

Table placed below shows the Institutes of Hotel Management, Catering Technology & Applied Nutrition in India and the Food Craft Institutes.

- | | |
|--|--|
| (i) Institute of Hotel Management
Library Avenue, Pusa Complex,
New Delhi – 110 012 | (xii) Institute of Hotel Management
Near Bani Park Police Station, Sikar Road,
New Delhi-302016 |
| (ii) Institute of Hotel Management
Veer Sawarkar Marg, Dadar,
Mumbai – 400028 | (xiii) Institute of Hotel Management
Boulward Road, Nehru Park
Srinagar, Kashmir-191001 |
| (iii) Institute of Hotel Management
CIT Campus, TTTI Tharamani
(PO)
Chennai – 600113 | (xiv) Institute of Hotel Management
G.V.Raja Road, Kovalam (PO)
Thiruvananthapuram – 695527 |
| (iv) Institute of Hotel Management
P-16, Taratola Road
Kolkota – 700078 | (xv) Dr.Ambedkar Institute of Hotel Management
Sector 42-D
Chandigarh –160036 |
| (v) Institute of Hotel Management
P.O. ALTO PORVORIM
Bardez, Goa-403521 | (xvi) Institute of Hotel Management
Kherapati Colony, Opp:Sirdi Sai Baba
Mandir, Gwalior – 474002 |
| (vi) Institute of Hotel Management
S.J. Polytechnic Campus
Bangalore - 560001 | (xvii) Institute of Hotel Management
Guru Nanak Dev College, Hardochanni Road
Gurdaspur |
| (vii) Institute of Hotel Management
Seed Farm, Sector – G
Aliganj, Lucknow – 226020 | (xviii) Institute of Hotel Management
Aide Building, ABC College, G.B. Road,
Bhangagarh, Guwahati-781005 |
| (viii) Institute of Hotel Management
F' Row, Durgabai Deshmukh
Colony, Vidyanagar,
Hyderabad-500007 | (xix) Institute of Hotel Management
Kurfi
Shimla – 171012 |
| (ix) Institute of Hotel Management
Govt. of Polytechnic Compound
Ambawadi, Ahmedabad-380015 | (xx) Institute of Hotel Management
31, Industrial Estate
Patna-800013 |
| (x) Institute of Hotel Management
Veer Surendra Sai Nagar
Bhubaneswar-751004 | (xxi) Institute of Hotel Management
Shillong |
| (xi) Institute of Hotel Management
1100 Qtrs., Near Academy of
Admn. Bhopal-462016 | |

List of Food Craft Institutes

- | | |
|--|---|
| (i) Food Craft Institute
(Upgraded as IHM by State Govt.) | (viii) Food Craft Institute
Lewis Jubilee Sanatorium |
|--|---|

- | | | | |
|-------|--|--------|---|
| | University Polytechnic Campus
Aligarh – 202002 | | Darjeeling – 734101 |
| (ii) | Food Craft Institute
(Upgraded as IHM by State Govt.)
Engg. College Hostel Campus
Shivaji Nagar, Pune-411005 | (ix) | Food Craft Institute
(Upgraded as IHM by State Govt.)
P.S.Road, PB-49
Gangtok, Sikkim – 737101 |
| (iii) | Food Craft Institute
(Upgraded as IHM by State Govt.)
Old Gargi College Building
Opp: Lady Sriram College
New Delhi – 110024 | (x) | Food Craft Institute
Sector-42-D
Chandigarh-160036 |
| (iv) | Food Craft Institute
(Upgraded as IHM by State Govt.)
Thuvakkudi, Trichirapalli – 620015 | (xi) | Pondicherry Institute of Hospitality Crafts
Govt. of Pondicherry
Goubert Avenue, Pondicherry - 605001 |
| (v) | Food Craft Institute
Vishaka Valley School Campus
Vishakhapatnam – 530040 | (xii) | Food Craft Institute
Kidmath Tourist Bungalow
Pushkar Road, Ajmer |
| (vi) | Food Craft Institute
Chetak Circle
Behind Luv-Kush Stadium
Udaipur-313001 | (xiii) | Food Craft Institute
Govt. of Polytechnic Campus
Residency Road,
Jodhpur-342001 |
| (vii) | Food Craft Institute
Near Badkal Lake Chowk
Faridabad | (xiv) | Food Craft Institute
Kalamassery
Alwaye – 683104 |

Indian Institute of Tourism & Travel Management (I.I.T.T.M)

Indian Institute of Tourism & Travel Management (I.I.T.T.M) 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 I.I.T.T.M 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 (N.I.W.S)

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.

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.”

Himalayan Tourism Board (HIMTAB)

The Himalayan Tourism Advisory Board (HIMTAB) was established by the Department of Tourism in 1989 as an advisory body for the development of tourism in the Himalayan Region. The Director General of Tourism is the chairman of the Board & Tourism Secretaries in the States of Arunachal Pradesh, Himachal Pradesh, Jammu & Kashmir, Uttar Pradesh, Sikkim and West Bengal are the members of the Board. Representatives of Air-India, Indian Airlines, Railways Board as well as eminent adventure sports specialists are also members of the Board. The Meetings of HIMTAB are held in a year in different member-states to discuss various issues relating to

tourism development in the region. The recommendations formulated in these meetings are taken up both by the Central Government and the concerned State Governments. HIMTAB has been responsible for formulating of guideline for ensuring safety and security of participants in different adventure sport activities.

CHAPTER -X

OVERVIEW OF THE HOTEL INDUSTRY IN INDIA

Tourism is the largest net earner of foreign exchange for the country and annually generates foreign exchange reviewing of Rs.14,000 crores provides employment over 17 million people and accounts for 5.8% of the national GDP. The special feature of this employment is that it employs a large number of women and young persons and the network of the hotels, restaurants and other tourism services spread widely in rural areas of the country. It has been estimated through figures released by the Department of Tourism that every Rs.10 lakh of new investment in hotels and restaurants create 80 new jobs compared to 12.6 for manufacturing and 44.6 for agriculture. The investment in built up infrastructure in the tourism and hospitality sector is of the order of over Rs.40,000 crores. The hotel industry has made massive investments towards providing world class hotel facilities in India of our 76,000 hotel rooms in the approved sector and are incurring expenditure of crores of rupees in operational and staff costs.

According to the projections for the 10th Five Year Plan hotel accommodation in India needs to be stepped up to 125,000 by the year 2004-2005 to cater to our estimated number of 3.5 million tourists. Thus there is a shortfall of 50,000 or so hotel rooms and this would require investments of over Rs.15,000 crores.

Hotels across the country and specially in the metro-cities experienced huge decline in occupancies of nearly 50%, especially on account of cancellations

from USA and Europe. The Hotel Federation and Hotel Association of India representatives presented memorandums to the government to provide urgent relief from the heavy burden of taxes by the Central and State Government. The industry identified that one of the biggest factors for poor growth of tourism in India is the incidence of high taxes on the hotel sector. The Central Government levies a 10 percent Hotel Expenditure Tax on all hotels with a tariff above Rs.2000. the State Governments levy a luxury tax in Hotels (5% to 25% from state to state) Even in food and Beverages it may go up to 30% in some states. The relief can attract at least domestic tourists and thus boost occupancies resulting in increased tax revenue for the government. Through various representations and raising the tax issue in common platforms, the hotel industry brought forth the fact that the multiple taxes on hotels often result in duplication of taxes at the Central and State levels. Confuse and irritate foreign tourists, lead to inefficiency and add to the cost of collection besides imposing a heavy burden on the industry.

Keeping in view the need to provide a level playing field for the Indian Tourism and hospitality industries it was recommended to the Government that a single print cap of 10% inclusive of all taxes be imposed across the country and appropriate mechanism be put in place for sharing the taxes between the central and states.

The Hotel industry also highlighted the fact that it not only has the highest incidence of taxes anywhere in the world. India is grossly under roomed in hotels comparison with its neighbours in the region. It was recommended that tourism should be made an integral part of the infrastructure development programme. To encourage infrastructural development in the hotel sector, it would be appropriate to grant exemption from tax on the profits earned from

hotel business by a hotel company to the extent it is reinvested in the construction of a new hotel as well as the expansion of the same hotel.

Already Government of India announced exemption of Service Tax on hotel catering which was made available only for establishments that provide catering. But their efforts continued on the front of expenditure tax.

The industry got further motivated by the speech of the Hon'ble Prime Minister of India first at Red Fort on the 15th August, 2001 independence day when he mentioned the importance of tourism and then in his address at the conference of Chief Ministers/Tourism Ministers and others on October 30, 2001 in New Delhi.

Some points from the recommendations made to the Government (2001-02) and re-submitted for consideration in the 2002-03 budget. It was hoped that in the union budget of 2002 will address these issues to some extent and to meet the needs of the industry and the problems being faced by it in the current scenario in the tourism industry.

Summary of the recommendations made by the Hotel Industry to Hon'ble Finance Minister for consideration in Budget.

