

Chapter 1

Incredible India

Incredible India is visible everywhere and by aggressive overseas campaigns, the impact is much better now. Conde Nast Travellers Publication from U.K. has mentioned India as one of the six top destinations. Tourist arrival figures justify the claim with tourist arrival figures reaching nearly 3 million mark by end of 2004. Many pundits talk of seven million tourist arrival figures of Singapore or China's 30 million or even Spain's 52 million arrival figures while great country like India gets a meager figure of 3 million tourists. For their information, the longer stay of tourists is real gains of India. In Singapore tourists stay may be for 3 nights, China 10 nights, Spain 15 nights where as stay in India is usually up to 2 months which brings an average of 30 days (say 90 million nights). In tourism, it is the tourist nights that matter and not just statistical arrival figures. The stay may be longer in respect of tourists of Indian origin (holding foreign passports) and for those who come to India for trekking etc. minimum period of trekking vary between 25 to 35 days and they do visit other places within India by train to see maximum in India as they don't come to India at every season, the stay become 3 months.

Even the leading travel guides like Lonely Planet or Le guide Routard/France – all talk of success stories of India's tourism and how it has become the preferred destination among tourists. India has attracted niche market focusing Heritage Palace Hotels in Rajasthan rather than usual plastic hotels experience in Europe or USA, stress busting Ayurvedic Spas in Kerala, Goa and Karnataka, Spiritual Tourism with pilgrimage spots (in the Himalaya, and a centre for holding conferences and conventions. Medical and Health care tourism is also getting prime attention due to economic value of the operation with focus on professional and state of art facilities at our hospitals. Another area where India has proved better than many other destinations is "the affordability" image that is value for money destination. India offering the variety or to say destination that offers wide range of choice in one package which includes mix of culture, architecture, himalayas, wild life, shopping, festivals, varied cuisine – an experience which very few destinations in the world can offer. Every body likes to collect a bagful of souvenirs to talk about India and present one to their contacts on return to tell to the world that he/she has just returned from India. This is not a new thing. The story of their experience about India visit was enumerated in the travelogue of Huien Tsang, Alberuni, Fahien, Hollywood actors, Diplomats, State guests, Presidents of developed countries like Mr. Bill Clinton of USA (telling, the whole world can be divided in two parts – those who had been to India and saw Taj Mahal and those have not seen Tajmahal in India or the view expressed by other celebrities like Mr. Edmond Hillary, Mr. Bill Gate and Ms. Kate Winslet. Many are coming for search of mental peace and visiting the Ashrams in the secluded himalayan region. New breed of tourists who are seeking eco-friendly destinations rush towards India to be in perfect natural surroundings in India's green forests, snow capped mountain resorts, lake resorts, wild life sanctuaries, Island holiday destinations for tourism. As they spend long time in India, they also look for budget accommodation and one can get budget accommodation all around in the form of Yatri Niwas, Tourist Bungalow, Tourist

Hotels, Forest Lodges, Panth Nivas, Guest Houses, Railway Relining Rooms, and range varies from Rs. 700/- onward for a clean accommodation and it is worth the value. Problems are to be seen every where in the world and often our own people talk of bureaucracy, crowded road, Rail journeys, but one must understand the size of the country, volume of population and demand for holidays with in the country and the burning issues within the country like education, electricity, water supply, health and that necessitates a low priority for tourism (as those issues are most important for action for a democratic country to keep the populace happy and those are of more human value). Also people compare India with UK, USA or Spain, France, which are very old in tourism business, where as India which got independence and doing tourism only since last 3 decades in systematic manner. Such comparison does not hold any merit. Also in India due to distance between two destinations, lot of internal journeys is made by air that becomes a bit cost prohibitive. Price sensitive tourists like to visit places where they can travel easily by surface transport comfortably. We have yet to bring our road and transport to international standard. Give us another decade and peaceful time without any war or free from natural calamities, we will be one of the top destinations. Come and enjoy India. It is the variety, the unique experience, affordability and connectivity that go in our favour we need some time, some priority to tourism, and increased investments in tourism related activities. We will do it so that you all enjoy India to your satisfaction.

It is Incredible India.

Chapter 2 Tourism & U

I have been often asked the question as to why this great emphasis on Tourism and Travel particularly when it is such a negligible and small industry in our country. If we look at the statistics we do realize that tourism is rather an insignificant industry in our country. From the statistics available from World Tourism Organization (2000), one discovers that India gets only less than 1% overall tourist (global 700 million).

Therefore, it is very valid question as to why this stress on Tourism, why should we as a nation try to make such a hum drum noise and some of us in the industry try to place Tourism on a very high pedestal. It is because of the fact that it is our bread and butter? Is it because some of us grew up in this industry and we do not know how else to earn our living? Are we in the Travel Industry over stressing the values of Tourism and trying to make a mountain out of a mole or is there a justification for this?

Before I give you the national reasons, why we should support the growth and development of tourism and why a visiting tourist is important to India, let me give you some world statistics. After all if highly industrialized, relatively well developed countries are spending their energy, time and money to earn the tourist dollar, there has to be some reasonable logic. The logic seems to be that Tourism is one of the World's Fastest Growing Industry. While in the last 20 yrs, the total world export grew at an annual average rate of 7 to 8% the World Tourism grew over 12% annually. Once again going back to WTO figure to 2002 over 700 million International Tourist Spent US\$ 600 billion in various countries. France alone received over 60 million tourist followed by Spain, USA, UK, etc. and India had partly figure of 2.60 million. The world tourist figures grew progressively at a limited speed world earnings increased from USD 180 billion in end 80's to USD 600 billion in 2000. It is, however, significant that India's share of the number of tourists for decade remained almost the same viz. 0.05% while our share of earnings from World Tourism has shown a good progress. This is the potential and the size of the World Cake of Tourism and what is the share of this great wonderful touristically such an attractive country of ours? A country of One billion people, almost the size of the Western Europe having attractions which are unrivalled in the world. If not superior than at least second to none. What do we carve out of this huge cake, not even half percent of the world share. Even our targets for the future are some what modest. By the end of this country to try to develop an industry for which we have all the potential and therefore carve out at least a proportional share of the world market. In fact, when it comes to national earnings there is no harm in being aggressive and somewhat greedy and try to grab a larger share of the market.

All these facts and figures only speak of one fact that India's share of Tourism is small and insignificant but it still does not answer the question - Why Tourism? Why should we stress the importance of tourism and how is it any different from any other export from different sources? Why should we not encourage other export oriented industries and continue to neglect Tourism as we have done in the past?

The answer to these questions are somewhat simple yet extremely complicated when it comes to understanding. Tourism should be encouraged because it can be and is one the 1st class Invisible Export Industries. When this term inology "Invisible" is used, it is invisible in the sense that Tourism earns large sums of foreign exchange without exporting or depleting National Resources. It earns foreign exchange by exporting material goods and services which are normally not exported. Ponder for a minute, the effect of Tourism when foreign tourist comes and consumes let us say eggs, butter, milk bread, etc. While he is having his meal. Could we export any these item and receive payment in foreign exchange? Further imagine that when the tourist drives in our Ambassador car using an Indian made car, Indian tyres and the services of an

Indian chauffeur and pays for it in foreign exchange, could we export, under normal circumstances, these services and goods? Could you imagine earning foreign exchange by use of Ambassador car or now other Indian made cars.

The benefits of tourism are not limited to this invisible aspect only. It adds to the economic benefits of each one of us. An economic multiplier effect of tourist industry has been differently calculated in the various countries and it is the estimate that in India the multiplier effect of a tourist expenditure is between 3 and 4 times. What is meant by this multiplier effect? It has been estimated that if a tourist spend \$ 100 it filters down to the economy in an average of five transactions, before its effect is worn out. In five transactions, the effect of this \$ 100 is approximately \$ 300. To illustrate this fact on the economic activity you can just take a rough example that out of these \$ 100, approximately 50% is spent on boarding, lodging, restaurants and entertainment. When a hotelier receive \$ 50, do these \$50 stay with that one hotelier or dose it filter down to the various segments of the community. It goes to income tax, sales tax, excise duties, salaries, electricity charges, municipal charges, food, beverage, as payment for imports, rent and in any other expenses. These \$50 are distributed to the grocery suppliers, egg suppliers, milk vendor, laundry, bell boys, waiters and the rest of them. What do they do with this money? They in turn spend it for their goods and services, they buy clothes, food pay rent, use electricity, pay taxes and employ people for providing goods and services to them. Thus an international survey has developed that though the economic activity is less per transaction, yet the final impact of \$ 100 expenditure in India is from 3 to 4 times.

You may say how the people in villages are concerned with foreign exchange earnings. It may be added here that diesel/kerosene is very important in village life. We import petrol. In fact, the foreign exchange requirement for the period is paid through the foreign exchange earning of tourism. Similarly, we import fertilizers which is very important for our villages and part of this payment in foreign exchange is paid through the foreign exchange earnings of tourism.

It is not for me to praise the role of tourism for the nation (as it is my bread and butter). It is sufficient to say that if we can generate even few sparks of genuine enthusiasm for the growth and development of tourism and that is of almost important the consciousness for tourism within our own country. We will play our humble part in this National Activity. We will make the whole world look like a small family, we will be living as symbol of unity in diversity and achieve real progress with tourism is everybody's business". Every body has his role to join the hands of Govt. and Tourism promote to make *"India Beautiful for all"*

***Tourism is everybody business
let us work together.***

Chapter 3

Tourism Development In India

Tourism is not new to India. Infact even in our religious book "Upanishad" there is a word called 'CHARAIBATE' go on moving and this explains that tourism is deep rooted in Indian system.

Even during Ashoka's time, we have been hearing about King Ashoka had made special arrangements for Buddhist pilgrims in the form of Panthasalas or planting shaddy trees enrout, watershed and these are basically the seed planted which grew later stage as wayside amenities – Hotels, Motels, Rest Rooms etc.

Even tourists are not new to India. During Chandragupta Maurya as time, we hear about the tourist like Megasthinis, Huen Tsang or later date Iban Bratula or Fahien

and undertaking long tours to Buddhist pilgrimage centers or visiting educational centers like Nalanda University Taxashila. Infact their Travelogue are the great source for getting information about India which they reflected as “India” Experience in their books. “Indika” of Megasthins remained as the major source to know authentic information about the heydays of the Maurya period of the Indian history. Even they talk of good roads, sarais and the safety of travel.

Infact the objective of travel to India was religions purpose or higher education than what is the purpose now present day tourists are more for leisure or experiencing a new culture which is quite different from then own culture or look for something which is unique to that country like India is for unique culture, its Festivals fairs or unique in its wildlife, Himalayas etc.

The systematic development of tourism in India is also linked with the Industrial revolution and the change in the mode of travels with introduction of Rail travels, Aviation and automobile revolution. The air travel supplemented by Railways brought a sea-change in the global movement and India also became a tourism partner.

However, in the 19th century, India did not become a prime destination for the overseas travellers. It had mainly a domestic tourism with focus on Pilgrimage tourism. It was on the principle of Chardham initiated by Sankaracharya at four corners of India and that was our main tourism base.

Even after independence, it did not get the momentum and it always remained as a low priority sector. Infact in the first Five Year Plan 1951-56, there was not even a simple reference of tourism in the Plan document, though there was a greater understanding that tourism could be a great source for earning foreign exchange of the country which got independence and could be a great source for employment and global understanding of India as a holiday destination.

However systematic development of tourism in India started from the 2nd Five Year Plan (1956-61), when there was some allocation for tourism development and thus tourism was recognized in the Plan document and emphasis was put for its systematic development. A Parliamentary committee was formed to give expert suggestions (Sergent Committee Report was the base for future development. Later on there was Jha Committee which gave varied suggestions).

I am not going into the details of various committee Reports as they may not be very useful at this stage nor you need to give such details to a tourist. It is mainly for those who are doing Degree in tourism. Fact that need a focus is that Tourism got its recognition in govt’s Five Year Plan document through the outlay was very meager (Rs 2.50 crores).

The concept of development was very basic – provision of facilities for tourists at selected tourist centers, approach to development was sharing the cost on 50:50 basis with the State governments. As the cultural tourism was the main thrust most of the developmental activities were around archaeological sites viz Taj Mahal in Agra, Buddhist sites, (Ajanta-Ellora) or the main tourist itinerary the golden triangle – Delhi – Agra – Jaipur or at the four entry points Viz Mumbai, Delhi, Kolkata and Chennai.

