

## W o r l d T o u r i s m D a y

The institution of so-called World Days to highlight among government and private circles and the public at large, salient features of the activities of intergovernmental organizations, is a widespread practice.

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

### ESTABLISHMENT OF THE WORLD TOURISM DAY

It was at its Third session (Torremolinos, Spain, Sept. 1979), that the General Assembly of the World Tourism Organization (WTO) decided to institute, commencing in the year 1980. WORLD TOURISM DAY to be commemorated on 27 September each year by appropriate events on themes selected by the General Assembly, on recommendation of WTO's Executive Council.

This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the WTO Statutes on 27 September 1970.

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

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

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

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

### WORLD TOURISM DAY

The themes selected for World Tourism Day are :

- 🌐 1980 Tourism's contribution to the preservation of cultural heritage and to peace and mutual understanding
- 🌐 1981 Tourism and the quality of life
- 🌐 1982 Pride in travel: good guests and good hosts
- 🌐 1983 Travel and holidays are a right but also a responsibility for all
- 🌐 1984 Tourism for international understanding, peace and cooperation
- 🌐 1985 Youth Tourism: cultural and historical heritage for peace and friendship
- 🌐 1986 Tourism: a vital force for world peace
- 🌐 1987 Tourism for development
- 🌐 1988 Tourism: education for all
- 🌐 1989 The free movement of tourists creates one world

- 🌐 **1990 Tourism: an unrecognized industry, a service to be released (“The Declaration on Tourism”)** **Hague**
- 🌐 **1991 Communication, information and education: powerlines of tourism** **development**
- 🌐 **1992 Tourism: a factor of growing social and economic solidarity and of encounter between people**
- 🌐 **1993 Tourism development and environmental protection: towards a harmony** **lasting**
- 🌐 **1994 Quality staff, quality tourism**
- 🌐 **1995 WTO: serving world tourism for twenty years**
- 🌐 **1996 Tourism: a factor of tolerance and peace**
- 🌐 **1997 Tourism: a leading activity of the twenty-first century for job creation and environmental protection** **and**
- 🌐 **1998 Public-private sector partnership: the key to tourism development** **and promotion**
- 🌐 **1999 Tourism: preserving world heritage for the new millennium**
- 🌐 **2000 Technology and nature: two challenges for tourism at the dawn of century** **the twenty- first**
- 🌐 **2001 Tourism: a toll for peace and dialogue among civilizations**
- 🌐 **2002 Eco Tourism, the key to sustainable development**
- 🌐 **2003 Tourism: a driving force for poverty alleviation, job creation and** **social harmony**
- 🌐 **2004 Sports and Tourism**
- 🌐 **2005 Travel and Transport**

#### Chapter 43

### **Remember These 15 Points To Be A Successful Marketing Of India’s Destination**

4 Place, Product, Price and Publicity are well-known in Marketing. But most important is Packaging - Tours should be packaged for the relevant customers as one complete experience – with U.S.P. (Unique Selling Points) like “Kerala Package” has done Ayurveda Health/Rejuvenation Packages, Houseboat experience in ethnic style, Travel Marts, Heritage Hotels, Festivals etc.

4 ‘Incredible India’ Branding like Malaysia : ‘Truly Asia’ or Mauritius : 1% Water 99% fun; Thailand : Land of Smiles – Focused identity of the destination is must. All experiences in India are incredibly incredible be it Himalayas, Architecture, Festivals, Wildlife, Shopping etc. Promote this branding through all channels – Print, Media, Electronic etc.

4 World Wide Web Promotions – Hyper links to the service providers sites, Electronic campaigns with Quiz competitions with holiday offer, e-mail promotions etc. (to reach longer number of viewers and force them to visit your site. Regular updating of the site is also must.

4 PIO’s/NRI’s – Must use their base. They can motivate foreigners with their direct contacts or business links locally. They have the inbuilt aptitude toward India.