Hotel Expenditure Tax

- Hotel Expenditure Tax is levied by the Central Government on all hotels which have a single room tariff of Rs.2,000 and above. HET is another name for Luxury Tax, which is being levied by practically all State Governments. This tax varies from 10 percent to 25 percent in various States. Five State Governments are levying it on the published tariff and the actual incidence may come to as high as 50 percent on the discounted rates which are sometimes given to specified category of customers and in off-season. Since practically all the State Governments are levying the Luxury Tax there is no rationale for charging the same tax at the level of the Central Government. We strongly recommend that the Hotel Expenditure Tax may be abolished by the Government of India and efforts should continue with the State Governments for bringing their

Luxury Tax levels to within 10 percent (as already recommended by the Department of Tourism). The total annual collection of Expenditure Tax is estimated at Rs.330 crore. This is not a very high amount as a large part of it is being spent on administration and collection of the tax. The abolition will certainly help in reducing the cost for foreign and domestic tourists. It will lead to higher guest satisfaction and a higher inflow of tourism in India.

- Hotel and tourism industry has been given the status of service exporters by the Ministry of Commerce. We get exemption from Income Tax on foreign exchange earnings under Section 80 HHD of Income Tax Act. We also get many other export benefits like export house status, EPCG imports etc. We are also allowed to maintain and take benefits from EEFC accounts. However, the Government have denied us some crucial export benefits. All local taxes are exempted for export products. The same benefits should have been given to the hotel sector also. In this light, Hotel Expenditure Tax should not be charged on foreign guests paying their bills in foreign exchange. In fact this was the position when HET was introduced in 1987 but this incentive was subsequently removed with effect from October 1, 1992. The Ministry of Finance has recognised exchange paying guests and have exempted Service Tax for all bills paid in foreign exchange. There is thus a strong case of exempting Expenditure Tax for foreign exchange paying guests. This will help in increasing our competitiveness in attracting foreign tourists.
- The lower threshold limit for Expenditure Tax was fixed in 1987 at the tariff rate of Rs.400 per day per individual. This was raised to Rs.1,200 from June 1, 1992 and to Rs.2,000 in the 1998 Union Budget. Thus, there

was an increase of 67 percent in the 6-year period. This limit of Rs.2,000 has now existed for four years. It is our request that considering inflation and other factors this may now be increased by at least 50 percent to Rs.3,000. This will give a relief to a large number of mid-market and budget hotels in the country who are already suffering due to erosion in their occupancy, partly due to the current recessionary conditions in the tourism industry.

Additional duty on import of liquor

- Ministry of Finance has imposed additional duty on imported liquor with effect from April 1, 2001 as countervailing duty in lieu of excise duty paid by domestic liquor products in different States. These were imposed at the rates of 75 percent, 100 percent and 150 percent on ad valorem basis for three different categories of CIF value. Considering the already high customs duty on such liquor, the overall duties on import of liquor have gone up from 463 percent to 706 percent on different types of products as shown in Annexure-III. Such high duties are totally counter productive and were not justified for providing protection to local liquor companies. The data supplied by us to the Ministry of Finance also shows that the State Excise Duties (and other duties like entry fee, permit fee etc.) were only coming to 5 percent to 25 percent on imported cost of liquor before March 31,2001. The countervailing duties which were in lieu of the average State excise duties should therefore have been in this range only. The higher duties of 75 percent, 100 percent and 150 percent were perhaps imposed without proper data and need to be rationalised. Moreover, Ministry of Finance have also mentioned that State Governments are not legally entitled to levy excise duties on imported liquor under the Constitution of India. However, many State

Governments are imposing such duties and the Central Government has shown its helplessness in this matter. It is all the more reason that they should now abolish their additional duties which were imposed on the wrong consideration and wrong calculations.

- It is also to be noted that apart from the excise duties, some State Governments have imposed very high Sales Tax on consumption of imported liquor in restaurants and bars. This tax is 20 percent in Delhi, 21 percent in Goa, 100 percent in Kerala, 63 percent in Karnataka, 49.45 percent in Rajasthan, 326 percent in U.P and 50 percent in Tamil Nadu. The price of liquor after 706 percent import duty, Sales Tax comes to very exorbitant levels for the customer. The result is that hotels and restaurants have drastically reduced the import of liquor and this is affecting the satisfaction levels and spending by tourists. This is having an adverse impact on foreign exchange earnings, tourism inflows and Government tax revenues. The additional duties on liquor imposed by the Ministry of Finance need to be totally abolished or drastically reduced.

Service Tax

- Service Tax was imposed on hotels and restaurants in 1997, for all meetings, conferences and banquets held in their premises, treating them as 'Mandap Keepers'. We were clubbed with shamiana contractors and outdoor caterers. However, Service Tax was exempted from shamiana contractors and outdoor caterers in the 1998 Budget, but was still kept on hotels and restaurants. This is charged @ 5 percent on the billed amount. A rebate of 40 percent is given on the bill if catering is also involved in the services.

- Service Tax is being charged from a number of sectors and is being termed as the taxation norm for the future. While we are not against Service Tax in principle, there is a strong anomaly in its levy on the hospitality sector. Some hotel guests are already paying Expenditure Tax on the same banquet/conference bills. All of them are paying Sales Tax on the bills where catering is involved. Some States also charge Luxury Tax on hall rentals for conferences and banquets. There is no justification for charging Service Tax in addition to these other taxes already being charged from the customers. In all the other service sectors where Service Tax has been levied, there is no other case where another tax is being paid on the same services and transactions on which Service Tax is being levied. Hotels and restaurants are the only sector which is suffering from a multiplicity of taxes. (Please see Prime Minister's remarks in para 1.1 above). We have no objection if Service Tax is levied on those services in hotels and restaurants where catering services are not involved and no other taxes are being paid, e.g. exhibitions, fashion shows etc. On the composite functions where bills are paid partially for catering and partially for other services, ST can be charged on non-catering services where no other taxes are being paid by the guest.

Income Tax incentive for new hotel projects

- Government had approved an incentive for new hotel projects by giving exemption from Income Tax under Section 80-AI of the Income Tax Act, transferred to 80-IB of the Act with effect from 1999-2000. This is available as deduction of 50 percent of the net income of the hotel in specified areas of high tourism importance and at 30 percent for other places except in the four metro cities. Initially the exemption was available to hotels from April 1, 1990 to March 31, 1994. Subsequently,

Government renewed this incentive for hotels coming into operations from April 1, 1997 to March 31, 2001. The incentive is available for 10 years starting from the year subsequent to the year in which the hotel starts functioning.

- This incentive has now expired with effect from 31.3.2001. The hotel industry is still in the need of growth and expansion. According to the estimates of Department of Tourism, India still needs about 60000 more approved hotel rooms to achieve the target of receiving 5 million foreign tourists. This will involve an investment of over Rs.20000 crores according to the projection made by the Department of Tourism and the hotel industry. It is also estimated that we may be able to achieve the target of 5 million tourists over the next 5 years. Even if we do not achieve this figure we are projecting a growth of 8-10 percent in the tourist arrivals over the next 5-7 years. Hotel projects take considerable time from the project planning stage to the operations and may take 3 to 5 years in completion. It will be helpful to the industry and to plans for growth of tourism in India if the incentive for new hotel projects is revived for the next 5 years, with effect from 1st April, 2002.
- Till now this incentive was not available to new hotels in the four metro cities. However, most of the growth in foreign tourist arrivals is taking place in these cities both for business travelers and leisure tourists. About 72 percent of all foreign tourist arrivals are through the two airports in Mumbai and New Delhi. There is thus a greater need to set up more hotels in the metro cities and to make them an engine for growth of tourism in India. These places lack good 3 and 4 star hotels and an incentive is certainly needed for development of budget hotels in the 4

metro cities. It is therefore recommended that the renewal of Income Tax incentive under Section 80-IB of the Income Tax Act may be made applicable to the four metro cities.

Hotel Industry to be recognised as infrastructure

- We have been requesting that the hotel and tourism industry should be recognised as one of the Infrastructure sectors and given incentives under section 80-IA and section 10 [23 G (c) (i)] of the Income Tax Act. Government have already recognised certain other sectors like roads, power, communication, airports, ports etc., in the category of infrastructure and are giving them higher incentives under the Income Tax Act. Tourism also has a large multiplier effect in the economy and creates jobs and employment in many other related sectors, apart from the direct participation like hotels and travel agents. Apart from the Income Tax benefits the infrastructure status will also entitle the hotels sector to get loans at Infrastructure Finance and Development Corporation (IFDC) and this will certainly give a boost to the much needed expansion of hotel rooms in the country.