Emphasis was more on attracting foreign tourists with eye on getting increased Foreign Exchange earnings. In the beginning, it was promote India as Transit Destination as India was not in the minds of tourists to come to India for long stay holidays. As the journeys were long between Europe/Australia, quite a lot of them needed a tourist halt and some packages were work out to have these transit tourists to India and get their first impressions, give them the best of services and have them as repeat visitors. It was more to have Quality tourists who can give more revenues. This also proved very judicious approach as we had other priorities and tourism facilities were limited, we could take limited members only. Tourism was more one way Traffic as Indians did not have disposable money to boost two way traffic.

Till 3rd Five Year Plan 1961-66, this approach continued and only during the 4th Five Year Plan, there was emphasis to promote as “Destination Tourism Centre” with new major projects taken up like India leisure holidays at Kovalam Beach Resort or Mountain holidays with Gulmarg Resort for skiing Holidays or Temple Bay in Chennai - Mamallapuram or Beach Holidays in Goa. Purpose being-promote India as specific holiday destination to have longer stay with Qualitative tourists in tourist profile. Even offices were commissioned in overseas markets and special strategies were worked out with Air-India to work jointly in overseas markets.

Due to Gulf crises and oil price hike, tourism also got a set back globally around the end 60's and it could not pickup till mid - 70's. However in India, 1966 saw the formation of India Tourism Development Corporation to work out commercial activities and it looked after hotels, motels, transport, entertainment (sound and light shows) conducted tours and domestic tourism also started growing. By the end of 70's and from the Five Year Plan (1971-76), tourism scene in India saw a sea – change. Many new dimensions were added and tourism was also being given due recognition in the State Tourism Plans and State Govts. also started to form Tourism corporations and more fund were allotted to tourism. New dimension to Indian Tourism was seen along with Beach Leisure tourism in the areas of Adventure Tourism with construction of Forest Lodges at Bharatpur, Kaziranga, Sasangir, Bandipur, Dandeli and Corbett later on three more added one each at Simlipal in Orissa, Palamau in Bihar, and Nagrahole in Kerala (Jawahar National Park). Many Forest Regions with lake frontage were given fibre boats and Mini Bus with focus lights or trained elephants for wild life viewing.

Special thrust was also given to boost Youth Tourism with construction of 14 youth Hostels and Tourist Bungalows / Tourist Rest Houses. This was also to boost domestic tourism and this facilities can also be utilized by budget tourists if properly kept. Pilgrimage tourism and trekking tours were also developed with Temple Trustee guest Houses and log cabins, wooden Huts on the trekking routes Diversification of the tourism product was the objective in true sense and this continued since the beginning of the 7th Five Year Plan in firm footing.

8th Five Year Plan saw the real progress in infrastructure development with Yatri Niwas, Yatrikas, and incentives for tourism specially in hotel sector with tax reliefs varied schemes were takenup. But unique feature was to promote tourism in circuit concept and by pooling resources in the Central, State and Private sector about 15 circuits were selected for integrated development. Most of the circuits were based on the established points like Delhi / Mumbai / Chennai / Trivandrum / Goa etc. and these circuits can be seen in our Plan document. As Govt. was giving L.T.C.

holidays to Govt. staff, domestic tourism saw a big boost and more and more emphasis was on budget accommodation. Rail Tourism saw a new life with introduction of tourist trains starting with Taj Express, Pink City Express followed by Rajdhani, Shatabdi and now with Palace-on- Wheel, Royal Orient and Deccan Odyssey and more to come. Wayside amenities developed with help from State Govt. due to increase in automobile industry outputs and road development. In this State Govts. were to provide land, water and electricity and central finance was given to put up facilities. In the Ninth Plan – (1996-2001) emphasis was in charter Tourism, domestic tourism and renewed emphasis on International tourism and central finance for real impact projects like Resort Development etc. Tourism is a continuous process and but Govt. made a very systematic progress with in its limited budget outlay through the outlay in the 10 five Year Plan is over Rs. 3000 crores and really good budget to do good job. Rs.500 crores in the first two year of the Tenth Plan (2001-2002 / 2002-2003).

Chapter 4

India For U

- With inbound arrivals reaching 3.3 million earnings growing 36.9% with \$4 billion US dollars, India has proved to be a very happening destination in SAARC Region. In 2005 we hope to see similar growing figures and steps have been taken to achieve this goal. India is really emerging as big holiday destination and recent reports from Travel Magazines India has been shown among the five top holiday destinations.
- Domestic tourism is booming which crossed 350 million and could cross over 500 million by the end of the current financial year.
- Out bound from India is equally progressing with over 5 million plus Indians are going for overseas holidays.
- Air capacity has been doubled. Connectivity is much better and our domestic carries are now flying to Nepal, Sri Lanka and will fly to U.K./ U.S.A. very soon.
- Many new airports are being used by many international airlines-Singapore Airlines started flying to Ahmedabad, Amritsar, Malaysian Airlines and others have increased operations. No frills airlines/ Low cost carries have brought domestic air travel very affordable and larger movements are expected.
- Hotels are having over 80 to 90% occupancies round the year.
- Huge investments are being made to improve our Airports and Highways. Even Ports are being upgraded and modernized for boosting Cruise Tourism. Big cruise liners are calling on at our Ports with thousands of holidayers. Mumbai itself had over 25 Cruise Liners between May 2004 to March 2005.
- Govt. has allocated funds to promote India as MICE destination and conventions centers to come up with the increased outlays or construction of convention centres in major metros envisaged.

- **Disinvestment and liberalized policy of the Government have brought in higher investments. 100% FDI in infrastructure, hotels, hospitals have brought higher level of confidence among investors.**
- **Medical / Health tourism have also taken off in a positive manner and its untapped potential is being explored.**
- **India branding with “Incredible India” have paid right dividends with opening up new markets and to reach niche market segments.**
- **Govt. is developing many new Tourism Circuits like the Buddhist Circuit, Pilgrim Circuit, Heritage Circuit and North East Circuit which will offer totally new experience where there will be combination of art, architecture, festival, cuisine, wildlife, rural, tourism experience.**
- **Budget and outlays for tourism has been doubled for infrastructure development & overseas and domestic publicity. Thus India will be visible at all leading travels trade shows, in leading publications our advertisement will appear.**
- **Special fair & festivals are being promoted to showcase our rich traditions. These are very participative where tourists can join & enjoy rather than being expectators.**
- **Public – Private partnership have been formed for overseas promotions and specially for improvement of the accommodation sector where there is acute gap between demand and supply. Near 1,00,000 rooms are needed in Five Star Category. Hotel like Taj group, Le Meridian, Centaur group, Leela group, ITC Welcome group, Eros group, Hyatt, Choice Hotels, Asian Hotels, Park Sarovar Plaza, Marriott Hotels all have envisaged hotels all over India this is going to make a big change in the accommodation sector. The emphasis is for more budget hotels.**
- **ASI along with tourism have taken up landscaping and beautification of Heritage monuments where basic amenities, shopping kiosks etc. are being provided to facilitate tourists to enjoy their visits to these monuments.**
- **Railways have introduced super fast trains and tourists train with tourism corporations Deccan Odyssey is the latest additions which takes tourists to Maharashtra to Goa in the package tours.**
- **Sports tourism is being focused with Golfing holidays, Adventure tourism with Trekking holidays and Wildlife tourism for viewing rich wildlife India Eco Tourism in our hill stations, lake regions with water sports activities.**
- **Even Monsoon packages are being promoted in Kerala, Goa, Maharashtra mainly to attract tourist from Gulf markets (Ayurvedic / Spa Holidays are being promoted in UK, Germany, France, USA at Resorts).**
- **India 365 days, you are always nearer to your homes because better air connectivity now and can communicate in English, enjoy different food, see different cultures, you see the world in India, Experience India is a thrust in our promotions.**

Experience New India ~

It is Variety and it is affordable

Chapter 5 Tourism Scene

“Incredible India” campaign has generated an interest in India & helped in changing the perception. But still we need to do more by emphasizing quality accommodation and promote specific products in India like Goa, Kerala, Karnataka, which can boast of Quality hotels, premium properties and Quality service. But Quality comes on payment of price and not the perception alone.

I do not understand, why international business travellers can't pay \$200-250 for a hotel room in Mumbai? When the properties like Leela, Grand Maratha, Taj, Oberoi have the same Luxurious feel and appeal like the products available in cities like London, Paris etc. They do pay such tariff for hotels in Hyat, Meridien in other parts. Our hotels are at par with the hotels in major international cities.

I.T. Boom in India in cities like Bangalore, Hyderabad, growth of MICE business in India, investments pouring in with the liberalization of the Indian economy made a sea change in the tourism scene. Continuous growth in tourist arrivals are indicative to that and this is going to stay if all other conditions in India remain favourable. Infact the growth is outstanding with 24.3% increase in tourist arrivals up to June over the corresponding period in 2003 (15.61 lakhs tourists). Air traffic trend in both the domestic and international sectors have been encouraging. Demand for travel to India from overseas countries during the first six months was very encouraging. New operations are visible in the aviation scene- Quantas returning to India with flights to Mumbai, Singapore Airlines to start operations to Ahmedabad and many Gulf Airlines have increased their operations to India. Thus additional tourist arrivals can be expected in peak season. Domestic Air travel market is booming, no frill Airlines like Deccan Aviation added many new sectors hit her to not connected by air. Air Sahara offer of rebates upto 69% of the normal return airfare on sectors such as New Delhi – Chennai – New Delhi, New Delhi – Mumbai – New Delhi, New Delhi – Hyderabad – New Delhi, New Delhi – Bangalore – New Delhi (provided the booking is made 30 days before travel) made air travel very affordable (but there are some conditions like one must spend at least one Sunday at the destination to which they are travelling and maximum stay permitted is Ninety days is dampening the spirit of travel. This can attract quite a lot of rail travellers to shift to air travel with fixed appointments for business deals at those centres. Jet Air and Indian Airlines too have such offers with advance purchase but the fares are much higher than what is an offer from Air Sahara. Deccan Air has very competitive price for Ahmedabad, Surat, Bhavnagar, Bhuj sector and is quite worrying for Jet Air and Indian Airlines. But these services have no doubt made Air Travel accessible to the common man while offering lowest fare with comfort.

Indian Tour operators have also worked out some new packages during monsoon season with hoteliers and combination of Air journey specially for Goa, Kerala, TamilNadu, State Tourism Co-operations are doing their own packages from metro cities to their tourist places. These have helped to give a big boost to domestic tourism. In general calculation the domestic tourist figures may cross over 400 million. In the accommodation sector, more development has been seen towards 2 to 3 star hotels and this is good signal as these can be used by foreigners also who are on a shoe string budget. This also supports longer stay as one need to spend quite a good time to explore India leisurely. The distances between one place to other is quite time consuming and there are lot to see and enjoy.

Chapter 6

Globalisation

The impact of globalization has been seen in tourism in respect of increased tourist arrivals in the countries promoting tourism as major source of revenue, employment and international understanding, which also help in Global peace. In brief the impact has made the world a “Global village”.

The positive impact has been seen in respect of direct investments which inter-alia helped in developing over all infrastructure, accommodation sector, aviation sector, cruise tourism, roads, automobile – the segments which are interlinked with tourism. It opened up new opportunities in MICE tourism, Medical tourism, IT sector, Technical and Research field, which prepare the manpower in tourism to meet the future challenges and prepare human resources for better servicing. In brief travel and tourism became a strategic economic priority which otherwise termed as elitist activity and did not get the priority as it should have. Unfortunately tourism never found the pride of place in the social economic planning of many countries prior to globalization. Government often used to underestimate the economic benefits that tourism provides because it is not as visible as in industries such as manufacturing.

Liberalization process has helped the growth of outbound tourists from India and today nearly 5 million Indians are travelling abroad. China is emerging as a very important source of outbound tourism in the world. WTO estimates outbound movements from China would generate 100 million tourists by 2020. Such will be the impact of globalization in respect of tourist movements.

The new markets have also opened up after globalization. The emergence of European union and dismantling borders in Europe, with dismantling of visa formalities, constitutions of free zones, disintegrations of Soviet Union, growth of regional alliances are some of new developments which are going to influence future growth patterns. The perception of the travellers about safety in travels to many Asian countries have changed. Infact Asia-Pacific region is estimated as the highest growth area in world tourism. East-European and former Soviet citizens are potential travelers after the developments in Soviet Union and Eastern Europe. The globalization of tourism business will have impact in the following areas:-

(i). Socio – demographic factor:- The trend has been the ageing population and declining growth of population in the developed countries combined with increasing population. In the developing countries, similarly share of women in the work force of tourist generating countries are increasing. This will need different marketing strategy.

(ii). Changes in the consumer behavior:- Tourists in future will be more demanding and more knowledgeable in all respects. This will need more market segmentations, develop quality of services that can sustain the interest of the repeat visitors. Tourism products need to be tailored both in content and facilities to the specific tastes and demands.