4 Indian Missions – Should be made a partner as they issue visas and thus can help tourism also. Regular supply of literature, displays at Embassy windows, presenting cultural events etc. generate lot of positive awareness. They have the right links diplomatically.

4 Business Travellers who all had visited India can give excellent mouth to mouth publicity. They are big opinion makers for a destination. Being head of the business houses, they can offer India as incentive holiday destination to the achievers in the company or can organize out of country Board Meetings or Conference in India.

4 Media/Sports Celebrities – to be branded ambassadors like Mr. Edward Hillary for India. Talk all time about India's adventure tourism potentials in the Himalayas or Water Sports in Rivers.

4 Mass Media – T.V. – Reach millions at home. Sites and sound of destinations are more clearly understood on T.V. than print media.

Incentive Tour operators – Who can create positive image as they handle top achievers and they always look for exciting destinations for their clients. They handle upmarket clients and all expenses are mainly paid by the management for fulfilling the target of the company.

4 Public Relations – More direct contacts with persons who all are important in tourism business viz. Tour operators, Travel Agents, Airlines, Immigration, Customs, Conference Operators, Hoteliers, Charter Operators etc. Successful tourism man is a real P.R. man and gets the job done even at the time of crises.

4 Participation in exhibitions for reaching larger number of consumers for direct interactions. In exhibitions, one can showcase the product and build confidence, in the mind of the visitors. Seminars can be part at the exhibitions.

4 Educational Tours shall be offered to decision makers, Tour Agents, Media members to sample the product so that on return they can sell India with confidence and provide awareness through Radio talk, T.V. shows, Press articles and launching India holidays through their travel brochures.

4 More direct promotions with Airlines / Tour Agents in overseas markets as they are the sales channels for potential clients.

4 Keep a "Crises Management" plan ready to fight adverse developments. Anything negative in any country, tourism becomes the first casualty with multiple effects-loss of business, loss of jobs etc.

4 Keep an eye on the competitions to learn from their mistakes and never go complacent – Be very aggressive marketing man with all politeness and perseverance.

4 Keep listening so that you can get the signals from your clients and do accordingly. Keep smiling that will be a great help to win over the clients inspite of some short fall.

#### Chapter 44

### **Career Opportunities Through Tourism Studies**

Tourism is coming up as a major industry with more and more states increasing the scales of their promotions and all partners of tourism business i.e. Central, State and private sectors have made synergised approach to bring a boom in tourism scene and thereby creating new avenues for employment. This trade encompasses industries like Aviation, Entertainment, Catering, Multiplexes, Shopping Malls, Call centres and of course Hotels, Restaurants, Transport (Coaches/Cars), Railways, Meetings and Conferences, Medical / Health, Higher education (I.T.) Journalistic activities,

Publicity, Advertisements and thus there is a lot of opportunity at hand. Dynamic career maker should always be on lookout for the right opportunity and prepare to accept. If one can pursue the career path in a planned manner, the success to follow. There is no shortcut. Hard work and sincerity have to be inbuilt. Briefly the career opportunities in tourism could be seen in the spheres as enumerated in the paras below :

**Department Of Tourism :** The entry is through competitive examinations run by Staff Selection or U.P.S.C. vacancies are announced by Ministry of Tourism from time to time. To start your career as Tourist Information Officer, graduation is a must along knowledge about tourists places in India, Indian history art, culture and preferably knowledge of foreign language is an added Qualification. There are offices in India and abroad and on selection one may be working in one by these offices.

**Hotel Rather Hospitality Industry** is offering largest employment at different levels. Due to favourable Government policy, financial supports, Income tax reliefs etc., hotel building activity is booming and that will create more vacancies. Hotels are ranging from 5 star to 1 star and Heritage group and approximately 75,000/- rooms are expected to be completed in classified categories by 2005.

**Fast Food segment** is witnessing growth nearly at the rate of 30-35% per year. Global majors like McDonald, Pizza Hut, Barista, Coffee Day, Dominos have already established themselves in India and all are doing good business. These establishments offer good working environment and pay scale.