Concession under section 80HHD of Income Tax Act

- Through an amendment in Finance Act 2001 Ministry of Finance had given some concessions under section 80HHC, 80HHE and 80 HHF of Income Tax Act for exporters in different sectors of the economy. It was earlier decided in 1999 that exemption given to exporters will be phased out over a period of 5 years. However, the deduction to be allowed in assessment years 2002-2003, 2003-2004 and 2004-2005 were increased under these sections from 60 percent, 40 percent and 20 percent to 70 percent, 50 percent and 30 percent respectively. For some reason the

concurrent concession was not given to the hotel industry which is enjoyed under section 80HHD of Income Tax Act. Hotels used to get 50 percent of their foreign exchange earnings exempted from tax before assessment year 1999-2000 and the balance 50 percent was also exempted if the earnings were kept in a reserve and utilised for purpose laid down in sub section (4) of section 80HHD. Like the concession given under the other sections, hotels should also have received larger deduction for the balance 3 years of the scheme. When we represented on this point to the CBDT, we were told that hotels were left out for some reason and this could be corrected in the next budget i.e. Union Budget 2002. We are now requesting that concessions available to the hotel industry under section 80HHD for the balance two assessment years should be increased on the lines of what is available under the other sections mentioned above.

Conclusion

Most of the above proposals are based on logical application of taxation policies and bringing fairness and equity in the tax regime for hotels and restaurants. The proposal for exempting foreign exchange paying guests from Expenditure Tax, increasing the lower limit of hotel tariffs for Expenditure Tax, not charging the Service Tax for customers who are already paying other taxes come in the category. The additional duty on liquor is totally irrational and unjustified and needs to be brought down urgently. The proposals for income tax incentives under Section 80IB and giving infrastructure status to hotel industry under Section 80-IA are needed for encouraging the much needed expansion in hotel rooms. All these concessions are now required urgently on account of further downturn being witnessed in the tourism industry.

Budget – 2002

The Union Finance Minister has announced a number of concessions for the tourism and hospitality industry. Hotel industry expressed their gratitude to the Union Tourism Minister and the Ministry officials for understanding the needs of the hotel industry and recommending the same to the Ministry of Finance. The highlights of concessions in the Budget 2002 and what all applicable to the industry is as given below:-

Highlights of Budget 2002: what's applicable to the industry

- Service Tax for hotels where catering (eg. Lunch or dinner) is served, earlier exempted up to March 31, 2002 has exempted for one more year. FHRAI will press for its continuation on a regular basis and to extend it to restaurants.
- Import duty on liquor has been brought down from 210 percent to 182 percent. CVD or additional duty was earlier levied on 150 per cent, 100 percent and 75 percent in three slabs. This has been reduced to 75 percent for important liquor having landed CIF value of under US\$25 percent and 50 percent for all other consignments having CIF value of above US\$25. Total new import duty including 4 percent on the higher slab and 343 percent on the lower. On wines and beer it will be 226 percent and 214 percent respectively. These are applicable with immediate effect.
- Expenditure Tax of 10 percent will be levied only on room charges and not on any other services sold through the hotel. Lower threshold limit for ET raised from Rs.2000 to Rs.3000. This will be on tariff per day and not on tariff per day per individual. This means that double room tariff cannot be divided by 2 to determine eligibility of the hotel for Expenditure Tax. Both these provisions will come into effect from June 1, 2002.

- Deduction under Section 80 HHD of Income Tax Act for foreign exchange earnings of hotels have been increased for next two financial years from 20 percent to 25 percent and 10 percent to 15 percent. The same percentage will be allowed for balance 50 percent kept in reserve and spent on new hotel projects and expansion of the hotel.
- Fifty per cent of income of new convention centres, starting between April 1, 2002 and March 31, 2005 have been exempted from Income Tax under Section 80 I-B of IT Act.
- Rate of TDS under Section 194-H on commissions (eg. paid by hotels to travel agents/tour operators) have been reduced from 10 percent to 5 percent.
- The plan allocation of the Department of Tourism has been increased from Rs.151 crores to Rs.225 crore. This is a welcome step as a much higher level of promotional activities for promotion of India as tourism destination and for development of tourism related infrastructure will now be possible for DoT.

The hotel industry is however disappointed with some provisions like taking away the provision of per day per individual leaving only tariff per day in section 3 of the Expenditure Tax Act and leaving our restaurants in the exemptions from Service Tax. Industry decided to continue to press their demands before the Act is passed.

Recommendations for EXIM Policy – 2002

FHRAI has recommended proposals relevant for the hotel and restaurant industry to be included in the new EXIM Policy to be announced by the Union Commercial Minister on March 31,2002. The following two points have been raised in the set of recommendations:

1. All exporters get duty free imports of their raw materials and consumables to be used in their export products. This policy has been designed to enable exporters to procure high quality raw materials of international standards at international prices and remain competitive with exporters of similar products from other countries. The services provided by hotels for their foreign exchange paying guests are treated as exports for that hotel. The foreign exchange thus earned is part of its export income. FHRAI has, therefore, recommended that raw materials imported by the hotels and restaurants to serve the foreign exchange paying guests should be allowed to be imported duty free. This would include food items, liquor and such products which will come in the category of raw materials and which can not be imported as capital goods under the EPCG Scheme Ministry of Commerce has been saying that while the principle of the proposal is acceptable, there are many practical difficulties. The hotels serve same products to foreign as well as domestic guests and the duty-free imported raw materials will also be used to serve domestic guests. A rational solution to this problem has been suggested.
2. Hotels get their imports under EPCG Scheme at 5 percent import duty and the value of the imports is to be discharged as export obligations

as per the conditions laid down in the EXIM Policy. However in the past, DGFT has not allowed import of certain key products used by the hotel industry like marble, chandeliers, carpets, wooden furniture, etc. Sometimes it gives the excuse that these products are not capital goods and at other times the argument is given that high quality substitutes are already available in the domestic market. Both these arguments are untenable and have explained this to the officers of the Commerce Ministry over the last two year.

Other forums for hotel industry to promote Hotel Industry

In September, 2000 Confederation of Indian Industry had organised a CEO's Conclave comprising CEO's from the Government Sector, Hotel Association of India and N.G.O's . Several of the suggestions of last year's conclave had been of immense importance which were discussed in the India : Tourism & Heritage Challenge –21st held at Taj Palace, New Delhi. Some of these suggestions are good for the hotel industry and noted by the Ministry of Tourism for actions. The conclave voiced concerns of the tourism industry and highlighted the road blocks to attaining the tourism potential in India as poor accessibility and inadequate resources for marketing and advertising. The solutions to these are enhanced air-capacity, streamlined, visa norms, providing adequate accommodation and safety of tourists were mentioned.

The conclaves suggestions in 2002 meet included :-

1. The current fiscal policy actually penalizes entrepreneurial spirit and work as a value destroyer.
2. No homogeneity in tax structure across states.
3. Lack of 2/3 star hotel rooms (because of high taxation there exists very little ploughing back surplus).

4. Tax levels need to be in synchronisation with neighbouring countries.
5. At Malaysia there is a need to identify specific locations in India and focus the tax benefits or improvement in infrastructure – Island of Excellence.
6. Earning of foreign exchange should have extended tax holiday benefit.
7. A fixed percentage of G.D.P should be spent on well defined tourism related infrastructure ie., roadside amenities, facilities at heritage sites etc. One heartening fact is that the Department of Tourism has been taking up to various demands of the industry including rationalisation of taxes with the appropriate authorities for action. The discussions with the central authority and state governments are continuing in this regard.

The Prime Minister in his speech on the last Independence Day had mentioned about the proposed Tourism Policy which has given very positive signals to tourism industry. The Conference of Chief Ministers and State Tourism Ministers was convened to discuss and obtain the views of the State/Union Territory Governments on the Draft National Tourism Policy, restructuring the central financial assistance guidelines, uniformity and rationalisation of State Government taxes on tourism units, providing a constitutional states to tourism and product development and marketing. The Government's decision to constitute a Tourism Advisory Council at National level would facilitate interaction amongst the various stake holders in the tourism sector was also announced in the Conference.

Hotel Association of India and Confederation of Indian Industries and India in association with Hotel and Restaurant Equipment Manufactures Association (HOTREMAI) organise INDIA SHOW every year which brings

the hotel industry and manufactures of hotel equipment for a meaningful exchange towards building a healthy relationship in mutual interest, pursuing in best practices in planning and managing the supply chain, design review and equipment handling and product innovations, customer services, marketing and research values. There are other Tourism events like SATTE, India International Tourism, AHAR which also provide common platform to boost hotel business interest in addition to the HAI, FHRAI, IATO, TAAI, Trade Bodies Annual Meets and the exchange through Newsletters of these trade bodies.

CHAPTER - XI

SUSTAINABLE TOURISM IN INDIA

Environmental problems facing the world today are of such magnitude that urgent actions need to be taken at the highest levels to counter this fatal degradation. But it is not just enough for governments or organisations to work towards sustainable development – every individual, every neighbourhood and every community has to contribute in every way possible to get any close to the goal. Every Community needs to understand and analyse 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 place 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 eco-sensitive 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 (C.R.Z) 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 (H.T.L).

Ministry of Tourism in its Tourism Policy 1982 and in the guidelines in eco-tourism 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

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 non-compatible 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, self-guided 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.
- Recognise 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 self-sufficiency 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 behaviour, 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 minimise 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 non-detergents in streams or springs. If no toilet facilities are available, try to comfort yourself at least 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 preference 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.