(iii). Technological changes:- (i) Technological changes in the Civil Aviation Sector and (ii) Information Technology and revolution in Tele communication. E-ticketing, Internet, smart card, loyalty schemes, online booking via the internet use

of global distribution systems, etc. will be the style of travel. Tourism promoting countries too devoted the machinery to meet these challenges left behind.

(iv). **Human Resource Developments:**– Training requirement will be most essential components to all the above mentioned technological areas to meet the new challenges for tourism promotions.

While the globalization process provides many opportunities to the tourism promoters, it is not free of possible threats. Central Reservation Systems (CRS) reduces the scope of initiatives to personalize their product and product marketing initiatives. Travel agents will need to invest heavily to purchase and operate systems. Huge movement of tourists will raise issue of carrying capacity of each destination. It will put pressures on the fragile eco-system and non-renewable resources. Long-term success of tourism will largely depend on its sensitivity to sustainable development issues. Making environmental concern part of developmental issues, involving local communities will be most essential. Liberalization should be so guided that local skill is upgraded rather than being replaced by more skillful ones from outside. The process of liberations must recognize heritage and uniqueness of each place. Strength and variety is the key to the future of tourism.

Thus impact of liberalization on tourism needs to be very closely studied. There could be a feeling that the developed countries are getting the maximum benefits because of the leakage of the system. The developed countries may also feel that they are not getting full benefits as much as they should get of the liberalization as they are entitled to and consumers are not getting the benefits from all the productivity gains brought by technology – Thus in spite of best efforts the impact could be totally contradictory. To get the best out of the system of globalization, one has to look in to the main areas i.e. process of liberalization must not affect local employment, or local skills are not replaced by manpower from outside and the liberalization process must respect cultural heritage, uniqueness of each place, variety which are linked to success of tourism. There should be sincerity to meet the challenges for development with a sense of purpose and determination. One should be ready to adopt new strategies to be able to meet the future challenges in a competitive global environment.

Eco Tourism Concept

Tourism is an important economic activity in all over the World, as it not only gives direct contribution to economy, it has also significant linkages with several other sectors like agriculture, poultry, handicrafts, construction, transportation, entertainment etc. World over 761 million tourists travelled internationally in 2004 and spent US\$ 500 billion. World Tourism Organisation reports indicate that tourism contributes 13% of World export and 8.2% global employment. For India also, tourism has become a big source of foreign exchange earnings, (last year tourism receipts were \$4.3 billion from 3.6 million international arrivals. It contributes 5.8% in overall employment and 6.9 % in G.D.P. of our country. Recent surveys have shown tourism creates 47.5 jobs through each investment of Rs.10 lakhs which is much higher than the same investments made in Agriculture or manufacturing industry. Thus, tourism helps in improving the quality of life style and building of the nation.

Though the roles of tourism have been well accepted, the concept of “Eco-Tourism” is very recent and need proper understanding. In eco-tourism concept the emphasis is more on the “ People” and “Natural Environment”. It talks about the “Balance” to avoid the ill effects of tourism on the environment by “Overuse”. It emphasizes on using the terrestrial, location, national features of sites viz., Beaches, Forts, Natural/Built Heritage, Lakes, Hills, i.e., tourism programmes with proper eye on preservation of various elements of ecological, cultural and wilderness, to integrate with the living of local people. The sustainable utilisation of natural resource sites and services and caring local living style should be the development strategy in tourism planning. Ill effects of 19th century’s industrialization should be kept in mind, which brought environmental pollution, resource degradation and global environmental change and all these brought irreparable loss. Ill planned tourism can bring similar negative effects.

The basic objective of eco-tourism plan should be to achieve sustainable development of India’s Natural, cultural and ancient heritage without causing any adverse effects on the same. Essentially the possible adverse effects on wetlands, conflicts with local sentiments and neglect of maintenance when exposed to public should not take away development agenda in wrong direction; rather eco tourism development should be harmonised with local population skills and products as well as livelihoods and enhance the value of natural as well as built environment which will make them worthy of conservation.

Local people to be stakeholders for better management. It is essential to forge public private partnership with a clear-cut demarcation of the responsibilities, commitments and right of all the parties involved in the development. However, local character of the sites to be kept in mind for any future development work. Thus, there will be the necessity of good documentation and mapping of the sites and their unique features as a prerequisite. The projects are to be prioritised with sincerity for plan implementation with allocation of funds.

This eco-tourism concept is the need of the hour. The concept also cares for air pollution, water pollution, sound pollution, soil pollution, waste disposal etc. for quality life style through regulated activities to save the environment.

The industry has to organise training programmes and borrow the knowledge from experts to deal with all these issues, regular monitor and measuring the impact will indicate Quality level of achievement to protect environmental degradation. Environment protection should be the organisational culture.

Chapter 8

Local Sustainability Benefits of Sustainable Tourism

The world today are of such magnitude that urgent action needs to be taken at the highest levels, to counter this fatal degradation. But we have been told time and again that every bit counts. It is not just enough for governments or organizations to work for towards Sustainable Development – every individual, every neighborhood and every community has to come forward, contribute in every manner possible to this goal.

While governments around the World are looking towards renewable energy sources as a solution, it is also important that local community based sustainability programmes be implemented. Every community needs to understand and analyse the possible methods 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. One such solutions would be for communities with abundant renewable energy resources, such as Wind, Solar, Hydro and Geothermal to harness these resources and provide power to community thereby reducing the amount on power suppliers. The use of local renewable energy resources which are also largely non-polluting for the production of heat and power is one of the greatest challenges that faces planners working for local sustainability.

SUSTAINABLE TOURISM BENEFITS AND INDIA CASE STUDY

The benefits of sustainable tourism has been summed up as follows :- Sustainable Tourism encourages an understanding of the impacts of tourism on the natural, cultural and human environment.

Sustainable Tourism ensures a fair distribution of benefits and costs.

Tourism generates local employment both directly in the tourism sector and in various support and resource management sectors.

Tourism stimulates profitable domestic industries – hotels and other lodging facilities, restaurants and other food services, transportation systems, handicrafts and guide services.

Tourism generates foreign exchange for the country and injects capital and the new money into the local economy.

Tourism diversifies the local economy particularly in rural areas where agricultural employment may be sporadic or insufficient.

Sustainable Tourism seeks decision making among all segments of the society, including local population so that tourism and other resources users can co-exist.

It incorporates planning and zoning which ensures Tourism Development appropriate to the carrying capacity of the eco-system.

Tourism stimulates improvements to local transportation, communication and other basic community infrastructures.

Tourism creates recreational facilities which can be used by the local communities as well as domestic and international visitors. It also encourages and helps pay for preservation of archaeological sites and historic buildings and districts.

Nature Tourism encourages productive use of lands which are marginal of agriculture enabling large tracts to remain covered in natural vegetation.

Cultural Tourism enhances local community esteem and provides the opportunity for greater understanding and communication among people of diverse backgrounds.

Environmentally sustainable tourism demonstrates the importance of natural and cultural resources to a community's economic and social well-being and can help to preserve them.

Sustainable tourism monitors, assesses and manages the impacts of tourism, develops reliable methods of environmental accountability and counters any negative effect.

Any sustainable tourism development thus must create an awareness about

“Carrying Capacity” – which basically covers ecological relationship socio-cultural impact and visitors experience by an assessment of the maximum use of any tourism site which does not cause tensions for the host community and avoids adverse impact on the resources and on the psychological satisfaction of the tourists.

The agenda for action should concentrate around community participation in tourism development and planning, training of the personnel associated with tourism development so that they can provide quality services without devaluing the same. In the framework of action it is necessary to ensure that the benefits to the community are so spread out that the people perceive the benefits flowing to them. Similarly, there is need for a legal and procedural framework that deals adequately with social evils like exploitation, child use, sex tourism, interference with heritage products etc.

Tourism can provide immense benefits and can be a tool for protection and presentation of the heritage of the country. Instead of being seen as an irritant to sustainable development a little initiative from the planners can make tourism the vehicle for preservation of ecology and heritage. Harping on the negative aspect only could be self defeating academic dogmatism not in tune with the future aspirations and the requirements of mankind.

Any policy for **Sustainable Development** will naturally resolve around the following cardinal principles –

- (a) That there is a need for striking a balance between development and conservation.
- (b) That there is need for commitment of the nation as a whole to the goals of sustainability tourism development.
- (c) That adequate, effective and pragmatic control systems are devised and are efficiently put into place and
- (d) That the policy incorporates and motivates cooperation of the local community who must perceive the benefit of such participation and should be able to partake the same.

Indian Governments Tourism Policy Placed

- (1) Tourism as a central input in the economic development process because of its role in resource generation and employment creation.
- (2) Focussed on the role of tourism in socio-economic development of the backward areas, weaker sections women and artisans.
- (3) Allowed these goals to be pursued in tune with the goals of the enrichment of the environment and the eco-system.
- (4) Recognised the role of tourism as a potent global force for national and international understandings and for creating awareness for the sustainable development.

The policy objective mentioned that eco-tourism can be achieved only by a process of selective approach, scientific planning, effective control and continuous monitoring, i.e., it shared a sensitivity to the environmental issues.

The guidelines on eco-tourism aim to achieve some specific objectives and some of the objectives are :

- (a) The level of development is compatible with the general capacity of the physical environment and resources.
- (b) Sufficient facilities and services are provided to serve the tourists and local population.
- (c) The hotel rooms are distributed in such a manner that the natural characteristics and qualities of the areas are enhanced.
- (d) The tourism related constructions are designed carefully and sensitively to merge with the surroundings to enhance the natural beauty; and
- (e) The architectural heritage sites and other areas of historic value are protected adequately.

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 Govt 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 would be only to the extent of providing the basic infrastructure development. The states of Kerala, Orissa, Maharashtra have developed such Special Tourism Areas.

Currently the Govt of India. is encouraging various forms of tourism which have direct impact on preservation of Heritage and Culture, Developing Heritage Railway Tourism in Rajasthan, Gujarat, Darjeeling, Delhi, providing impetus to the promotion of Industrial Tourism, Pilgrimage Tourism, Health Tourism, Rural Tourism, etc. which are positive steps to this direction.

Fairs like 'Surajkund Crafts Mela' based on the concept of craft and ethnicity have been a great success. Similarly, governments assistance for local festivals through central promotional mindset helps to boost local community efforts and facilitates inter-regional interaction within the country.

India is doing its best to adopt and implement eco-friendly tourism principles, use the services of experts to save the rich environmental heritage from inseparable damage and dramnent action plan to save the fragile ecology.

Chapter 9

Local Community Involvement and Sustainable Tourism

Environmental problems facing the world today are of such magnitude that urgent action needs to be taken at the highest levels to counter this fatal degradation. It is not just enough for governments or organizations to work toward sustainable development. Every individual, every neighbourhood and every community has to come forward and contribute in every manner possible to get closer to the goal.

While governments around the world are looking towards renewable energy sources as a solution, it is also important that local community based sustainability programmes be implemented. Every community needs to understand and analyse the possible methods that could be used to reduce its burden on the earth's natural resources and ensure that it develops sustainability solutions that are rooted in its surroundings.

The disregard of local needs is the source of conflict. Involving local people to control decision making, get the grass root support for what is generally perceived as an elitist concern and offering the promise of making conservation relevant to the lives of a wider

public. The adage 'think globally act locally' is no where as apt as in environmental issues. Conservation decisions may be crucial on a global level but they are doomed to fail if they ignore local concerns. We have seen about Narmada Dam Project-how local communities have sparked against the plan. It is to be reassured to the local community that displaced people will get economic stability on completion and there will be a positive effect on the local economies. Linking the initiatives to people's social and economic security and objective to be focused as a sole cause for reduction in the human suffering will hopefully make it possible to get grass root support and their involvement in decision making.

Eco system and human activities are interlinked and the degradation of any may endanger the economic progress and environment. This awareness is to be built up as it is the back bone of environmental sanity – we should not over use & misuse our natural resources.

Successful programmes have been implemented in Kerala, where conservation efforts have been linked with tourism. This has given jobs to over 4000 boatmen and has boosted local boat production and income. Once the inhabitants enjoy a better quality of life, they have greater vested interest in preserving natural beauty and bio-diversity. Also the revival of India's traditional centuries old Ayurvedic treatments have given jobs to other thousands of villagers who are taking good care of the forests from where they are to collect basic ingredients for the herbal medicines. Thus nature conservation is proving an effective route for national socio-economic development and local people are deeply involved.