**Restaurant-Bar Service** is an important area which offer good job opportunities. In addition to the career in the Restaurant and Bar, many International and Indian company for increasing their product business need marketing executives. Thus career in this segment is quite lucrative and challenging.

**Catering and Banqueting** almost all the leading hotels of course have this facility and do a great business round the year, They do need well-trained man power to cater to this specialized sector. But off site catering service as stand alone becoming profitable phenomenon in the major metros and catching up in small cities also. This is offering good career opportunities.

**Hotel Also Require Professional** Viz. Fire fighting, Marketing, Accounting, security, Laundry, interior decoration etc. which are outsourced by the Industry. Tourism trained people do have experience on all these segments as these form part of the curriculum.

**Entertainment Guests** today look for entertainment outside their homes i.e. at restaurants, hotels. Thus now, there is continuous growth of cinemas, multiplexes - family entertainment centers, theme Parks - and all these segments offer a number of good job opportunities.

**Multiplexes** Even several State Governments are providing incentives for multiplex development with tax benefits. Amusement Parks - is all set to flourish in India.

**Aviation** In flight crew, ground service, more International flights are in operation now. No frill airlines, regular domestic airlines charter operations all these are going to create now jobs and will need more trained man power.

**Tour Operator and Travel Agency Operations** Do not need to give more explanations. Thousands have opened their own agencies and doing good business. Some of the trained man power can put their services.

As (1) Rail Agency, (2) Cruise Agency, (3) Conference Agency, (4) Wild life out fillers, (5) Adventure Specialists and (6) Trekking Tours etc..

**Guides:** This is a very important segment and offer free-lance service.

**Wayside Amenities** With boom in Automobile industry and good roads, this sector is going to provide excellent job opportunity including Petrol pump and 24hrs. service stations and rent-a-car service.

**Tourism Training Institutes** Man power service providing Airhostess, steward training for regular supply of trained man power.

**Festival and Fairs** Special interest tours/event management - Annual Award ceremony etc.

**Tourism Boutiques/Hand Craft centres** Mainly to service tourist.

What I want to say "Wake Up - this Tourism Industry belongs to the new generation form a team, gain the skill, be professional and competition is the name of the game. Information Technology has broken the barrier and tourism is global, travel has become easier, share knowledge, all these global interaction will create demand of manpower with global inset.

*New world is for those,  
who are willing to meet the challenges.  
Get ready and take off.....*

#### Chapter 45

## **Challenges Before Our Tourism Promoters In Promoting India**

Tourism Industry has not seen such down turn earlier as seen since 2001 post 11<sup>th</sup> Sept. event in USA and series of other negative events like Afghan war, the attack on Parliament, riots in Gujarat, face off between India and Pakistan and the subsequent travel advisories and withdrawal of many international carriers - all these had affected the Indian Tourism which could be termed as the worst ever crisis. Luckily tourism has unique resilience character with a quick recovery. It bounces back with greater vigour with such fall out. In case of India, this challenges continued since last decade with breakout of plague, communal riot, Indo-Pak border tension, Natural calamities etc. but it also saw quick recovery since Jan 2003.

W.T.O. Secretary General Mr. Francesco Frangialli following 11<sup>th</sup> Sept. attacks mentioned 'We have learned from experience that the tourism industry recovers very quickly from adversity'. International air passengers declined during the Gulf war from 280 million in 1990 to 226 million in 1991 but tourist arrivals crept up by 1.2% and receipt increased by 2.1%. "Despite all the conflicts we've had in the world over the past 50 years, there has never been one year that experience a decline in tourism.

'The Gulf crises was very different, so we cannot take over evaluations directly from those years. In this case, it is the US that is most affected and the US is the number one tourism power in terms of International receipts, domestic tourism and international spending' he said. 'It is true that Americans are worried about travelling but US outbound represents only 13% of the world and experience has shown that tourists from other generating markets such as Germany, the UK and Japan will continue to travel. They may divert their holidays to different parts of the world that are perceived as safer or stay closer to home but they will travel' he added. Above note reassures that tourism can always bounce back if right step can be initiated.