AN INSIGHT INTO ECO-TOURISM IN INDIA

Today, 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

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 snow capped 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, Gangtok 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 for ever. 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 water-bodies, 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 Palm-fringed beaches, colourful festivals, 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 eco-friendly 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 an 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. (Tel:5597021; Fax: 5586163) 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 eco-friendly 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 Eco-tourism 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 -XII

ROLE OF TOURISM ORGANISATIONS – INTERNATIONAL/INDIAN FOR TOURISM DEVELOPMENT

THE WORLD TOURISM ORGANISATION (W.T.O)

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 W.T.O 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 (I.U.O.T.O) which existed from 1947 to 1975. W.T.O through its activities helps the nations throughout the world to maximise the positive impacts of tourism as also to create an appropriate opinion and awareness for sustainable development of tourism.

W.T.O 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 W.T.O 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. W.T.O 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 W.T.O publications. A number of publications are being brought out by the W.T.O 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 Organisation (W.T.O) "Recommendations on Tourism Statistics" The World Tourism Organisation 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 organisational 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 organisation. 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

In 1978 PATA Annual Conference 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’. Director General of Tourism, Govt. of India is the Chairman of the PATA (India Chapter).

WORLD TRAVEL & TOURISM COUNCIL (WTTC)

W.T.T.C 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 European 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.

International Civil Aviation Organisation (ICAO)

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 organisation 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

The United Federation of Travel Agents (UFTA), 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 I.A.T.O 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 liaise 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 extent 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 organises an Annual exhibition in the hospitality industry. The exhibition is held along with FHRAI'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

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 organisation 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 organisation 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 (I.C.P.B) – 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.

SKAL CLUB

It all started in 1932. Travel trade managers, who had been on an educational tour of Scandinavia, founded the first SKAL club in Paris. The idea of international friendship gained such popularity that in 1934, SKAL achieved international status with the formation of Association of Internationale Des SKAL Clubs (A.I.S.C), on the initiative of the first president **Florimond Volckaert** – the man considered as the Father of Skal.

SKAL is the only international organisation which brings together all branches of the travel and tourism industry representing the industry's managers and executives. Skalleagues meet at local, national and international level in an environment of friendship to discuss subjects of common interest.

From a modest beginning, SKAL now has more than 25,000 members in over 525 clubs spread throughout 80 countries. As in other associations of professionals (such as Rotary, Oddfellows and Lions), most SKAL activities take place within the clubs. However, the clubs also feature national and area committees coming under the umbrella of the A.I.S.C (SKAL International), which has its own Secretariat in Torremlions, Spain.

SKAL is managed by an executive committee of nine members, elected by the club delegates to the General Assembly, which is held in conjunction with the World Congress. This five-day congress is hosted by a different country each year. Thus offering members and their companions the opportunity of observing, at first hand, the travel and tourism industry potential of other countries.

CHAPTER – XIII

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 website: www.TourismOfIndia.com giving information about tourist attractions, facilities and commercial aspects. A related technology is C.D.Roms and Ministry of Tourism has developed

series of C.D.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 ambitions programme and introduced new I.T techniques in its offices in India and abroad. The I.T initiatives include provision of P.Cs 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 W.T.M – London, I.T.B-Berlin, A.T.M – Dubai, PATA Marts, FITUR – Madrid, Asia Travel Mart, Singapore, International Tourism Show, Istanbul, AWTTE-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. M.O.U'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 first hand 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 optimise 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 build up 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 feed back 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 with out proper feed back 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 feed back 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, air-connectivity, 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’

Mr.Bill Berubach

CHAPTER - XIV

SWOT ANALYSIS – The specific strength and weakness of the product in relation to the market segments identified are analyzed along with the existing opportunities and threats. A typical SWOT analysis matrix in case of India in reaction to competitive destinations is as under:-

There are various environmental forces influence the tourism industry. The other aspect of this industry is that it is heavily dependant on a set of other industries who are in turn dependant on the tourist flow for their business. This combination of various industries has to work as one to increase the tourists traffic of the country. This set of industries takes care of the activities that support tourism industry are:

- The Hotel Industry
- Airlines
- The Railways
- Road Networks
- The Tour Operators
- The Government

These facilities decide the status of a place in a tourist's portfolio. They on one hand attract tourists to a particular destination and on the other act as a major demotivating factor if they are unable to fulfill the expectations of the visitors. So the major bottlenecks to this industry are to be found here. In the subsequent pages an attempt to SWOT analyse some of these services and detect areas that need attention.

Hotel Industry

Hotels form one of the most important support service that affect the arrival of tourist to a country. The major players in the industry are Indian Hotels Company Ltd (IHCL)operating under the Taj brand, the Oberoi, Welcome Group of Hotels, Hotel Leela Venture and the Ashoka chain of hotels, owned and operated by the Indian Tourism Development Corporation (ITDC).

There are around 1000 classified hotels and the total room availability is pegged at 60,000 rooms. Hotels are classified into six categories according to the star rating assigned by the Department of Tourism. These range from one star to Five star deluxe depending upon size and amenities. About 30% of the rooms fall under the 5-star deluxe categories.

To find our the present status of this industry we have done a strength, weakness opportunity and threat (SWOT) analysis. This will help us in understanding this industry and also identify the weak spots.

SWOT Analysis of Hotel Industry

Strengths

1. A very wide variety of hotels is present in the country that can fulfill the demand of the tourists.
2. There are international players in the market such as Taj and Oberoi. Thus, the needs of the international tourists travellers are seen to while they are on a visit to India.
3. Manpower costs in the Indian hotel industry is one of the lowest in the world. This provides better margins for Indian hotel industry.
4. India offers a readymade tourist destination with the resources it has. Thus the magnet to pull customers already exists.

Weaknesses

1. The cost of land in India is high at 50% of total project cost as against 15% abroad. This acts as a major deterrent to the Indian hotel industry.
2. The hotel industry in India is heavily staffed. This can be gauged from the facts that while Indian hotel companies have a staff to room ratio of 3:1, this ratio is 1:1 for international hotel companies.
3. High tax structure in the industry makes the industry worse off than its international equivalent. In India the expenditure tax, luxury tax and

sales tax inflate the hotel bill by over 30%. Effective tax in the South East Asian countries works out to only 4-5%.

4. Only 58,000 hotel rooms are available in India today, which is less than the Bangkok hotel capacity.
5. The services currently offered by the hotels in India are only limited value added services. It is not comparable to the existing world standards.

Opportunities

1. Demand between the national and the inbound tourists can be easily managed due to difference in the period of holidays. For international tourists the peak season for arrival is between September to March when the climatic conditions are suitable whereas the national tourist waits for school holidays, generally the summer months.
2. In the long-term the hotel industry in India has latent potential for growth. This is because India is an ideal destination for tourists as it is the only country with the most diverse topography. For India, the inbound tourists are a mere 0.4% of the global figures. This number is expected to increase at a phenomenal rate thus pushing up the demand for the hotel industry.

Threats

1. Guest houses replace the hotels. This is a growing trend in the west and is now catching up in India also, thus diverting the hotel traffic.

2. Political turbulence in the area reduces tourist traffic and thus the business of the hotels. In India examples of the same are Insurgency in Jammu Kashmir and the Kargil war.
3. Changing trends in the west demand similar changes in India, which here are difficult to implement due to high project costs.
4. The economic conditions of a country have a direct impact on the earnings in hotel industry. We can see that the present economic slowdown in India has led to a 51.6% fall in the industry average net profits for the second quarter of the current financial year, 2000.

Transport Facilities

A well knit and coordinated system of transport plays an important role in the sustained economic growth of the country. The present transport system of the country comprises of several modes of transport including rail, road, air transport etc. Tourism industry is also affected by the performance of these services.

Airline Industry

Airports are the primary infrastructure facility that a country has to offer to the international tourists. It would be surprising to note that renowned tourists destinations like Jaipur and Goa do not have an international airport. Foreign guests, who constitute more than 60% of the tourists destined for these cities, currently have to travel via Mumbai, unless they are ready to charter a flight. This makes things cumbersome and time

consuming, thus discouraging many time conscious tourists from visiting these places.

Similar is the case of cities like Agra, Udaipur and Varanasi where foreign tourists account for approximately 50% of the total tourists arrival.

SWOT Analysis of Airlines Industry

Strengths

1. Airlines is the most preferred mode of transportation by the foreign tourists as the convenience provided by the airlines is higher.
2. The savings in time that this mode of transport offers is immense.

Weaknesses

1. Inefficiency of the domestic airlines – there are number of instances of flight being cancelled or delayed. Secondly frequent strikes by the pilots and maintenance problems are a major cause of concern. This is one of the reasons that make a tourist disheartened.
2. Lack of basic facilities at the airport. When international airports offer such services like free transportation facilities, private lounge facilities at airports, food etc, it sometimes become impossible to find a usable toilet in our international airports.