Women, the back bone of the local communities can be invaluable in such conservation efforts with proper education. They are to be integrated in nature conservation community development in areas around tourist centers in the deep interiors. Many women in the villages are involved in handicrafts related activities, folk dances for entertainment of tourists, village paintings (on walls of the typical resorts of the place) etc. even to work as local guides. By organizing non formal education, alternative income generating activities, the problem of pressure on natural resources could be answered. Involving local communities intimately in planning and activities that benefit both the local community and the environment has proved successful in wildlife sanctuaries/ National Parks – perhaps the only way to sustain both. Poaching has been drastically reduced and local people are acting as guards to save the wildlife. When they are given a stake in their own future, they will take responsibility and do what needs to be done, taking appropriate steps that would be impossible if imposed by some regulatory authority.

Conservation must talk in the language that is understandable. As the local community link the strategies to the local traditions, constant education and awareness is required about the fact that once gone they are gone for ever. We should not destroy the very things that sustain our own existence- conservation is the most essential if our world is to have a future, to present to our future generations the gifts we have received, from the creator. Both nature and human beings can co-exist and indeed it is impossible to separate one from the other.

Chapter 10

Capturing The Essence of Tourism

Travel and Tourism Industry provides vast opportunities for Socio-Economic growth and Employment Tourism now is the largest sector in the world wide exports of goods and services. At over \$500 billion it is larger than automotive, chemical, fuels and every other sector. Developing economies are benefiting more than developed economics because inbound travel dollars exceed outbound travel dollars for them. In India travel and tourism annually generates Foreign Exchange Revenue of over Rs. 17,000 crores, provides employment over 40 million people both direct and indirect and accounts for 5.6% of national G.D.P.

Tourism has been performing an important role in the development of our country from simple 50,000/- figure of tourists arrival in 1951 it has now reached to 3 million tourists in 2003 and from few crores earnings through tourism the figure have reached 17,000/- crores in 2003. That shows the rapid expansion and tremendous impact on national economics, social life and international understanding. It is a powerful medium of redistribution of resource from the rich to the poor, from the developed to the developing economics, from advanced countries of the west to the economically backward countries of the third world. Tourism is an industry with great employment potential. It provides a vast spectrum of employment from highly trained Managers of 5-star Hotels to Room Boys, Sales Guides, Cooks, Waiters, Tourist Guides.

There is also vast potential for self-employment in a variety of ancillaries such as horticulture, handicrafts entertainment and infact there are a few activities in which the potential for providing gainful employment is wide ranging.

Tourism, if given proper thrust can possibly create 25 million jobs directly by the end of the 10th five year Plan and Hotels and tourist transportation services between this two can provide the maximum employment. If taxes are reduced and incentives given, we can create competition with neighboring countries with growing demand for hotel. Accommodation in India need to be stepped up from current level of 75,000 rooms to 1,25,000 rooms by the 2005 to meet three million tourists demand by 2005.

Though India's earnings from inbound travel have shown a growth in rupee term, they have stagnated in absolute dollar terms during the last 3 years. The reasons could be the lack in the growth of business travel and events like earth quakes, riots, insurgency in parts of India which kept high end tourists away from India. Also air-connectivity has increased as compared to last two years, this are need much more liberalization to have more air lines operating to India with greater frequency. Even our Airports need to be modernized to take modern wide bodied jets with lot of facilities for business travellers. City Airport concept to be promoted as now most of the business deals are done at airports only. The growth in disposable income and ease in internal travels have resulted in the domestic tourist movement in India and infact figure has doubled over a period of 3 / 4 years to about 5 million domestic tourists. One positive thing has been seen with the growth of tourism and that relates to the secondary and tertiary effects of tourism in the form of increased purchases of Indian goods, benefits to the transport industry, catering, entertainment and other travel related services, which inturn drives the demand in the manufacturing sector and creates employment, further drives demand due to higher disposable incomes. The Satellite Accounting figures of World Travel & Tourism could (WTTC) suggest that the \$11.33 billion Travel & Tourism Industry in India (2000) supported a \$23.8 billion Travel & Tourism related economy.

Tourism could have done better but for the tax component on the hotel industry vis a vis in other competitive countries are high; it is around 40% (with 10% Expenditure Tax, Sales Tax 8%, Service Tax 5%, Luxury Tax 5% to 10% Entertainment Tax etc.etc.) Good that in the interim budget there were some relaxations i.e. withdrawal of central expenditure tax, Inland Air Travel Tax and Aviation Turbine Fuel Tax and that made the India package coat a bit competitive. Still state wise variation exists with regard to entertainment Tax: Infact travel industry should be granted exemption of service tax for at least 3/4 years in the new budget (2004-2005) so that travel & tourism sector grow rapidly. Most of the tour operators feel that this tax is a negative step

for their growth. With the airlines with drawing commission, they are really hard hit. Another area in India which is often pointed out by tourists is about alcoholic drinks. The drinks are quite common with foreign tourists and they drink leisurely during holidays. In cities being at work, driving they don't drink much. In India, Bar License is significantly high as compare to fees period worldwide. Thus alcoholic drinks are also very high.

We are moving towards the right track but very slowly. It need proper speed for growth with lot of investment and that with lot of incentives. Hope in the new budget tourism industry will be treated as "Infrastructure" and accordingly benefits accruing to the infrastructure industry development will be available for the tourism sector. Tourism is an industry with heavy initial investment, longer gestation period for profitability, high maintenance and this has 'infrastructure grouping', a basic need for growth of tourism.

Chapter 11

Human Resource Challenges in the Hospitality Sector in the 21st Century

In the hospitality industry and mainly in hotel business human resources are the interface between the service providers and its guests. In the rapidly changing and this competitive industry, education and training in hospitality operations are the essential ingredients to remain in the business and meet the ever changing challenges. For successful tourism in the country, we as Government agency and even private sector do realize hospitality with professional service is the core infrastructure of tourism which cater to both domestic and international tourists and cover all segments- everybody will need some sort of accommodation or food. For hotel business, customer or the guest is the ultimate focus of service activity and extending service excellence ensures continued clientele. Service excellence to offer the world class service will always require training, education, investment and work culture, change of attitude towards motivating the manpower in the business for continued growth.

Hence the greater need of trained manpower of H.R. Development in the hospitality sector. For Country like India, it is all the more important as through Government had recognized tourism as a vehicle for economic growth and creator of much needed employment for skilled, semi-skilled and unskilled men and women not only in popular tourists destinations but also in the remotest areas of hinterland, as far as Leh in the Himalayas.

Let us also look into the tourism scene where this trained manpower will be needed and judge whether we are moving at the right direction. Tourism is now World's Largest Industry next only to Oil. World spending on travel and tourism exceeds over US\$ 4,500 billion (which is approximately 11% of GDP world wide). It provide approximately 210 million jobs worldwide and this phenomenon to grow - people will travel for business, leisure, social relations and peaceful objectives and jobs will be needed to service this growing business. In this global business, our trained manpower in Hospitality sector is equally integrated. Once you visit UK, USA and South Asian countries; You can sample and experience their efficiency and professionalism.

In India, tourism & travel industry generates foreign exchange, revenues of over Rs. 14,000 crores (approximately US\$ 4 billion as in 2002 provides employment to 17 million people approximately and account for 5.8% of national GDP Domestic tourists movements crossed over 300 million people. Hotel industry also stimulates to grow other allied industry - like entertainment, transport, ayurvedic resorts, conference, shopping malls etc. in short trade, commerce and industry too and all these segments are also in the need of trained manpower and need is constantly growing a year after year in India too.

The total availability of rooms (as per information available with us from our Hotel Division) in the approved category of hotels is approx 1,541 and which offer a hotel number of 82,131 hotel rooms in the country. This is only in the organized sector.

In the 10th five year plan, the projection for rooms which may come up based on the projects under implementation or in pipeline it may increase the capacity to 1,25,000 rooms by the year

2004-05 to cater to an estimated number of 3.5 million tourist by 2005. As i understand from the trade, it has a plan to place an additional 40,000 rooms by the close of the 10th Five Year Plan (By 2007) by pooling resources and an additional investment of Rs.30,000 crores, over and above Rs.60,000 crores which will be needed to add 80,000 rooms to bring the accommodation figure to 2005. Hotel Industry is a heavy investment one and for getting back the investment amount if trained manpower is not available, whole efforts will go wasted.

However trained manpower is always worried about job opportunities. As per World Travel & Tourism Council reports, it is seen that they have estimated that by the year 2010, 25 million jobs could be created in the Tourism Sector and even Ministry of Tourism Government of India survey points out that the actual employment generation effect (direct & indirect) of tourism in India is around 42 million - thus it surpasses any other manufacturing industry or even agriculture sector. Hence the emphasis in the tourism policy is for H.R. strategies in Hospitality Sector in the 10th Five Year Plan. There are experts analyzing how best to utilize the talents, provide jobs using the matching skills, recruit people who can form team and leadership, communication skills with technological expertise to manage senior level jobs, who are creative, innovative and ready to meet the challenges faced by this industry.

Our survey indicates there is a great shortfall of skilled manpower and with present out flow from IHM's etc. do not match the demand. Hence lot of poaching going on in this industry. Increased domestic tourism (hotel in distant areas) do not have any trained man power. With the recent boost receive in domestic tourism more & more skills power will be needed for State sponsored projects or private entrepreneurs who have taken State incentives for construction of hotels, motels, restaurants etc. State must finance to meet this shortage of trained man power by giving financial supports to educational institutions who have invested in this field or Government level units for this hospitality sector. Also Government, Private, Trade should give scholarship or provide exchange of faculty and students between Institutes and Industry must give practical training, give them good salary when they go for internship so that they understand the value of the job or bring experts from overseas to pass on knowledge about new developments in overseas etc. This industry has now more women work forces, people of diverse religion & cultural background, outsourcing, people with multi skill will be balancing the work plant to increase productivity. Quality is the big challenge.

Learning organizations will have to develop solid culture of involvement, co-operation & participation. It will mean change in attitude between senior, juniors, lots of tolerance, patience to listen to others view - objective will be to improve and enrich experience of tourist i.e. Quality Human Resource with service attitude. The internet revolution, Human Right opportunities for women, disabled people, trade unions, N.G.O's Press, Mobility of Capital, technology in kitchen, storage, management of manpower, (reducing layers of Management hierarchy) inter personnel relations, students and trainers, balancing internally mobile employees, future promotions, diversity of customers with different and expectations are real challenges of the 21st Century, Opportunities can be gauged even with one general calculation that if India Middle class move for holiday it can cross over 500 million who have disposable surplus, who are habituated to use branded products & services and if really good hotels, resorts are available they will not go to USA, UK, Singapore for holidays. India has remained unexplored to many millions. Then, we have NRI's overseas tourists Multinational Companies, International Banks, Airlines and in the long haul India is just caught the imagination of tourists. Airlinks have improved and India's central location between East & West will make a big difference and tourism will show this rising trends. Government has noted this new scene and rightly is giving priority to tourism as a major source of income generation and creation of jobs for a large cross section of the population even for these who are located in remote areas. We need you all who are being trained though Tourism & Hotel institutions for providing professional services to all our clients as you all will be our Quality Human Resource (QHR for Tourism).

Chapter 12
Tourism & Hospitality Industry
Hospitality & Facilitation Resources

According to all India picture about 76% of foreign travellers coming to India are leisure tourists and the remaining 24% are business travellers. However, in the business cities like Delhi, Mumbai, Chennai, Kolkata, Bangalore and number of other medium and small cities all over India, about 70% of hotel guests would be business travellers. It could go upto 90% in some 5star properties in the metro cities.

Success of a hotel depends on the cultural wealth of the area, which successfully complements the hosting of tourists. Even if you have best of physical facilities, till tourists feel welcome, that has no value. A favourable attitude towards visitors is of prime importance. A favourable attitude towards visitors are created through good publicity and service oriented programmes. Local people should be convinced of the importance of tourism. Special training should be conducted for the persons who come in direct contact with the visitors - hotel employees, service station clerks, guides, coolies, taxi drivers etc. They should be given good instructions concerning greeting the visitors, providing information being helpful, gracious, friendly, cooperative, willingness to serve, welcoming spirit and carry a pleasing personality i.e. cleanliness in appearance.

Shopping is also an essential in tourism. It affects tourist destination if a negative message goes around that the shopping is great cheating business and people are there only to take tourists for a side.

Shopping is great income for the country and help in local employment. Shopping is an important component of tourist holiday along with sight seeing, recreation. Similarly, special events, exhibitions, sports are also a great attraction of tourists.

Facilitation is another pre-requisite for their touristic infrastructure. It covers not only those procedures, which help tourists within the country but also includes all the regulations that tourists are request to comply with an arrival and departure. Other regulations regarding health, customs, currency and controls to be simplified and implemented with helping attitude.