In the case of India, to restore its image as a safe destination became the Challenge. Tourists are immensely aware of its varied attractions and its various tourism products but its image in the overseas markets is very disturbing with continuous riots, elections, natural calamities, terrorists activities, border conflicts, poor policing for human safety, kidnapping, killings - even Sri Lanka where L.T.T.E. disturbances are a regular feature is thought as a peaceful destination than India. We need to have crisis management policy to work on with on set of any negative event. Something concrete is needed. Our media become very aggressive to talk about negative events with lot of glorified enthusiasm and Press Overseas take the notes from those reports as negative reports are saleable news for the global media.

The major challenges which are faced with now is the packages which can match the offers from our neighbouring countries. We can't compete with our competitive destinations on pricing. They have managed to keep their price-quality balance to its advantage. We have to do something to keep the cost from rising sharply. We have to understand the holidayers psychology. They are most particular about what they want, not just service but also the price which they are prepared to pay. As competition in the market increase tourists look forward to ever increasing standard of service as option for them are great. We have a very fine to tread and very cautiously with need based marketing strategy.

Challenges are there from new breed of travellers who talk of quality as also economic options, talk of environmental practices and leave a destination if not sensitive to environment issues, lack of safety and security and easy mobility with in the country. It is essential that for this new breed of tourists eco-sensitive packages are drawn up in the destinations located in the lap of nature.

They believe in activity oriented tourism more on the basis of experiencing new culture, direct contact with local people, ethnic festival, cuisine and direct shopping from the producers in the villages. More based on rural tourism. Five star tourism culture is now being avoided. This new trend had also to be incorporated in working out the marketing strategy. India can work out-well designed affordable packages to meet the requirements of these tourists.

There are new challenges now thrown open by the technological developments - thanks to internet and other technological tools, travel is more organized. The customers satisfaction will be the main strategy for promoters of the tourism product. They will look for bargains. This will also bring in concept of late bookings. Customers will be demanding

and the cost conscious. All services - viz hotel rooms, restaurants, in-flight, souvenir shops, tour operators and sub-agency offices have to offer highly personalised services. Hygiene will be in the top of agenda. Fulfillment to the objectives having selected a destination will judge the credibility of success of Tour operators. There will be lot of new product choice for holidays in the market specially the destination never heard of (C.I.S. Countries). The products that will offer the maximum excitement in the minimum time will be the right choice.

New alliance of airlines, tour operator, hotelier will develop as 'MEGA TOURISM PROJECTS' - will promote jointly new destinations. New alliance of airlines with liberalised visa formalities and currency regulations will open up new market who will be changing India Tourism products. Even our own Indian nationals will run for those destinations as those destinations will be cheaper and affordable. Existing frequencies on some sectors will be doubled based on code sharing basis. If we don't follow an open sky policy and try to protect National Carriers without reinforcing their aircraft strength will loose business which will go to our competitive countries or even opening Africa and South America also in our competition. There will be strict regulations in respect of security to dispel the consumer fears about safety of travel and tour operators also spend lot of money to dispel the fear. 'Awareness. Infrastructure - and Marketing' programme will be key issues.

Human Resource Development should be in priority list to ensure quality service. This has to be more dovetailed towards participatory involvement of local communities who directly benefit from tourism. This will be needed to eliminate risk of conflict between them and tourism developers/promoters. Heavy investments will be needed for infrastructure development. More public and private sector partnerships with varied incentives from the government will be needed. Such collaborations are very essential to form partnership that can fulfill our objectives of providing real value to customers. Co-branding to be critical strategy for growth in various traffic generating markets. Our main challenge will be to bring our holiday packages how best we can make them affordable with quality and cost less with products from our Asian countries whose image is of efficient, economical, abundant infrastructure, professionalism (which is desperately lacking in India) and very positive in the mind of global tourists. Are we ready to meet these new challenges is the key question to ponder over in overall Tourism platform. The time is now introspection and action so that our tourism can come back to its progressive growth.