3. Government does not allow the capacity of existing airports to increase and private and foreign operators are not given clearances to operate in the country.

Opportunity

1. As the tourism industry expands the airline industry is also in for a boom.
2. Development and upgradation of the present airports India's geographic location makes it an ideal location to serve as a link between the East and the West.

Threat

1. Domestic airlines (Air India and Indian Airlines) face major competition from other transnational airlines.

Road and Railways Network

Airports being a weak links in Indian tourism, tourists are forced to use roads. More than 80% of the tourists have to use road network but the deplorable road conditions in India do not make the travelling easier. The major factor that hampers the development of road sector is the government control over all the road properties. Internationally, all the major cities within the country are connected with six lane highways. But in India, even the four metros are not well connected. Thus, the basic infrastructure to support the tourism industry is missing.

SWOT Analysis of Road and Railway Network

Strength

1. India has one of the largest road networks in the world. The country's total road length was 30, 15,299 km in 1994-95 .13
2. Trains like Palace on Wheels provide a feel of Indian majesty of the days gone by.

Weakness

1. The road condition in India is very bad. The roller coaster ride is not what is expected while travelling by the tourists.

Opportunities

1. The smaller places that cannot be accessed by the air, road and railways are the next best options.

Threat

1. There are no major threats to this industry as there is no substitute at present. Airlines are the only threat, which will take time to develop to come up to have such extensive distribution as rail or roadways.

Travel agents and tour operators

Travel agents and tour operators form the backbone of the industry. They play an important role in promoting the country as a tourist destination. An example, City Cross Travels Private Limited, Mumbai is promoting tourism in Jammu and Kashmir despite the violence that took place some

time ago. Similarly other travel agencies are also trying to project a peaceful picture of India abroad. The travel agencies provide package tours that lure the foreign tourists towards our country. These packaged tour extract the best our of places and gives a foreign tourist a feel of the rich cultural diversity of our country.

Strengths

1. Travel agents are moving from being mere ticket issuers to travel consultants taking complete responsibility for the consumer's needs.
2. Travel agencies not only provide the picture of the country to the interested parties but also lure them to visit a country by the attractive packages.

Weakness

1. Travel agents are most affected by the taxes that are part of the industry.

Opportunity

1. As the number of tourist is increasing, there is a need to identify their requirements and the travel agencies can tap this segment.

Threat

1. With the advent of internet the role of travel agents is changing and the whole industry faces a threat of extinction unless they change to meet the need of tourists.

THE BOTTLENECKS

The analysis in the previous pages has very clearly shown us the reasons, which are responsible for the lack of growth in the tourism industry. In this section we attempt to list the factors that are responsible for this state of affairs.

- The role of Government: the plethora of taxes and procedural complications
- Poor infrastructure
- Inadequate world class accommodation and Untrained personnel manning key facilities.
- Unfocussed marketing of the Indian tourism product package (a recent example being Andaman Nicobar islands which was going to be the first place in the world to officially herald the coming of the new millennium but we could not utilise it to our interest)
- Apprehensions about the law and order situations

Some of these bottlenecks have been discussed detail in the subsequent sections.

Government

One of the most glaring reasons that the study has brought out is the lacuna in the Government's policies towards the industry. The Government is the most important player in this industry and all the other players have to follow the lead taken by it. However, the actions of the government have not been proactive. Rather it has been late in rising to the opportunity that the tourism industry offers. There are not enough incentives been offered to the other players like Hotels and the travel agencies. There is no incentives for the hospitality industry to set up shop

in area, as is the case with other industries. The government should be taking the lead and attracting the industry to places that have vast tourist potential but have still not fully developed. Incentives like tax holiday or a reduced rate of duties would go a long way in the promotion of the places. Secondly, the various restrictions those are in place in areas like Sikkim and the North-East should be relaxed so that more people can visit those places.

Even when the Government is in charge of maintaining the sites of historical importance, it has been greatly hampered due to resource crunch. The sites that are under the Archaeological Survey of India are in pathetic condition, as the agency does not have enough manpower or the money to look after all of them. This has led to the gradual decay and destruction of many important sites both by nature as well as because of vandalism. There have been cases where whole temples have been systematically stripped and completely dismantled without the agencies in charge being aware of them.

Poor Infrastructure

The infrastructure has been a major reason why the international tourist has been skipping the country. Delayed or absence of connectivity to different locations, lack of proper accommodation facilities, bad roads and no communication facilities are some of the factors that are stopping people from visiting many places.

Unless the infrastructure is properly developed, a large majority of tourists will give the country a skip. Again this is linked to the above

bottleneck. The lack of a Government that is proactive. Unless the government sanctions the infrastructure projects there will be no improvements in the situation. A very recent example that has been in the news is the airport project in Bangalore. Although the proposal has been lying with the government for three years, still now it has not been implemented. There is an acute lack of proper accommodation facilities for the tourist. So more hotels have to be built. Even now there are some places that are not properly connected by even good and navigable roads. These also need to be developed.

Apprehensions about the law and order situations

The lack of security that is faced by a lot of international tourist is also a major cause for concern. There have been many instances where tourist have been physically assaulted, robbed and sexually harassed. Any such incident reflects badly on the country and creates a negative image in the country from which the tourist has come. In the mid nineties, when insurgency was thought to be on a decline in Jammu and Kashmir, five foreign tourists were kidnapped. This led to a lot of clamour and the State Department of the USA issued a specific warning to its citizens not to visit Jammu and Kashmir. Although the notice was only for J&K still then it affected the total inflow of tourist into the country. Similarly French national/ Japanese National were sexually assaulted in New Delhi and that too had attracted international attention. Apart from these, there are hundreds of other incidents like cheating to murder that tarnish the image of the country. Socio-religious problems (Riots etc) have become a regular affair and the country is not perceived as a peaceful destination.

All these concerns have to be seriously looked into by the concerned agencies.

CHAPTER – XV

INTERNATIONAL PASSENGER SURVEY

An International Passenger Survey was commissioned by the Ministry of Tourism during 1996-97 to assess the volume of in-bound and outbound international tourist traffic and to develop associated profiles relating to the demographic, economic and social characteristics of international tourist. Salient features of the Survey and major findings are given in the following sections:-

(A) Salient features of the Survey

Objective

- (i) To assess the volume of in-bound and outbound international tourist traffic.
- (ii) To identify major source markets.
- (iii) To identify major destinations.
- (iv) To obtain demographic, economic and social profiles of foreign tourists visiting India.
- (v) To obtain demand profiles of foreign tourists visiting the country.
- (vi) To evaluate the performance of existing tourists visiting India.
- (vii) To undertake market segmentation analysis.

Scope

The Survey covered the following categories of tourists:

- (a) Foreign tourists visiting India
- (b) Non-resident Indians visiting India
- (c) Indian residents travelling abroad

- (d) Passengers in transit through India.

Coverage

The Survey was conducted at 16 exit points across the country, including airports, land exit points and rail exit points. Details of the Survey points and duration of the survey at each exit points are given below:-

<u>Survey Points</u>	<u>Duration of Survey</u>
(i) Major International Airports (Mumbai, Calcutta, Delhi & Chennai)	One week per month
(ii) Minor International Airport (Goa, Varanasi, Trivandrum, Ahmedabad, Calicut, Trichy, Hyderabad and Bangalore)	One week every 6 months
(iii) Land Exit Points (Raxaul, Sounali, Haridaspur)	- Do -
(iv) Rail Exit Points (Attari)	- Do -

Sample Size

30,000 tourist passengers were surveyed. The category-wise number of passengers covered are given below:-

Foreign tourists	18,000
Indians going abroad	10,000
Transit passengers	2,000

Period of Survey

The survey was conducted during November'96 to October'97

- (B) Survey Findings

(i) Foreign Tourists

The total number of foreign tourists departing from exit points is estimated to be around 2.25 millions. The distribution of foreign tourists to India by region and major countries of residence are as follows:

Distribution of Foreign tourists by Region of Residence

S.No.	Region of Residence	Total	% to Total Tourists
1.	Southern Asia	4,29,707	19.1
2.	Northern Europe	3,52,568	15.7
3.	Western Asia	2,75,020	12.2
4.	South Eastern Asia	2,26,733	10.1
5.	Northern America	1,97,427	8.8
6.	Western Europe	1,96,542	8.7
7.	Eastern Europe	1,84,287	8.2
8.	Micronesia incl. Japan	80,319	3.6
9.	Eastern Asia	77,711	3.5
10.	Southern Europe	74,370	3.3
11.	Australia & New Zealand	63,035	2.8
12.	Eastern Africa	29,547	1.3
13.	Southern Africa	19,418	0.9
14.	Western Africa	6,084	0.3
15.	South America	7,621	0.3
16.	North Africa	5,495	0.2
17.	Caribbean	4,150	0.2
18.	Middle Africa	2,084	0.1
19.	Central America	2,568	0.1
20.	Others	14,452	0.6
	Total	22,49,138	100.00

Distribution of Foreign Tourists by Country of Residence

S.No.	Country of Residence	Total	% to Total Tourists
1.	United Kingdom	3,12,868	13.91
2.	Bangladesh	1,72,803	7.68
3.	United States of America	1,59,552	7.09
4.	Germany	1,45,522	6.47
5.	United Arab Emirates	1,30,556	5.80
6.	Singapore	1,10,357	4.91
7.	Pakistan	88,614	3.94
8.	France	86,795	3.86
9.	Nepal	76,890	3.42
10.	Japan	76,154	3.39
11.	Sri Lanka	74,719	3.32
12.	Hong Kong	58,698	2.61
13.	Thailand	58,450	2.60
14.	Australia	51,204	2.31
15.	Canada	37,204	1.65
16.	Italy	36,534	1.62
17.	Malaysia	26,331	1.17
18.	Others	5,45,147	24.25
Total		22,49,138	100.00

Demographic Profile

Male tourists out-numbered the females. The percentage of female tourism remained low (27 percent). Tourists in the age group 25 to 44 years were the largest (69 percent) followed by tourists in the age group of 45 to 64 years (18 percent). The percentage of young tourists (15 to 24 years) was nearly 11 percent. Their percentage was even lower in the case of U.K,

Germany, Hong Kong, Italy and UAE. The share of young tourists from Japan is about 24 percent.