Music, dance, gastronomy, Monumental heritage, industrial growth, wild life, Natural heritage, pilgrimage centres, conference tourism, health tourism, spiritual tourism - are major resources of the country and hospitality industry is linked on its development. Through inclusive or package tours, individual or group tourism and based on duration of each type of tours, hotel occupancy is determined.

A new segment in tourism scene which has brought a resolution in the hospitality business in the charter tourists. The growth is due to capacity constraints in terms of hotels and airlines space. Here traffic structure and facilitation at the airports are essential for rapid development. Over all packages for India have to be more competitive with other destinations in the region and the hotels will have to compete basically on price in order to achieve their share of the market.

On the other hands, cost of operation of hotels is likely to increase and therefore the hotel marketing chiefs have to do great manipulation job to achieve the twin objectives of occupancy and average room rate resulting in right kind of profitability. This may lead to direct selling with the tour operators in overseas markets but this may create some short of ill feelings with the ground handling agents. This brings in marketing with leading hotel chains, quite feasible for big hotel chains in India but independent unit hotel may find it difficult. But still it would be advisable to join with other independents in terms of referral business.

Market Research will have to be undertaken on a constant basis by more on personal judgement more than pure statistics. Though medias advertisement will be very expensive but this has to be done to convey your message clearly across your profound market segments. Direct promotions, direct mailing, personal selling merchandising will continue to play a supportive role in the marketing strategy. More consumer advertisements, consumer fairs participation and Trade

Press in selective manner. Hotel industry must also look into the economic development of the area, attitude of the local Travel Trade and local restrictions. Product pricing is very important and will determine the choice of a destination.

Human Resource Development will be key factor in the growth of hospitality industry and here the education on modern technology will be the greatest need. Sales team will be educated about hotel competitiveness, its U.S.Ps and seasonal occupancy ratio to give the right price. They need to maintain regular Public Relation with the source markets from where regular flow of clients to come and work in close cooperation with tourism officials. Indian Tourism plays a great role to provide Human Resources Development in the Hospitality sector with its Institute of Hotel Management and Food Craft Centres. Computer applications in the hospitality industry is the technology part, which has brought sea change in hospitality business. Now hoteliers are can be successful if they have their own web site and constantly updating the site and E-bookings are vogue.

Prohibition laws and taxation policy on import of liquor etc. are not conducive to the growth of hotel industry. More liberalized policy with tax relief in the hotel sector with incentives are the need of the hour. How successful the hospitality industry can be will depend how much incentives / tax relief could be given by the to this industry. This is the industry where maximum job opportunity is generated and covers a varied area beyond the hotel premises. With Resorts coming to Hospitality Industry, the scope is more as at resorts facilities are more and tourists stay for longer period. Hotel Industry will grow with travel instructs of the people and till the spirit of travel to grow Hospitality Industry cannot be left behind. Cruise liners will take a lot of the trained man power as this will be the mode of travel with all the inclusive packages.

Chapter 13

Diversification of Indian Tourism Product

The Indian Sub-continent is a vibrant - mosaic of cultures, customs, traditions, varied landscapes, spiritual richness and mystic, only one can get the best of cultural tourism options. It was culture and culture was the main ingredient of our tourism. This "cultural" image continued all through and for that matter even now. It was really very difficult to convince the holidayers that there is much more to India than Tajmahal, Forts and Palaces and Temples. Undoubtedly cultural tourism is our great strength which offers architectural tapestry. There are monuments of various dynasties enriched by foreign influences who ruled our India and left their works through magnificent architectural heritage - Hindu, Muslim, Mughal, Portuguese, Gothic, French, Dutch, Danish, Italian, Greek, Sikh, Buddhist, Jain, combination Indo-Islamic, Indo-Gothic and in short term one can see the world in India; its an open museum to see the global heritage on architecture. The cave temples dates back from 2nd Century B.C. Monuments even belong to Indus valley period. Many old monuments have survived the ravages of time and, which are well preserved. Many were destroyed by Muslim invaders and Christian crusaders. But still India has well protected world class cultural heritage centers. We hold range of Himalayas, rich flora & fauna miles of coastal region, with unspoiled beaches, many pilgrimage places for all religious sects, festivals & fairs, arts & crafts - all these can help in working out innovative tours for customers with totally different experience. A mind-boggling range of offer, which can offer unique experience and that, can take them to places beyond their imaginations.

This brought the necessity of diversification of tourism products of India. The emphasis came during the 4th Five Year Plan 1969-74. Tourism Plan included diversification by introducing adventure tourism, sports tourism, leisure tourism, wild life tourism and Buddhist circuits to reach special target markets. Cultural tourism was given a back stage. This change in policy saw the development of Gulmarg Winter Sports Project with skiing in J&K, Beach Resorts with water Sports activities in Kovalam (Kerala), beach resorts in Goa, Temple Bay resorts in Mahabaleshwar and Beach Resorts in Puri for leisure activities. Wild life tourism was given a big boost by constructing seven forest lodges one each at Bharatpur (Rajasthan), Corbett (UP),

Kanha National Park (MP), Dandeli (Karnataka), Sasangir (Gujarat), Kaziranga (Assam) and Bandipur National Park. Each Foreign lodge was provided with mini vans fitted with spot light and trained elephants for wild life viewing. Encouraged by the response, a few more forest lodges were taken up in hand one in Betla (Bihar - now Jharkhand), Simlipal National Park (Orissa) and improvement of facilities in areas like Mudumalai National Park (Tamil Nadu), Periyar National Park (Kerala) etc.

Such developments also emphasized the need for sustainable tourism with special thrust on Green Tourism that cares for conservation of the environment. Adventure tourism was not only restricted to Skiing in Gulmarg, there were special areas opened for trekking in the Himalayas in Zaskar - Leh (Ladakh),

Sikkim - Darjeeling and Garhwal hills, water sports in rivers (white water tourism i.e. River Rafting in Alaknanda river, Rishikesh (UP), Beas (Himachal) & Teesta river in Darjeeling/Sikkim, Angling (trout fishing in Lidder valley J&K) Mahseer fishing in Caveri river, Ramganga river (Corbett) etc., Bird watching in Bharatpur, Vedanthagal (Tamil Nadu), Nalsarovar (Gujrat) and even camping holidays. Purpose was to move the tourists from usual golden triangle cultural circuit to an area with fresh air, natural beauty and spectacular landscapes with outdoor activities. Even the requirement of accommodation at these centers was just basic as these are very eco sensitive areas and people also do not look for 5-star facilities. Thus new product with desert to mountains, to Jungles to beaches, was introduced. The verdant expanses of Kerala, Desert of Rajasthan, blue waters of Goa, shore of Tamilnadu, exotic Kashmir - all opened as India's diverse getaways.

Further in an effort to boost tourist traffic to the country perfect destination for "Spiritual Tourism" Medical Tourism, MICE Tourism and "Rural Tourism" were added from the 7th Five Year plan period with equal emphasis on domestic tourism. These segments offered great potentials in India and attracted travellers to India.

Vaishnodevi, Saibaba Shirdi, & Puttapurthi, Tirupathi, Sikh Pilgrimage at Amritsar, Buddhist pilgrimage, Christian pilgrimage and various yoga & meditation centers were packaged under spiritual tourism. Western travellers tired materialistic world found solace in India at its religious centres.

Kerala become a synonymous "of perfect blend of nature, culture and Ayurvedic therapies" for rejuvenation holidays. House boat experience in Kerala with perfect relaxation in the tranquilities of cool breeze from the Arabian Sea is the new tourism image of India, with services of convention tourism become a very progressive segment of India tourism. Sports tourism also came into prominence with skiing, water sports, golfing, Himalayan trekking, angling, Polo, Cricket, Hockey, Himalayan Car Rally, International Marathon, Horse Safaris, Camel Safaris branding as Adventure & Sport Tourism. The diversification was so great that India's touristic image got a new look and more tour operators started offering "special interest" & thematic tours - Architecture, Leisure, Religious Sports, Adventure, Rail tours, Shopping, Yoga & Meditation, Conference Tours, Incentive packages & many more.

Chapter 14

Inbound Tourism to India Future Trend

Inbound tourism i.e. to have larger volume of international tourists is the main objective and thereby put India on the international tourist map. Increased tourism numbers seen now are quite positive. 3 million figure achieved in 2004 and 5 million figure is targeted by 2007. Infact if the trend continues, the industry is quite optimistic to achieve 7 million figures. But we need to be ready for it to happen. We need to provide more hotels, more airlines to service India, more international airports and more developed highways. Infrastructure should be geared up. Along with infrastructure, introduction of liberal visa policies needs to be introduced which can guarantee easy entry to India. Visa on arrival (of course on payment of the prescribed fee) will be a big boost for increase in inbound tourism segment. Good air-connectivity not only from major traffic generating markets but with in the country to visit various tourist sites coupled with good fleets of surface transport services, trained manpower, evening entertainments, shopping malls would be needed to sustain the inbound growth. Infrastructure development can not be the responsibility of Government alone. This will need a liberal thinking in tourism development approach. A tourism approach supporting the private sector and foreign investments in infrastructure projects with tax incentives have to be adopted. For tourism development Government both in the Center and States have already initiated right steps. The States active in tourism related activities have made allocation of conveniently located lands in order to setup tourist facilities like accommodation, convention centers, amusement parks, shopping Malls, entertainment Centers, Travel shops, Human Resource Development Centers etc. Thus many of the State Governments, Government Agencies are already involved in the areas where its participation is a must with attractive incentives. Kerala, Goa, Himachal, Rajasthan can be mentioned among those States.

In bound tourism towards India will see a big change in the tourist arrival segments. More business traffic will be towards India than usual leisure ones. India growing economic power status and investment opportunities, information technology and change in the life styles of Indians will bring good number of incentive holidayers to India. Lot will come to India for attending conferences and conventions. Their demand will be different and we have to provide facilities to meet the requirements of these up-market clients. They will look for high quality accommodation, MICE facilities, transport, entertainment and security.

Another new segment in inbound sector will be for medical and wellness. Medical treatments which can be conducted on international standard with modern facilities but packaged on a very affordable price. Some would like to come for rejuvenating packages at relaxing surrounding of Kerala, Goa with Ayurvedic massage etc. This is to be nearer to nature and get away from daily routine. That is more like a cleanup process for physical, mental and emotional in living style. India will have the cost advantage. India is now in a position to face competitions from neighboring competitors. The new areas that have emerged with medical tourism also Spa culture, BPO's (in diagnostic Health Care) health recuperation (post include) operation holiday packages etc. Many States have packaged medical care with a host of other services like meet and assist at the airport, escort service, transfers, stay in a hotel, assistance for medical treatment, recuperation holiday at comfortable resorts, return transfers, medicine stock etc.

Globalisation has its effect in the health sector too with the emergence of a private sector that thrives by servicing this segment specially – Middle East and South Asian countries.

The health tourism is non-seasonal. Often clients will think to come to India where they combine as holiday along with medical treatment. There is often repeat visits for check ups and many additional tourists could be derived through positive references. Hotel can fight off-seasonability factor by offering rooms at a special rate for accompanying members. Here pricing strategies need to be controlled by balancing cost versus services. For this segment, hotels may come up with basic amenities.

Another segment which will boost inbound is Heritage tourism. Heritage hotels, world heritage sites in India and other man made and natural heritage sites, Heritage Rail Journeys, wild life parks, Heritage houses in Goa, Kerala, Rajasthan – with its unique experience. Heritage tourism will also be linked with eco-tourism as many of the heritage hotels are located in deep natural surroundings in mountains, forests and interior green spots. This may also provide Rural tourism experience with ethnic flavours. Spiritual tourism will be an important segment to boost inbound tourism. Many will come for pilgrimage or followers of new age gurus like Satya Sai Baba, Osho's Ashram; mostly a chunk of NRIs will be coming for this purpose. This can be a USP for India. Sports tourism with adventure tourism activities in mountains, water front areas, beach areas and aerial sports including hang gliding, or deep seas sports scuba diving or skiing in snow clad mountains and golfing holidays will also attract good number of youths tourists to India.

But improving infrastructure and information dissemination to make these destinations attractive for foreigners will be most essential prior to doing aggressive promotions. Golfing holidays will need up-market facilities and it can become high yield one for India. These segments are uniquely placed for increasing inbound traffic. Combination of circumstances and India's strategic location and better connectivity will be added advantage to encash now. Our trade should capitalise on these segments. Many States like Kerala, Goa, Andhra Pradesh, Karnataka, have recognised the importance of tourism as vehicle for economic development and aggressively projecting themselves. For attracting tourist, they are doing quite well and will do better with niche product marketing. They are creating an ambience fertile for such growth with strong Government initiatives to keep infrastructure ready to receive the increased numbers. Importance of inbound tourism has now been recognised along with domestic tourism but inbound tourism brings dollars that can help in bringing more infrastructural changes. Tourism recognition contributes significantly to strengthening the brand and profile of the destination and Incredible India with global campaigns have started the impacts. We need to collect Qualitative datas to establish contours of each market and reach new markets to sustain the inbound tourism potential.