## Chapter 46

### Strategic Planning Needed

India enjoys a unique position as a possible tourist destination in the minds of holidayers in the Western World with an image of exotic culture, depth of religious feeling, diversity of experiences, magnificent scenery and rich architectural monuments. This makes India a truly stand-alone destination from competitors. But it also has some negative perceptions like poverty and disease, poor hygiene, strenuous journeys, poor internal travel facilities, crowded streets etc.

Thus the type of tourists who are likely visitor for India should be those who are widely travelled (mainly outside Europe), well educated and have the spirit of adventure - culture and nature type who are interested in active holidays combining both outdoors and ethnic interest, like to experience a new culture, meet the challenges and not all time looking for 5 star luxuries. Hence our campaigns overseas should focus enjoy the spirit of India with culture, adventure and variety of experiences-festivals, cuisine, shopping, rail journeys etc.

The objectives behind the marketing plan overseas should have thrust on.

(a) Extending the season which otherwise remains restricted to winter months. It should place itself as a destination for all reasons at all seasons.

(b) To focus new areas by organizing packages that facilitate tourists access to areas with infrastructure facilities i.e. India beyond the Golden Triangle.

(c) Pricing part to be looked into to make India more competitive so that India can be promoted as value for money destination. The tax part needs to be looked into otherwise we will outprice ourselves.

(d) Facilitation at airports with liberal entry formalities and continuous product development to match the needs of all types of tourists including budget tourists.

The strategy to look into consumer needs and dovetail P.R. & advertising campaign. Accordingly P.R. should be used as a credible medium to address product interest both TV and print media.

All opportunities to reach right contacts should be used to penetrate into the market.

Strong window displays are medium to generate attention at the point of purchase and to spark off an enquiry with the counter staff (specially at Tour Agency offices). These agencies should have trained manpower to boost India business. Thus promoting travel agents is very essential. This will entail educational tours for sales personnels at the counter and in a continuous manner. Even focused seminars on India to regenerate commitment and enthusiasm will be needed. These

should be well supported by CD Roms, Printed booklets, Audio visuals, Posters - These will help in preparing “Mental Maps” for the tourists who have no knowledge about India. Regular advertisements rather joint advertisements with tour operators with coupon response can help in gauging the impact if the efforts being made for agents, media. Each office should have a photo bank, stock pictures showing the best shots of hotels in India. For Press Relations, even back grounders on monuments, events should be provided. Direct mailing for targeted market possibly in co-operation with a key agent should be worked out & monitored to its business effectiveness.

## Chapter 47

### **Atithi Devo Bhava**

India's tourists strength lies not only in its historical monuments, natural beauty, mysticism, myriad culture as represented through its various dance forms, festivals but also in the warm hospitality extended to its guest. This warm hospitality is not outwardly show, it comes from the heart which is inbuilt in our culture. Atithi Devo Bhava is designed to reinforce the feeling of pride in servicing the guests. It is an exercise to build a sense of responsibility about their profession who are stake holders in the domain of tourism, the service providers spanning across all walks of travel & tourism which include taxi drivers, baggage handlers, auto-rickshaw drivers, hotel staff, airlines staff, airport officials, Immigration officers, Custom Officers ....etc. Infact since these segments have diverse base grounds education & levels of sophistication, the training is also divided in two-three categories. However, sole aim is to build a sense of responsibility, about their profession was to make their importance in the tourism chain, to create awareness about the benefits tourism brings to the country in general and how important role they play, how their positive behaviour can act as a catalyst to boost tourism.

While talking of quality service, under this programme there are two important areas.

1) There will be set of conduct and regulatory standard and second through training which will be followed by certification and regular controls which in turn will bring continuous upgrading. There will be recognition the Best Taxi Drivers, the Best Tour Operator of the month, of the quarter...etc. The whole aim to bring professionalism in the service business Atithi Devo Bhava will emphasis on Hygiene (personal & product) Honesty and Integrity, Courtesy and Etiquettes, Safety and Security (of guest and his belonging) and a very tourist friendly attitude. Key stake holders which are included in this programme are based on 3 segments, unskilled, semiskilled and skilled professionals.