- Classification of tourists made according to activity status revealed that 32 percent tourists were self employed and 41 percent were employed in private sector.
- Occupational classification revealed the predominant categories as Professionals (22 percent), entrepreneurs (19 percent) & executives (16 percent).

Economic Profile

- According to per capita household income nearly 41 percent of the foreign tourists were in the highest income group i.e., Rs.4,00,000 and above. Lower income bracket, less than Rs.50,000 witnessed quite a large number, nearly 26 percent.
- Nearly 6 percent of all tourists travelled on a package tour dominated by UK & Germany nationals.
- The major items of interest while shopping are textiles (26 percent), Jewellery, gems & precious stones (22 percent) and handicrafts (19 percent).

SOCIAL PROFILE

PURPOSE & MOTIVATION

- Nearly 40 percent of tourists came to India for leisure/holiday, 32 percent for Business and 16 percent for making a visit to friends & relatives.
- Nearly 41 percent of visitors were first timers, 22 percent were repeat visitors and about 8 percent had visited India six or more times.
- 53 percent visitors were motivated by their previous visit.
- About 79 percent tourists were on an exclusive trip to India

Duration of Stay and Places visited

- Nearly 50 percent stayed for 2-4 weeks. Tourist from France, Australia & USA tend to stay for a longer period than the average tourist.
 - Over 300 places in India were visited by the tourists.
- ii) Non Resident Indians Visiting India is estimated to be 6,86,939. The share of the twenty major countries contributing NRIs traffic is presented below:-

Distribution of NRIs by Country of Residence

S.No.	Country of Residence	Total No. of NRIs	% to Total
1.	UAE	1,53,224	22.4
2.	USA	63,497	9.3
3.	United Kingdom	57,764	8.5
4.	Saudi Arabia	49,323	7.2
5.	Oman	41,303	6.0
6.	Singapore	39,269	5.7
7.	Kuwait	32,080	4.7
8.	Bahrain	23,659	3.4
9.	Sri Lanka	21,939	3.2
10.	Germany	18,629	2.7
11.	South Africa	11,228	1.6
12.	Qatar	9,223	1.3
13.	Hong Kong	9,097	1.3
14.	Canada	8,822	1.3
15.	Australia	8,357	1.2
16.	Thailand	6,784	1.0
17.	Pakistan	6,709	1.0
18.	France	4,588	0.7
19.	Malaysia	3,609	0.5
20.	Italy	1,061	0.2
21.	Others	1,16,774	16.8
			100.0
	Total	6,86,939	100.00

Demographics Profile

- Nearly 80 percent of the visitors were male.

- According to age classification about 73 percent were in the age group 25-44 years and 17 percent in the age group 45-64 years.
- Classification according to activity status revealed that 59 percent were employed in the private sector, 25 percent were self employed & around 14 percent did not work.

Social Profile

- The main purpose of visit to India was to join their families (62 percent) and to meet friends (15 percent)

Travel Pattern

- 65 percent travelled alone, 19 percent travelled in a group pf two and the rest in a group of more than two members.
- Nearly 41 percent NRIs came to India every year.
- Nearly 73 percent NRIs stayed for three weeks or more.

Purpose of visit

An International Passenger Survey was commissioned by the Ministry of Tourism during 1996-97 to assess the volume of in-bound and outbound international tourist traffic. In that study it revealed that nearly 40% of tourists came to India for leisure/holiday. 32% for Business and 16% for making a visit to friends and relatives.

- Nearly 41% of visitors were first timers, 22% were repeat visitors and about 8% had visited India six or more times.
- 53% visitors were motivated by previous visit.
- About 79 % tourists were on an exclusive trips to India.

CHAPTER - XVI

TOURISM ORGANISATIONS

The growing importance of tourism and its emergencies as an industry of the future has given rise to the establishment of several national and international agencies exclusively involved with tourism. Many of these agencies are associations of travel agencies, tour operators, airlines and hoteliers to bring them together into a common platform and lobby for protecting the interests of the industry with government and other agencies and sustainable development of the tourism industry in India. At the international level, the International Union of Official Travel Organisation (IUOTO) was established in 1947 as the first international-governmental body for the promotion development of travel & tourism. It was succeeded by the World Tourism Organisation (W.T.O) as an associate agency of the United Nations (U.N) System.

The Pacific Asia Travel Association (PATA), the American Society of Travel Agencies (ASTA), United Federation of Travel Agents (UFTA), World Tourism & Travel Council (W.T.T.C) are a few of the major international agencies in the field of tourism. There are also agencies like International Civil Aviation Organisation (ICAO), International Air Transport Association (IATA) which are primarily concerned with Civil Aviation.

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 a public sector undertaking the India Tourism Development Corporation and the following autonomous institutions:-

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

India Tourism Development Corporation (I.T.D.C)

The I.T.D.C 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 hotellers in settings up or managing their properties nominal rates and help these small agencies to grow in business.

I.T.D.C has been playing a crucial role in the development of tourism infrastructure in the country since its establishment. It is now under dis-investment programme of the Govt. Many of the hotels which were under its network have been dis-invested or in the process of dis-investment to the private sector. Joint venture hotels are also being taken up under the sole control of the State Corporations. Its unfortunate that the travel and transport units are at loss. It operates a very successful Sound & Light show in Delhi

at Red Fort and runs duty free shops all over the country. It manages the Forest Lodge at Bharatpur.

Details on Autonomous Bodies under Ministry of Tourism control have been incorporated under Human Resource Development Chapter. These tourism bodies promoting India's tourism and crucial human resource development are:-

1. National Council for Hotel Management and Catering (N.C.H.M.C.T) and Hotel Catering Institutes & Food Craft Institutes.
2. Indian Institute of Tourism & Travel Management.
3. National Institute of Water Sports.
4. Indian Institution or Skiing Mountaineering

CHAPTER XVII

TASK FORCES

The Department of Tourism constituted special Task Forces for the promotions of schemes/projects for the development of Tourism in North Eastern States, Sikkim, Jammu & Kashmir, Himachal Pradesh and Hill districts of Uttar Pradesh and West Bengal. Senior officers of the Department along with representatives of State Governments and industry visited these areas and action plans for North Eastern States and Jammu Kashmir's were prepared. These Task Forces which are formed from time to time are very important for synergised approach for sustainable tourism development in these states. The recommendations of the task forces are examined seriously and projects unanimously approved are taken up for implementation in the central and state sectors.

State Directorates of Tourism

The State counterparts for the department of Tourism at the centre are the Directorates of Tourism. Since several segments of tourism industry are constitutionally under the purview of the State/Union Territory Government the directorates play a crucial role in the development of tourism. The delivery systems and basic infrastructure like land, water supply, electricity, drainage etc., are controlled by the State/Union Territory Governments and local bodies. Thus tourism infrastructure development schemes are mostly implemented by the State/Union Territory Government. The Central Department of Tourism has been giving financial assistance to the States for setting up budget accommodation and development of other infra-structural

facilities. Most of the State government produce publicity materials, organise promotional events, participate in tourism merits and exhibitions and encourage tourism marketing efforts of private sector. The Directorates of tourism in each State have created mechanisms for the approval and regulation of tourism industry and for human resource development activities. A number of incentives and facilities in tourism are also being provided by most of the Directorates of Tourism. Some of the more advanced States like Kerala have forged strong partnerships with private sector and taken up joint-venture projects. They go out with delegations all over the world for seeking NRI investments and have been very successful to augment facilities in Kerala with NRI investments. They have a very investor friendly policy in respect of tourism and it is an example of successful tourism in the State sector.