Rural Tourism

Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of Urban lifestyles have led to a “counter-urbanization” syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism.

Under this Scheme, thrust will be to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions. Key geographic regions would be identified for development and promotion of Rural Tourism. The implementation would be done through a Convergence Committee headed by the District Collector. Activities like improving the environment, hygiene, infrastructure etc. would be eligible for assistance. Apart from providing financial assistance the focus would be to tap the resources available under different schemes of Deptt. of Rural Development, State Govts. and other concerned Departments of the Govt. of India.

1. Definition of Rural Tourism : Any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism is essentially an activity which takes place in the countryside. It is multifaceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like; it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions.

2. Identification of villages: Each State/UT Govt. would be requested to furnish one proposal for promotion of Rural tourism. Based on the merits and after a joint

inspection by the Deptt. of Tourism, and the State/UT Govt. if required ten proposals would be identified for implementation in the country.

3. Preparation of detailed plan for implementation of the project: After shortlisting the proposals, the State/UT Govts. would be requested to draw up a detailed plan of action. The thrust here would be to achieve convergence between the different schemes of the Govt. of India and the State Govts. It should be ensured that at least 50% of the project should be implemented through achieving convergence of different schemes. Assistance up to Rs.3 lakhs would be provided to the State Govt. for engaging an expert for preparing the project report.

4. Assistance under the Scheme: A maximum of Rs.50 lakhs would be sanctioned under this scheme. The activities listed under the para-5 could be taken up.

5. Permission activities: The following works may be taken up under the Scheme –

i) Improvement of the surroundings of the village. This would include activities like landscaping, development of parks, fencing, compound wall etc.

ii) Improvements to roads within the Panchayat limits. This shall not include any major road which connects the village.

iii) Illumination in the village.

iv) Providing for improvement in solid waste management and sewerage management.

v) Construction of Wayside Amenities.

vi) Procurement of equipments directly related to tourism, like Water Sports, Adventure Sports, Eco-friendly modes of transport for moving within the tourism zone.

vii) Refurbishment of the Monuments. (66: 33 basis, i.e. CFA of 66%)

viii) Signages

ix) Reception

x) Other work/activities directly related to tourism

xi) Tourist Accommodation

6. Constitution of a Convergence Committee: A Convergence Committee would be set up under the Collector to oversee the implementation of the project.

7. Execution of the works: The execution of the work would be entrusted to any Central Govt./State Govt. agency and the funds would be released directly to the implementing agency by the Govt. of India as recommended by the State Govt.

8. Installments of release: On sanction of a work the first installment of 80% of the sanctioned amount of CFA will be released. The second and final installment of 20% would be released on submission of the UC for the first installment and on the completion of the work.

9. Following codal formalities: The executing agency shall follow all codal formalities while awarding contracts and procurement of equipments and ensure complete transparency in its transactions.

10. Management of assets created: The infrastructure and assets created will be maintained and managed by the State/UT Governments or their agencies with no

financial commitment to Govt. of India except those assets created in the protected areas of ASI.

11. Prescription of the Schedule of Rates: While executing the works the executing agency shall follow the Schedule of rates prescribed by the CPWD or the State PWD.

12. Submission of the Utilisation Certificates: The executing agency shall furnish the Utilisation Certificate through the State Government for release of the second installment. A Completion Certificate has also to be furnished through the State Govt. before the release of the final installment.

Chapter 16 **Sport Tourism**

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

Sports Tourism could be an important segment for the growth of tourism in the developing world, as this will not need heavy investments. Country likes INDIA where we are putting emphasis for diversification of tourism products, this segment, which remained mainly unexplored, can bring social and economic benefits. The sports could include trekking in the Himalayas, winter sports - skiing/heliskiing, Himalayan river rafting, wild life tourism and rest coastline for water sports activities. Most of these activities are undertaken far away from metropolitan cities. Thus benefits move from developed areas to under developed areas and create employment for local people. Even ranges of 5-star luxuries are not required. At those places the emphasis is for clean accommodation and basic hygiene facilities. Being backward areas government often gives tax concessions / investment, subsidies to develop these areas. Many states have accepted this sports segment and implemented. Auli in Uttaranchal, Lakshadweep and Andaman Island are promoting water sports (Scuba Diving etc.). Archery by North Eastern States, backwater divers in Kerala on Country boats, Polo in Ladakh have given new identity as sports destinations. It is mainly promoted through local populace and thus benefits only accrue to the local people. To sustain the growth local populace have to put up accommodations, transport facilities and local agricultural base for food suppliers.

In Kashmir, it is golf in summer and skiing in the winter and thus, it becomes a year round destination with Sports Tourism. In the wild life park areas, the villagers in the neighbourhood areas are involved in preservation, work as forest guides. Thus development of the place is achieved through self supporting systems linked with tourism activities.

Our heritage include art and architecture. Most of the tourists from overseas have interest in this aspect. Other than Monumental Heritage we have Natural Heritage. These are our beautiful and natural scenic areas including wild life parks. Our rich Religious Heritage and Cultural Heritage are reflected through our people, manufacturing Indian Textile, Jewellery - all get an impetus through the development of tourism

Tourists may come to attend Sports Event but it become an opportunity to explore the country. The fundamental concept is that all tourist activities have influence on providing economic benefits and keep a powerful influence in some definite locality like Olympic in Athens have given immense benefit to all in tourism business in Athens in particular and Greece in general. Even people go for pilgrimages in far off for development of those areas. Thus, it fosters better understanding of one others culture from close quarters.

India has been successful reaping benefit of Sports Tourism by organizing round the year sports event like Cricket Matches, Marathan, Water sports festival etc. now have Common Wealth Game in 2010 and smaller and bigger sports events. When tourist come for these events (other than the participants/officers) they tend to travel around the country and they find there is lot to see and India gets the benefit of longer stay. Another highlight of such tourism is the support it gives to boost Handicraft Industry. The artisans are motivated to bring out the unique products which are taken by tourist as souvenir. They get motivated to bring out constantly better products linked to sports event. Thus it contribute to protect the rich heritage as represented through, which ensure better income and crafts and local festivals dances and folk entertainments. Such interaction also generates export Business Sports Tourism brings in optimistic entrepreneurs who are manufacturing in the country sports products with commitment. Quality sports equipment improves Quality of services and Quality participants. Thus Quality in living styles and that too in far flung areas where many such sports event take place. Thus Sports Tourism also helps in balanced growth of tourism and development all over through equitable distribution of tourism income. All these facts amply justified the W.T.O Theme for World Tourism Day

“Sports and Tourism: Two living forces for Mutual Understanding Culture and Development of Societies”.

Chapter 17

Spiritual Tourism

Globally people are very much mentally disturbed and looking for solace in spiritual reading, meditation and moments of divine ecstasy. India which had been the cradle of various religious faiths – Hinduism, Buddhism, Jainism, Sufism, Sikhism, Zoroastrian, (have accepted and given protection to all religious faiths – be it Christianity, Islam, Bahai, Jewish) has been respected as a destination for Spiritual Tourism. Thus India is not only counted as a place rich in its culture with varied attractions but also has an standing image which presents itself as embodiment of compassion where one can get peace of mind.

This inherent spiritual segment, in spite of having such a strong potential was never utilized to boost tourism. Now in the new marketing efforts, since 9th Five Year Plan to be precise, Government of India, Ministry of Tourism have put special emphasis to attract tourists with focus on spiritual tourism.

Spiritual Tourism better to name as Religious Heritage Tourism includes all the religious mentioned above, religious places associated, the emotional attachments to these centres, infrastructural facilities for tourists (viz. Dharamsalas, choultries, Darshan (viewing of Gods) Parikrama (circumbulatory passage) Dhyana (Meditation Centre),

Bhog/Prasad place etc. and allied promotional activities. It can also be termed as “Pilgrimage Tourism” as clients are not looking for luxury but arduous journeys to meet the divine goal or live simple life. The foremost quality expected of a devotee is forbearance. The essence of spiritual tourism is inner feeling through love. Love should not be rationed on the basis of caste, creed, economic status or intellectual attainment of the recipient. It should flow full and free regardless of consequence. Religions have come into existence for the purpose of regulating human life; what is common to all of them is the principle of love. Thus through the religious tourism there is a sincere effort to bring better understanding among various communities, nations and thus foster a global unity. Some of the religious events have seen rush of tourists. Exposition of the body of St. Xaviers in Goa has seen pilgrims from catholic world moving to Goa. For non-Resident Indians, pilgrimage places like Shirdi Saibaba Darshan, Prasanta Nilayam in Puttapurthi, Vaishnodevi yatra, Tirupathi Balaji Darshan, pilgrimage to Himalayan Temples in Garhwal hills or Himachal hills have big attractions and they move in millions for peace of mind. State Governments concerned, charitable Trusts, Temple Trusts have made elaborate arrangements for pilgrims for accommodation, transport, ritual ceremonies and millions of rupees have been invested by – these organisations for running hospitals, educational institutions, Ashrams, meditation centres which have benefited the local community. Over 200 million (approximate) domestic tourists cross India for pilgrimage purpose only. Facilities provided for pilgrims are also often used by overseas tourists. All these temples have code of conduct and even dress code. Osho’s Asram in Pune has maximum congregation of overseas Tourists who visit India for peace of mind. Each state in India has varied centres of pilgrimage and associated festivals. Some of them have been promoted as tourist festivals like Ganesh festival in Pune, Dushara festival in Mysore, Kolkota and Kullu, Sonapur/Pushkar fair, etc which attract foreign tourists. During such festivals tented colonies come up and India’s unique charm is enjoyed from close quarters. People find these festivals more enjoyable because these festivals are very participative. More than 500 pilgrimage places have been identified and efforts are being made to develop these centres in circuit concept where even two/three states one joining their hand and active participation from the Centre, State and Private Sectors for integrated development.

***Things are moving at the right direction and undoubtedly Spiritual
Odyssey has started – be a partner to this new experience.***

Chapter 18

Medical Tourism

India is promoting the “ high-tech healing” of its private health care sector as a tourist attraction. This budding trade in Medical Tourism selling foreigners the idea of travelling to India for low-cost world class medical treatment have really got attention in the overseas market like West Asia and the Middle East.

The medical expertise in tourism became our new focus segment to boost India as ‘Global Healing destination’. The response is quite positive and it could be generating revenues approx around Rs.100 billion by the year 2012 as per a report by Mckinsay Consultants and Confederation of Indian Industries. Even in this year’s budget Hon’ble Finance Minister had also mentioned about Medical Tourism Potential in India.

Our medical tourism appeals low cost treatment. It costs about one tenth of the price that of US. Many state governments like Kerala, Andhra Pradesh had been showcasing this Medical Tourism segment in certain focused markets like the Gulf and Africa Region.

India hospitals have undertaken landmark activities in the area of health are though alternative systems of medicine and treatment such as homeopathy, acupressure and allopathic treatments are given by experienced doctors. Dedicated service minded and experienced band of experts have made their services available for this purpose on honorary basis. Health care camps lecture services, training classes etc. are also arranged for general awareness. As yogasana became popular and wide spread—centers have come up, yogasana classes are conducted for public and private industries and many service organization even at their own premises with the help of experts.

As Ayurveda Health Programmes, Naturopathy and Natural Treatments are fast catching up in travel around the World. Tourism authorities have developed special website in order to disseminate information about the packages on offer for such rejuvenation therapies. Many tour operators in Europe even promoting Yoga and Ayurveda Rejuvenation packages as niche products under Incentive tourism for the executives for controlling stress that allow them to be in the natural surrounding and through strict diet control and some simple exercises.

Many Ayurvedic Health Resort in the country which are owned and run by traditional Ayurvedic Institutes have come-up. Ayurgram not only offers heritage accommodation but offers whole range of Ayurvedic treatments and rejuvenating packages. Similarly, many leading hotels have included rejuvenation packages in their holiday deals. Some of the tour operators have worked out all inclusive medical treatment packages which includes besides patients treatment also accommodation, food for the persons accompanying the patient, airport transfers, post operation recuperative holidays as well as host of other facilities. This infact shows our product as offering true value for money services. Many state of art furnishing and equipments are being added to our Ayurvedic Resort to welcome International guests.