State Tourism Development Corporations

State Tourism Development Corporations were established in most states during seventies and eighties on the lines of India Tourism Development Corporation. These corporations were primarily responsible for setting up accommodation units, restaurants wayside facilities, entertainment facilities etc., within their respective states. Haryana Tourism Development Corporation has been one of the successful corporations to set up a series of wayside amenities to promote highway tourism. Rajasthan Tourism Development Corporation is another successful corporation which runs a number of accommodation units in the State. The most successful venture of the corporation is Palace-on-Wheels, run jointly with the Indian Railways. Another successful State Tourism Corporation is Kerala engaged in diverse tourism activities. Gujarat Tourism runs Royal Orient, Luxury train in the lines of Palace on Wheels of Rajasthan Tourism with the Indian Railways,

Goa Tourism runs series of accommodation units all over Goa specially at beach resorts and in an example of successful tourism in India. The performance of some of the Tourism Corporations are not very encouraging. A few of the State/Union Territories have initiated the process of privatization of these corporations Madhya Pradesh Tourism Development Corporation, Maharashtra Tourism Development Corporation are some of them.

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 T.F.C.I 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) 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 T.F.C.I.

The different forms of financial assistance which are being provided by T.F.C.I 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 - XVIII

RURAL TOURISM

Rural Tourism : A new approach in Tourism Development

In a sense, for the first time since the beginning of India's planned economic development, the Ninth Plan provides a comprehensive review of the basic issues which need attention for the future development of tourism. The New policy frame work on tourism introduces a few new elements. Rural tourism has been identified as one of the priority areas for Development of Indian Tourism. The rural tourism experience must be attractive to tourists and sustainable for the host community. Basically three principle of sustainable development i.e., improve the quality of life of the people, provide a good experience to the tourists and maintain the quality of environment which is essential for both the tourists and the local community – these principles were emphasised to be compatible with tourism development. An attractive rural experience must capture the uniqueness of the Indian village with its traditional way of life and livelihood against the backdrop of rural India. It must also provide tourism facilities in terms of accessibility, accommodation, sanitation and security etc. While benefiting the community economically it must blend with the social fabric and improve the quality of life in the village. This also needs for effective coordination of all the relevant agencies involved in the development of proper infrastructure and in the development of tourism products. Such developments clearly to bring out the importance of people's participation at the grass root level for development of tourist facilities and for creating a tourist friendly atmosphere. This is also to help preserving Indian heritage and culture and projecting the same to the world.

Development of tourism sector in the rural areas is already a rising trend. Trade in hotels and restaurants is growing rapidly. Increase in share of earnings through Rural Tourism will no doubt provide an alternative means of livelihood and generate buying power at all levels of community which would strengthen rural economy and provide support to the agor...agora based economy.

In his paper read by Shri Jayanta Sangal, IAS at the National Conference for Tourism Minister's and Secretaries held on 11th and 12th September, 2001 in New Delhi mentioned about the success case of Heritage Village Scheme adopted at Pragpur in Kangra, Himachal Pradesh which could serve as a good model for rural tourism. The project has proved that it can be both sustainable and attractive. The Heritage Hotel project was started at Judge's Court, Pragpur in 1994. In 1996, Mr.Vijay Lal owner of Judge's Court decided to involve the local residents of Pragpur in his tourism project. The Panchayat of Pragpur resolved to set up a Heritage Committee and the Govt. of Himachal notified Pragpur as Heritage Village in December, 1997. The Dy.Commissioner, Kangra is the President of the Heritage Committee. The Pradhan of the Panchayat is the Vice President. The local representatives of related Departments such as P.W.D, Electricity, Water Supply, Telephone, Tourism, Block Development etc., are members. The Nehar Committee a local NGO, set up in 1868 plays an active role. There has been all around improvement in the quality of life in the village. Beautification of the village has created an attractive rural landscape. Cultural life, environment and self-esteem of the people of the community have improved greatly. The Heritage Village concept has succeeded in Pragpur because of the impetus provided by the Heritage Hotels in the vicinity of the village.

There are more than 100 approved Heritage Hotels in the country which have become recognised tourism product. Most of these are located in rural and semi-urban locations and have a traditional and cultural link with the surrounding population. These heritage hotels could provide a nuclear for more such Heritage Village Schemes.

In Rajasthan Heritage Hotels at locations such as Mandwa, Samode, Khimsar have already had a beneficial effect on the local population. This has also all potential to develop on Rural Tourism Heritage Village.

Govt. of Uttaranchal has also decided to select 100 villages each in Garhwal and Kumaon as tourist villages. Tehri Palace at Narendra Nagar in Uttaranchal has become an attractive Heritage Hotel and Spa. The adjoining Narendra Nagar town has possibilities of being developed as a heritage township.

Thus various steps have already been moved which are giving shapes for the future development of Rural tourism. Mr.Sangal recommended the following steps for consideration of the Central Ministry of Tourism and State Governments for initiating coordinated action to boost Rural Tourism.

- a) Select suitable Heritage Village/Township locations in vicinity of the approved Heritage Hotels.
- b) Prepare an approved Heritage Project by setting norms and standards and providing for financial assistance.
- c) Notify the Heritage Village/Township and set up a Heritage Committee under the local administration and Panchayat.
- d) Involve NGO's INTACH, Architectural organisations in the project.

- e) Link up the heritage project with other related government schemes such as Rural Development, Sanitation and water supply, forests, Khadi and Village industry etc. Funds under various developments schemes could be channelised through Heritage Village scheme.
- f) Provide re-orientation to the local community to the special needs of the tourism industry.
- g) Sensitized them to the DO's and DON'T's. This would encourage people's participation through Panchayats and Provide direct benefit to the community.

The Rural tourism subject was discovered in detail in the Tourism Ministry's Conference. The proposal received a whole hearted support from the State Governments also. The National Tourism Policy incorporates the importance of the local community participation and commitment of the government to the goals of sustainable tourism development. State governments have been requested to look into the carrying capacity which covers ecological relationship and social cultural impact; carrying capacity with reference to an assessment of the maximum use of the tourism site which does not cause tension for the host community and avoids adverse impact on the resources and on the psychological satisfaction of the tourists. An adverse impact of tourism may bring stress that the local systems have to undergo as a result of the large inflow of the tourists. It may create irritation to the local people in view of the deprivation of the basic civic facilities which are diverted to the benefit of tourists and thus challenge the rhythm of community's life style.

Currently the Government of India is encouraging Rural craft fairs and festivals which have direct impact on preservation of heritage and culture – fairs links, Suraj Kund Mela based on the concept of craft and ethnicity have

been big draws with tourists. The Government of India's assistance for promoting local initiative through Regional Fairs and Festivals not only provides for growth of tourism through economic impetus for the local community but also facilitates inter-regional interaction within the country. Developing Heritage Railway Tourism in Rajasthan, Gujarat, Darjeeling have contributed quite a lot in the development of rural tourism as at the haltage points of these trains, there are lot of activities which benefit the locals and create ethnicity which are big attractions for tourists.

In addition, to ensure that environmental and ecological needs are carefully nurtured and that in the name of tourism development the fragile eco-system is not exploited in too many small schemes a strategy of Special tourism Area has been devised by the Government of India. Under this scheme, the State Governments are required to identify and notify suitable areas as 'Special Tourism Areas' so that comprehensive development plans for such areas can be taken up. The identification of such areas is done on the basis of its tourism potential and the ability to attract private investment for its development on a commercial basis. The Governments involvement in such Special Tourism Areas is only to the extent by providing the basic infrastructural development. The State of Kerala, Orissa and Maharastra have developed such Special Tourism Areas.

The agenda..... for action for rural Tourism development also emphasis the need for training of the personnel associated with tourism development so that they can provide quality services without devaluing the same. On the frame work of action plan the emphasis is there to ensure that the benefits to the community are so spread out that people perceive the benefits are actually flowing to them. Rural Tourism has this been recognised and an important

tool for socio-economic development of the backward class, weaker sections and an extension to the goals for the enrichment of the environment and ecosystem.

CHAPTER XIX

INDIA TOURISM & ACCOMMODATION SECTOR

The diversity of accommodation in India ranges from deluxe hotels comparable to the world's most luxurious, through to budget hostels affordable by the most modest pocketbook.

Major metropolitan cities have a selection of deluxe hotels, some of which are part of international chains. All important tourist destinations, too, have at least one deluxe hotel. Classified as five star deluxe, facilities include central air-conditioning, sumptuous décor that usually takes as its theme local art traditions, health clubs, a choice of dining that includes Indian, Continental and Chinese cuisine and a discotheque. Facilities for the business traveler encompass secretarial services, telex and mini conference rooms. Accommodation in all deluxe hotels can be booked internationally by relex or through a travel agent.

Each metropolitan city also has a wide range of budget hotels. Classified according to the facilities they offer, these hotels range from four star to one star. An excellent choice in the budget range is state government run hotels which normally are conveniently located and have uniform standards of comfort.

Beach resort hotels commonly span every taste and budget. Luxury hotels have prime locations, the décor enhancing the natural settings, and cuisine based on local seafood specialties. Lower down the line, simple beach hotels and cottages cater to the budget traveller.

The keynote of hill resort hotels is cosy comfort. Pine panelled and centrally heated deluxe resorts are usually open throughout the year in contrast to budget hotels which are ideal for the summer. Many budget hotels in hill resorts cater to trekkers. At such places extensive arrangements can be made for treks, even to the hiring of equipment.

Resort hotels are generally seasonal. Attractive off season rates are often offered. This coupled with quiet surroundings provide excellent value for money.

Wildlife sanctuaries have yet another type of resort. Located close to, if not actually within the game park, wildlife resorts cater specifically to wildlife enthusiasts and offer every kind of related service.

The most interesting feature of a visit to many erstwhile princely states is a stay at a palace hotel. While the majority of these fall within the states of Rajasthan and Gujarat, Mysore in Karnataka and Srinagar in Kashmir also have palace hotels. Former rulers have turned their palaces into carefully refurbished hotels which offer modern luxuries in royal settings. Some palace hotels are run by the owning family, others by international hotel chains.

No visit to Kashmir is complete without a stay at a houseboat. Moored on Srinagar's Dal and Nagin lakes, houseboats are akin to floating two or three bed-roomed hotels, wood panelled and upholstered in chintz.

INFRASTRUCTURE OF HOTELS IN INDIA

Estimation of Hotels Rooms in India

There is no clear estimation of hotels in India or of available hotel rooms. There are two sets of recorded figures. One is the list of approved hotels by the Ministry of Tourism, Government of India. According to this there were 1209 approved hotels with 66522 rooms as on 31st March, 1999. Number of these hotels and rooms, star category-wise, is given below:

Table 1 : Number of Approved Hotels & Rooms in India, as on 31.3.99

Approved Hotels & Rooms in India	Star Category								
	5*D	5*	4*	3*	2*	1*	Heritage	Approved unclassified	Total
No. of hotels	47	54	80	311	324	146	50	197	1209
No. of rooms	11326	7321	5990	15725	11366	5115	1372	8307	66522

(Source : Ministry of Tourism, Government of India)

The other recorded figure is of all the hotels who are members of the Federation of hotel & Restaurant Associations of India (FHRAI). These figures as on 31.12.1999, star category-wise and region-wise are given in the following table:

Table 2: Region-wise break up of FHRAI Hotel Members as on 31st December, 1999

CATEGORY	NORTH		EAST		WEST		SOUTH		TOTAL	
	HOTELS	ROOMS	HOTELS	ROOMS	HOTELS	ROOMS	HOTELS	ROOMS	HOTELS	ROOMS
5-Star DI.	21	5852	3	570	14	3503	3	649	41	10574
5-Star	23	3258	5	678	16	1936	15	2156	59	8028
4-Star	31	2177	8	374	23	1687	15	1348	77	5586
3-Star	85	4021	29	1340	66	3266	76	4604	256	13231
Heritage	26	732	1	37	3	111	4	85	34	965
2-Star	53	1557	16	507	70	2707	69	3252	208	8023
1-Star	12	852	3	129	14	465	20	1026	49	2472
Approved unclassified	31	1269	12	699	29	1179	40	2862	112	6009
Sub-Total	282	19718	77	4334	235	14854	242	15982	836	5488
Unapproved	214	6432	117	3921	284	9911	221	11222	836	3146
Total	496	26150	194	8255	519	24765	463	27204	1672	86374

(Source : FHRAI)

A number of FHRAI member hotels are unapproved by the Government. This is really no reflection on their quality as some hotels, specially in lower star categories, do not go for Government approval.

The largest spread of hotels is in the four metro cities and other large cities. Taken FHRAI member hotels, as they represent a large segment than approved hotels, the number of hotels star category-

wise and number of rooms in the 10 largest cities (hotel rooms-wise) in India are shown in the following table:

Table 3 : Number of Hotel Rooms in 10 largest cities (FHRAI member hotels wise) in India as on 31st December, 1999.

Star Category	MUMBAI	DELHI	CHEN	BGL.	HYD.	CAL.	GOA.	PUNE	JAIPUR	AHMD.	TOTAL
5-Star DL.											
Hotels	9	11	1	2	2	2	5	1	3	-	36
Rooms	2617	4051	198	270	451	500	880	176	430	-	9573
5-Star											
Hotels	6	8	5	5	2	3	2	4	4	2	41
Rooms	833	1380	816	821	275	526	265	405	432	167	5920
4-Star											
Hotels	9	10	7	3	2	2	2	2	2	2	41
Rooms	761	957	690	301	388	108	318	104	145	123	3895
Heritage											
Hotels	-	1	-	-	-	-	-	-	6	-	7
Rooms	-	20	-	-	-	-	-	-	152	-	172
3-Star											
Hotels	26	8	18	7	7	2	12	5	9	12	106
Rooms	1158	447	300	622	280	40	162	182	63	32	6138
2-Star											
Hotels	39	5	4	9	4	2	4	5	3	1	76
Rooms	1432	136	300	623	280	40	162	182	63	32	3249
1-Star											
Hotels	8	7	2	1	-	4	1	7	1	-	31
Rooms	227	677	156	61	-	163	45	224	50	-	1603
Approved unclassified											
Hotels	13	8	15	11	3	18	2	11	1	2	8484
Rooms	503	413	916	611	155	681	44	269	56	31	3684
Unapproved											
Hotels	47	11	18	18	11	25	7	25	3	11	176
Rooms	1514	870	1061	978	670	669	261	655	77	100	7055
Total											
Hotels	157	69	70	56	31	58	35	60	32	30	598
Rooms	9045	8956	5386	3977	2861	2801	2773	2313	1945	1232	41289

(Source: FHRAI); Bgl. Bangalore Chen-Chennai; Hyd-Hyderabad; Kol-Kolkata; Ahmd-Ahmedabad.

In general assessment of all hotels in the country, it is estimated that there may be about 10,000 hotels in India, with over 10 rooms, commanding a total of about 3,00,000 (three hundred thousand) hotel rooms. Some of these are called tourist homes, lodges, guest houses, etc.

Growth Rate in Hotel Rooms in India

Taking FHRAI member hotels which represents the largest segment of authentic figures, the growth rate in hotel rooms over the last 5 year has been as follows:-

Table 4: Growth in Hotel Rooms Among FHRAI Members

Year	No. of Hotels	No.of Rooms	% Annual Growth in Rooms
1999-2000	1670	86349	6.14
1998-1999	1567	81373	11.72
1997-1998	1392	72839	5.45
1996-1997	1299	69076	8.49
1995-1996	1158	63671	5.84

(Source : FHRAI)

Growth rate of Government approved hotels over the last 5 years has been on the following lines :

Table 5: Growth in No. of Approved Hotel Rooms in India

Year	No. of Hotels	No.of Rooms	% Annual Growth in Rooms
1998-1999	1209	66522	3.02
1997-1998	1164	64573	4.19
1996-1997	1100	61974	7.99
1995-1996	980	57386	3.48
1994-1995	912	55455	-

CHAPTER XX

Crisis Management Plan

India Tourism

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, man made disturbances or other events effecting normal life.

Natural

- floods, Tornadoes and Cyclones (desert/coastal area), Landslides

Man made

- Accidents (Rail/Air)
- Disturbances – Political, Industrial or; communal – effecting law order
- Strikes Air/Rail
- Bomb blasts
- Military aggression
- Terrorists activity

Health hazards

Out break 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.

Organising for crisis management

A disaster – natural, man made 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

context of the Indian tourism sector, the following officers should be the part of the crisis management team:

Suggested Organisational Chart		
Name	Designation	Responsibilities
DG (Tourism)	Leader	Over-all in charge. Chief Spokesman for Indian tourism. To coordinate with high level policy makers.
JS(T)/ADG	Deputy Leaders	To liaise with other concerned Ministries and Departments. However, constant liaison with XP Division of Ministry of External Affairs, and Information and Broadcasting and International Organisations like WTO, PATA, etc. even during the non-crisis period.
JDG	Member	To prepare Crisis Response Manual in consultation with Hotel and Tourism Industry and keep in uptodate.
Dy.Secretary (Marketing)	Member	To liaise with Media and tourist offices in India and Overseas.
Adviser (Market Research)	Member	To advise about behaviour of various markets. A lot of statistical figures are also required for preparing information reports.
Director (OM)	Secretary to the Crisis team	In charge of control room. Drafting Media Information, Recording of events on the crisis including photographs and video tapes so that the Deptt. Of Tourism can present its side of the story. Documentation of all communications and clippings. He should be the contact person for the media and is available 24 hours, so that they don't go anywhere else.

Spokesman PR agency from industry:

Representatives of Indian Association of Tour Operators, Travel Agents Association of India and Federation of Hotel & Restaurant Associations of India.

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, man made 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. Identity 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.
8. 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."
9. Don't overlook the travel advisory issued by the neighbouring countries.
10. Don't stop the hospitality programme. Instead, motivate and send opinion makers and tour operators to visit India and see the situation for themselves.