India New Destination For Well-Being

India is the land, which discovered and gave the unique power of Ayurveda to the world. Ayurveda's far reaching impact can be understood completely when one whole heartedly integrates the body, mind and soul with the environment, as the microcosm of the self is a mere reflection of the macrocosm, the universe that surround us. This 5000 years old practice of medicine that is trusted, revered and followed even today is also source for many other holistic treatments followed now. It aims for harmonious balance in human existence. It blends science and philosophy while balancing mental, physical, spiritual and emotional facts of a being. While through Ayurvedic Massages and yogic exercises one get detoxification, natural herbal remedies which are used for treatments have no negative side effects. These natural treatments are further supplemented with our age old Music therapy, Aroma therapy and Meditation which are very useful for controlling blood pressure, insomnia, cure tension, depression etc. Natural and essential oils like lavender, sandalwood, tea tree oil are good for skin ailments especially for acne, insect bites, burns etc.

Keeping all these aspects in mind i.e. holistic living many luxury Spas have come up where rejuvenation packages with yoga, Ayurvedic Massages, aroma therapy are offered to integrate body, mind and soul in a very natural environment.

'Ananda' Resort in Rishikesh, Angsana Resort near Bangalore, Golden Palm Spa near Bangalore, Soukya and Ayurgram in Bangalore offer. Ayurveda, Naturopathy, Hydrotherapy, Yoga, Meditation packages. In Maharashtra at Igatpuri at Vipassana the 2500 years old art of meditation with a ten-day residential course is on offer. During the course period no outside contact is allowed. At Ananda Resort, Golden Spa Bangalore offers exquisite experience with its lagoons, lawns and beautiful landscaping. At Ananda in Risikesh, Hydrotherapy areas offer breath taking views of the Himalayas and the Ganges that completely changes the outlook and one feels fully relaxed and rejuvenated. The environment plays a big role in Indian traditional naturopathy. This has to be experienced and with 100 times of explanation one can't present the feel of that experience. Leading hotels in India are offering special Spa packages like the Taj Group offers spa facilities at fort Aguada Goa; Taj Lake Palace, Udaipur has a luxurious Spa built in traditional Rajasthan decor, The Taj Ayurveda Centre at Taj Calicut, The Garden Retreat Kumarakom, Taj Spa at fisherman Cove or Taj Mahal Palace and Tower Mumbai are very popular with tourists and known for quality Spa packages. Kerala has the largest number of yoga cum massage centres. Similarly the Oberoi Group has Spa facilities in their luxurious Vila Resorts (which are managed by Banyan Tree Resort in Bali) and these are located at the Rajvilas (Jaipur), the Amarvilas (Agra), Vanyavilas (Sawai Madhopur) – all have Spas. Leela Palace Goa, Mumbai, Bangalore has upmarket Spa facilities, which offer Indian and Western holistic treatments. At the Park Hyatt. Goa "the Sereno" is spread over 28,000 sq. feet specially designed treatment suites and out door therapy areas for nature cure and offer integrated wellness programme.

Today contemporary India is second to none when it comes to providing "Advance Health Care" facilities and this has become possible because of the emergence of the private sector in a big way in this field. More and more people are realising that

India is an, ideal stop for treatment because of various factors like world class hospitals where State of art technologies are used, professional management and some of the finest doctors, nurses and paramedical staff are available. All this at an amazingly economical cost as compared to the west. Infact Quality service and price factor which primarily go in favour of India. According to a study of the confederation of Indian Industry, Medical Tourism can contribute upto \$2.2 billion approximate by 2012 and this shows the potential this segment has for Indian Tourism. The current medical tourism market is mainly limited to the patients from the Middle East and South Asian economies. With the establishment of various corporate hospitals that have invested in modern equipment and well staffed with professionals, get patients from Western Europe such as U.K. who are choosing India as a major medical service destination with post care recuperation packages. Some of the leading hospitals like the Apollo Hospital Group with established base of tertiary care hospital in metropolitan cities, Heart Care Institute run by Escorts in Delhi. Jaslok Hospital in Mumbai, Global Hospital in Hyderabad, Hindujas in Mumbai, Wockhard hospital, Max Health Care etc. are catering to international patients in the areas of diagnostic, disease management, preventive Health care and invasive surgeries. Infact the Apollo Hospital Group in the country has 35 hospitals with 6000 beds. The Quality treatment at a reasonable cost with combination of holistic treatments, minimal waiting time, priority treatment and fluency of doctors in English language, personalised services of nursing care all these help the patients to have great confidence in the Indian Medical Care service. The interests in medical tourism have motivated many State Tourism Departments to open special cells. Maharashtra had set up Medical Tourism Council. Regularly Health care conclaves are being organised to tap this potential. Hitech machines are being imported to use the latest technology in medical care. Many new hospitals have comeup in Mumbai's health care map – The Godrej run hospital at Vikroli and Hiranandani Hospital in Powai and they represent excellent medical care opportunities.

For Cardio care, Bone Marrow Transplant, Dialysis and Kidney transplant, Neuro surgery, Joint Replacement Surgery, Urology, Osteoporosis, Gynecology, and numerous other diseases are treated at Indian Hospitals with full professional expertise. For optitholomology, orthopedic surgery cosmetic surgery, dentistry - infact Indian hospitals has a made a big name and there is a big demand from neighbouring countries and Middle East.

Along with these hospitals, there are many centers which offer not just physical but emotional and spiritual healing to patients. People are opting for such therapies even for various problems such as slipped disc; where as earlier alternative medicine was considered as the last resort. Now Ayurveda can cure all types of complicated disease also. Acupuncture, acupressure, Reflexology – many offer combination of systems at the medical centers. With all these India is going to be one of the leading Medical / Health Care Destination. It will be one stop for well being. As India tourism, we have brought out special “Medicare” booklet, which has names of the selected hospitals where one can got quality treatments. Now quite a number of specialist tour operators are available who are offering all combined packages with airport transfers, hotel accommodation for the accompanying guests

relatives with the patient, transfers and food, post operation holiday packages etc. and thus made the operation of the system very affordable in India.

We also understand that whole Medical Tourism aspect is being streamlined by having a joint task force consisting of experts from both health and tourism to examine issues concerning Medical Tourism. This task force will look into issues relating to accreditation of hospitals and a price band for various kinds of treatment to be offered as part of promotion of Medical Tourism. Hon'ble Minister of Tourism also desirous that the committee should look into the recognition of Spas and Ayurveda centers in India and other issues like insurance and staying facilities. There will be necessity to draw out a criteria or standardize regulations for all hospitals asking approval. This may take some time to give actual shape. Once all these things are streamlined, undoubtedly Medical Tourism will be big revenue earning segment as also a service to the humanity for wellness and care.

Chapter 19

Royal Selection

If you are a person looking for a royal experience, India will be the most rewarding destination with every bit of exoticism and Rajasthan is the place to visit. Here palaces are seen everywhere. These palaces of the Maharajas/Maharanas have now been converted into Heritage Hotels. During your visit to these palaces, you can experience the luxurious living styles of these Maharajas. Over all grandiose from outside itself the palace will behold you, inside decors with gold leaf ceiling paintings, spacious rooms, dark teak floors, marbled bathrooms, stylish table and chairs, stained glass windows inlaid marble floors, colonnaded balcony antique clocks, crystal collections, cut glass chandeliers, immaculately manicured lawns, hunting trophies, cozy ambience, delectable cuisine all these and many more are available at amazing prices.

Among the list of splendid Palace hotels the Rambagh Palace hotel, Jaimahal Palace hotel in Jaipur, Lake Palace hotel in Udaipur and Umaid Bhawan Palace in Jodhpur (old Palaces converted into luxury hotels) and some of the new luxury hotels on palace style like Rajvilas Hotel in Jaipur, Udaivilas Palace Hotel in Udaipur (last two built in last few years by the Oberoi Group built as Palace like resort hotels) are truly representing the real luxury living in India.

The mix of architectural styles of the Hindu, Mughal and colonial are seen in these palace hotels but many modern comforts like all A/c rooms, swimming pool, Health clubs, Billiard rooms, shopping arcade, banks, fashion boutiques which modern day tourists expect on a holiday have also been provided. In many of these places, the royal families live in one of the wings with areas open to guests. Often guests are invited for a rendezvous with the royal family and silver plate dinner service arranged under incentive packages – “ a day with the Indian Maharaja”.

Maharaja's guards, elephant parades, polo game on elephant, illuminated palace during festival days, liveried executives of the palace-all these can take you to a

fairy world. The impact is so much that even after the completion of your journey, it will linger into your mind; you feel to see more of these Palaces. Out of all these places, Lake Palace of Udaipur (run by Taj Group of Hotels) located on a small island in the middle of the Lake Pichola, white washed, illuminated at night is enlisted among one of the best hotels in the World. Morning scene and sunsets on the lake and mountains around are mesmerizing. Once inside the Palace, it is totally bereft of the kind of hustle bustle one is accustomed to city hotels. The feeling is calm and soothing. Thus it is also honeymooners paradise for its exclusivity incredible comfort it offer. You will be reposing in an ambience of solitude in a haven of privacy. You go nostalgic whenever you think of the Palace Hotel experience of India and you would like to go back again and again. That is the magic of the Royal selection in India.

Chapter 20

Indian Architecture from The Indus to Independence

Indian architecture dates back about 4000 years. Mohanjodro and Harappa are the cradle of Indian architecture (though now in Pakistan), Lothal in Gujarat also dates back to that period. With the birth of Buddhism and Jainism, the architecture saw a different change. Cave temples represent the early Hindu, Buddhist and Jain architecture. Udaygiri and Khandgiri Caves in Orissa are probably the oldest cave temples (still in tact). Earlier Hindu period constructions were mainly of wood and no such Palaces or Temple are visible now. May be due to vagaries of nature or lack of patronage things got destroyed. Only the caves temples carved out of solid rock could bear the brunt of the vagaries of nature or invaders. Ajanta-Ellora caves are great examples of this style. Constructions of stone temples probably came to style during the Gupta dynasty rule, which continued till 10th Century. Major stone temples were build in the 7th to 12th Century A.D. The Chandellas in the North and the Cholla dynasty in the south made unique and magnificent temples using stone. Prior to these stone temples, Alexander the great introduced the Hellenic Culture during the 4th B.C. Gandharva region (now in North Pakistan) has Buddhist sculptures where Hellenic influences can be seen. Glimpses of the Hellenic architecture can be seen in temples build during Hindu period especially in the corridors of the Hindu temples in Martand (Kashmir). Roofs in the hilly area differed from the roofs in the plains since Kashmir areas gets a lot of rain and snow; Roofs slope in steep incline make them look like spires. Bumyar Vishnu Temple (around 900 AD & 80 K.m. West of Srinagar) - Pillars surrounding the temple look very much like the ruins of Greece. In Ladakh building and temples have flat roofs as there is little rainfall and buildings here are quite different from the plains. Here monasteries are the main buildings and located in rocky mountainous terrain. These are also multi storeyed structure with Ihakhang (temples), dukhang

(assembly halls) and cells for their monk and are precariously perched on the steep stone. This is typical style of the region. In many cases the buildings are built with a wood in framework, earthen walls and terraced roof piled with willow branches. There are Gompas and are large buildings on the steep slope and these houses more than 100 monks. These are located at Ridzong (10kms) from Lamayuru or Temisgan Gompa, which has three buildings on top of the mountains. These are samples of some typical Buddhist architecture of Ladakhi style. There is other style which is at Sanchi stupa (2nd Century BC) during the reign of Ashoka. This Stupa is also unique architecture of Buddhist style. The Stupa stands on a high platform and has two levels. All four entrances have magnificent entrances full of Jataka stories but these are probably later period additions. In Sanchi one can also see Gupta dynasty temple of which only number of pillars stand to show the old glory tact. This stupa is also unique architecture of Buddhist style.

The Islamic rule followed by Mughals which introduced the indo-Islamic construction style which blossomed in the North, while the contemporary in the South was flourishing pre-dominantly Hindu at the time. Vijay Nagara kings and, Nayakas were famous Hindu kings who believed in large scale constructions and elaborate decorations. The earliest surviving Islamic mosque in India with the Islamic influence dating back to 1198 is Quwwaat-ul-Islam Mosque. In 1192 Qutabuddin Aibak started the slave dynasty and started Islamic style constructions. Qutab minar is one great example in Delhi. Siri was the capital of the Khiljis and Tughlaqabad of Tughlaq dynasty. There are good number of Sultan dynasty and Tuglaq dynasty buildings (though now in ruins). Main thing of the Islamic architecture is probably the craftsmen who were from Middle East and who had the knowledge of Arch style and introduced this latest trend of arches to Indian constructions. The next generation craftsmen became very perfect in the traditional Muslim construction and could be seen in later construction in the tomb of Iltutmish. Mughal style was introduced with Humayan's tomb – large complex with garden divided into quadrants (Charbagh) and Mausoleum in the middle. It is also taken as prototype of Mughal style of domes and profuse use of red sandstone and white marble. Persian style was introduced with floral designs and actual tomb is in basement under a chamber, which is a concept from central Asia taken by the mughals and can be seen in Mughal monuments. Mughals also used Jain and Hindu style in later constructions like Cubical / Square halls etc. These architecture have mostly Arabic influence. Akbar had constructed many mughal monuments with use of Red sand stone. Red Fort and Tajmahal are the best example of Mughal architecture. Mughals construction of tombs is best reflected in the Taj Mahal. Courtyard surrounded by arcades and marble screens are specific attractions in Mughal buildings. Mughal architecture flourished between the 16th and 17th centuries as they reigned over most of India.

European architectural history is defined from the British rule. However, Baroque influences of Portuguese or construction style of Greek, Roman, Danish, French in Indian architecture is visible as per the historical relation of these communities at specific parts of India like Portuguese in Goa, French in Pondicherry, of Danish in Churchura (West Bengal) etc. This flourished as per contacts with the outside world diverse geography, rulers, religious together created fascinating architectural

mosaic and can be seen even now. West Bengal had Terra-cotta style, Orissa had temples of different architectural style and similarly Jain Temples in Rajasthan and Gujarat had totally different style, specially temple of Dilwara and Ranakpur in Rajasthan. Modern Gothic style architecture, which came with the British, has influenced lot of later constructions. British introduced colonial style of Europe in India and this impact was seen from second half of the 19th century and this is referred to as Indo-Sarcenic style. Modern Indian architecture, which in post independence, was more influenced by French architecture LeCorbusier who designed Chandigarh and various buildings in Ahmedabad. In later period many Indian architects studied in Europe brought in the latest designs, which brought a mix of all styles and that brought International character to Indian architecture. This is probably the influence of globalization that brought universal style to the architecture. But unity in diversity is the main strength to be seen in Indian architecture. Architectural uniqueness is also reflected through our rock cut temples; caves temples and pyramid cal style Dravidian temples of South. Easy availability of stone, wood, marble etc. decided the medium of construction in the region. Southern temples have pronounced horizontal lines where the layers of the structure are stepped. In contrast the north style of temples has enhanced vertical lines and is crowned with as bullet like tower. In the north whole tower is called Shikara. While in the south only the top most part of the tower is called Shikara. These are some architectural style in temple constructions in the South and the North and one can still see these buildings. Then came Palace architecture – fortified places with various facilities that reflect the high standard of living the royalty enjoyed during the middle ages. Wide courtyard, 4/5 storeyed Palaces are in Alwar, Rajasthan and even man-made lake, Chattries, use of red sandstone are the unique features. Truly speaking India is the paradise to enjoy the architectural heritage of different ages and dynasties and the open museum to see global architecture at one place. One can see the world in India through its varied architecture.

Chapter 21

India Tourism Goes MICE Hunting

Recent development in the region particularly the uncertainties caused by the acts of terrorism and tensions between India and Pakistan have caused a tremendous setback to inbound tourism. Along with that, time to time issuing of advisories against travel to India issued by governments of the primary markets have also dealt a severe blow to our already fragile tourism industry in the country.

In this scenario, the need of the hour is to galvanize the industry and initiate measures to address concerns of the prospective tourist, restore consumer confidence and salvage the situation. We have worked out a market specific Marketing Plan that cover markets as well as niche markets.

One of the thrust areas include promoting India as destination for Meetings, Incentives, Conferences and Exhibitions (MICE). Being very strategically located India can take big

exhibitions and conferences from both the East and the West. All the more, it is well-connected by air services from various part of the world.

In India, we have established our Special Conference and Convention Division which is named India Convention Promotion Bureau (I.C.P.B.) and various conference events are coordinated by this specialised wing. We have also brought out a reference guide indicating the facilities available in India for holding various levels of conference, convention and exhibition. Prospective buyers and organisers of events will find this publication a useful reference document C.D.Rom has also been brought out to provide to the industry contacts. Our presence in various travel trade exhibitions gave us positive feed back specially from those who had been to India recently to attend PATA 2002 Annual Convention in New Delhi and other International Medical Conference. I.T. Conference in Delhi, Chennai, Hyderabad, Bangalore etc. We will continue to focus on I.T. Companies MNC and large groups and blitz them with direct marketing, directly and through their travel/tour consultants with direct mail kits and attractive offers. We will try to establish contacts with the leading exhibition organisers in the region and present opportunities in India for specific exhibition on I.T., Health Education, Interior Design, Building products, Automobiles and Accessories etc. We have planned to participate in the AIBTM in Bahrain to establish a strong presence in the Meetings, Incentives, Conventions and Exhibition segments.

We are in the process of developing new brochures focussing meetings, conference and convention facilities including facilities available in Resort Hotels, Incentive Holidays (Tiger Trails, Jungle Holidays, Angling Holidays, Royal Living, Royal Rail Journeys, Goan Fishing Village experience etc., with names of Tour operators) Exhibitions (specifying centres along with hall and other specification). We have also plan to run a direct marketing campaign aimed at decision makers connected with MICE business (including heads of companies and business groups) to promote India as a location for International events, exhibitions specific to them, help our tour operators from India to develop good presentations and bid at the internal level. A synergised approach with industry and trade bodies to promote India as a Corporate Incentive Destination has also been worked out in our National Tourism Policy.

We will run advertising campaign in relevant I.T. Magazines on the theme of India for MICE. The advertisement will be couponed (with the brochures and flyers as the response medium).

“This is a growing market and we want to take our share by putting our sincere efforts. The choice of venues and options are great in India for MICE Tourism.”

Chapter 22

In Hotel Business Introspecting Is the need of the Hour

Hotel are mushrooming in India of different shapes and sizes without any proper care of the fragile environment or even basic security for the property and life of tourists. This is very dangerous to countries like India where tourism is going to be the mainstay for employment generation, social up-liftment and source for foreign exchange earnings.

As tourism is having boom time now it does not mean that it is going to continue forever. Any negative event can change the scene and tourism decline will be equally sharp. We have one big inherent problem and that is to be vocal on others without looking into the problems in other establishment. This is particularly to mention about the hotel industry. Everything is bad for the cometitors and all in order with his property. Our hoteliers must note that hotel is a multi service activity and should be able to provide efficient service to all the sectors. This include accommodation, food, entertainment, travel, foreign exchange, ayurveda / Health Packages, shopping, guide services, creche, Postal & Communications, Conference & Meeting, Services for handicapped people, children and so on. Infact, if they can provide care for these components,

they can render real impact oriented service for tourism. Quality of service is thus key factor - the service with professionalism.

Now many state tourism corporations are also running hotels. No doubt, for booming domestic tourism, these establishments are rendering a very good service but equally these establishments are lacking required facilities. No future investments are being made to give fresh look to these run down properties. All the more they lack trained manpower. They are also not tuned to service up market domestic clients who need I.T. service. Maximum these units can be termed as transit points or wayside amenities not regular hotels.

Airport hotels are needed with 24 hours check in/ checkout facilities and 24 hours running coffee shops. But still our airport hotels are run like city hotels which cannot provide any service to business travelers.

There is new generation women executives and their needs are different. They are demanding and professionals. A new cadre of women service personnel are needed in the hotel with special arrangements for them. Now there is long-standing demand from the overseas promoters for hotel rooms specially meant for physically handicapped tourists. Even in big hotels, just one or two room with ramp at the entrance or one wheel chair nothing significant progress has been seen. Good lot needs to be done in this regard. Many hotels have adopted environment saving measures by introducing eco-friendly steps for electric and water saving, use of solar power, using recycled products, bio-products etc. but it is not commensurate with the rapid growth of hotel business. Enormous efforts are needed to ensure environment protection given priority over commercial benefits. Hotel business is a powerful medium of redistributing the resources from the rich to the poor, from the developed to the developing areas by creating job etc but these hotels often bring outside manpower to run the shows, that creates a lot of resentment among the locals, to come to their expectations rather out sourcing the manpower. Hotels should develop a vision and based on lessons learn address these segments urgently. Business can grow if corrective measures are taken in time. Hotels to go for introspecting and outline a new vision where professionalism & Quality of services should be given the motto.

Chapter 23

I n d i a G o u r m e t P a r a d i s e

India – a land of vivid beauty – a land where the myriad colours of life, varied culture is also reflected in its mouth watering cuisines. No visit to India is complete without experiencing the rich flavour of Indian cooking. No other country of the world can boast of such a wide range of food and drinks as does India. Indian cuisine in ancient times was broadly divided into three aspects – “Rajoshik” – the food for Royals, / Maharajs (king), Landlords or those for higher ups in the society, then there is “Tamoshik” – for general mass and the “Satvik”- for monks or religious people which is purely vegetarian and consists of milk products and fruits. The cuisine has also distinctive flavours and tastes depending in the region – the coastal and the interior. The cuisine is also distinctive based on the climate – hot and cool. Then there are special cuisine related to festive occasions. Indian food is basically vegetarian. Even now 75% of the people in India are vegetarians. Religious ritual, economic necessity and benevolent growing of vegetables throughout the year with plentiful crop of rice, wheat, bajra, maize, corn have helped to develop vegetable dishes and rice became the staple food. Milk products are major components in the food – thus Paneer (home made fresh Cheese) and Dahi (yoghurt) and vegetables like potatoes, spinach, peas, pumpkins, okra, cauliflower, tomatoes, carrots, beans (grown in India in plenty) are mainly included in the vegetarians

(mostly belonging to some religious sects) onions, garlic, ginger etc are not included in the recipes. Food display and add special flavour to the cuisine. Rice is the cereal staple for most of India and its preparations like Pilau, Biryani, Plain or lemon rice or Nawabi Biryani (speciality of Hyderabad or Dumphukt of Lucknow are specialties in rice preparations. Rice is mostly eaten in the Eastern part of India, South India and West India. But North India where wheat flour (Atta) is the main staple for chapattis, Roti, Puri etc. Biryani (both vegetable or mutton, chicken) also form the base to continue with course. Corn known as makki is also used for preparation of chapatti. However in the world Naan is more known which is a flattened bread match with tandoori dishes (baked pressed against the inside wall of a heated tandoor (brick oven) with charcoal as burner. Some time cheese is put into the naan known as cheese naan. Some of the preparations of bread (whole meal plain flour) is prepared with potato filling fried on tawa known as paranthas. Main course meals include vegetable curries, lamb, chicken, fish with lot of spices. Rogan Josh (tender lamb) of Kashmir, Safron and Almond lamb, Mutton Kofta, Mutton Do Piyaza are special mutton preparations. Murgh Masallam, Chicken Mughlai are mainly influenced by the cuisines of Mughal rulers. Sea food has different taste in India with a variation of spices from region to region. In the coastal region of West India in the sea food coconut is an important ingredient. Also use of Kokum – a deep purple berry grown in the Carnatic region and it has a sweet and sour taste. Goan fish curry, fried fish in Amritsari style, Baked whole fish in Kerala style, Prawn Masala or Macher Jhol from Bengal. Mouth water prawns, oysters and hundreds varieties of fish found in Indian waters. Fish preparations varied from place to place in India and always have been integral part of celebration of the life in India.

Chicken was later addition and Chicken stew, Chiken tandoori, Chiken makhni, Chicken tikkas are major poultry preparations. Tikkas are mainly starters.

Indian desserts are mainly sweets prepared from dairy product (paneer) or sweets made from thickened milk or khoya. Cool delights like Kulfi and Rasmalai acquire a unique flavour when served in earthen Kullads or cups. Cardamom filled Gulab Jamuns, Rasagollas, Safron flavoured cashewnet burfi and crisp squiggly Jalebies are other favourites. India desserts also include choice of tropical fruits – summer months in India are the season to enjoy fresh fruits. Freshly cut juicy red slices of water melon, ripe pineapple and mouth watering mangoes. In fact the variety in mango is so much festival which is an international tourist event.

South India has different preparations and vegetable and lentil Sambhaar, Idlis, Masala Dosa and Dahi Vadas special preparations now included in the international cuisines. Some of the food of Parsees in India like Dhansak, Bengali Sweets, Punjabi Lamb Do Piazza, Lucknow Dhampuhukt preparations, Hyderabad Pulao, Pork Vindaloo of Goa, Keema and Rajma, Mughlai leg of lamb (Bara Tangri), Fish Kofta Have been big names of Indian cuisine heritage in international cuisine restaurants.

Each State of India has a rich culinary heritage. Thus in India it is a food festival every day. Indulge yourself in the Indian food – enjoy the country's rich culinary heritage – Bon Appetite!