In the first two categories, loaders, coolies, porters, taxi drivers, tourist coach drivers, baggage handlers, roadside shopkeepers, cycle rickshaws, and other group the tourist operators, tourist boutique owner, Restaurant, Hotel Staff (Middle & down level) Customs, Immigration, Airport CISF etc. Training will focus on Hygiene, Behaviour (Politeness) Integrity (tourists are not cheated or over charged pricewise) safety & security tourist place in the area, helpful attitude and maintain out dignity..etc.

Initially the programme will be for 7 cities like Delhi, Jaipur, Mumbai, Goa, Aurangabad, Agra, Kolkata and in next financial year this programme will be rolled in other important cities of India. Atithi Devo Bhava will be marketed as a symbol of quality foreign tourists will be told to look out for the ADB logo/sticker which will mean that the service on offer is of certain minimum quality Atithi Devo Bhava besides training is also to undertake “Contact Programme” with the tourism trade in order to get their active participation and ownership of Atithi Devo Bhava Programme and there will be Mass Media Communication in Newspaper, TV, Cinema and outdoors to create general awareness about Atithi Devo Bhava Programme and to communicate and key stake holders as to how it is in their own interest that foreign tourists be treated with will and that they should go back with happy memories of their visit to India. Thus in future with words of mouth publicity bring more tourists to India and we can double of our international tourists arrivals and get benefits through their longer stay in India.

Some where we need to make a beginning and beginning has been made very successfully. Tourism is everybody's business and we will do it to make India-most tourism friendly country in the world.

**“Lets welcome tourists as guests and  
send them back as friends”**

***“Atthi Devo Bhava”***

# Why India ?

- 0 India never invaded any country in her last 10000 years of history.
- 0 The World's first university was established in Takshila in 700BC. More than 10,500 students from all over the world studied more than 60 subjects. The University of Nalanda built in the 4th century BC was one of the greatest achievements of ancient India in the field of education.
- 0 India invented the Number System. Zero was invented by Aryabhatta.
- 0 Sanskrit is the mother of all the European languages. Sanskrit is the most suitable language for computer software reported in Forbes Magazine, July 1987.
- 0 Ayurveda is the earliest school of medicine known to humans. Charaka, the father of medicine consolidated Ayurveda 2500 years ago. Today Ayurveda is fast regaining its rightful place in our civilization.
- 0 Although modern images of India often show poverty and lack of development, India was the richest country on earth until the time of British invasion in the early 17th century.
- 0 The art of Navigation was born in the river Sindh 6000 years ago. The very word Navigation is derived from the Sanskrit word NAVGATI. The word navy is also derived from Sanskrit 'Nau'.
- 0 Bhaskaracharya calculated the time taken by the earth to orbit the sun hundreds of years before the astronomer Smart; Time taken by earth to orbit the sun: (5th century) 365.258756484 days.
- 0 The value of pi was first calculated by Budhayana, and he explained the concept of what is known as the Pythagorean Theorem. He discovered this in the 6th century long before the European mathematicians.
- 0 Algebra, trigonometry and Calculus came from India; Quadratic Equations were by Sridharacharya in the 11th century;
- 0 The largest number the Greek and the Romans used were  $10^6$  (10 to the power of 6) whereas Hindus used numbers as big as  $10^{53}$  (10 to the power of 53) with specific names as early as 5000 BCE during the Vedic Period. Even today, the largest used number is Tera  $10^{12}$  (10 to the power of 12)
- 0 According to the Gemological Institute of America, up until 1896, India was the only source for diamonds to the world.
- 0 USA based IEEE has proved what has been a century-old suspicion in the world scientific community that the pioneer of Wireless communication was Prof. Jagdeep Bose and not Marconi.
- 0 The earliest reservoir and dam for irrigation was built in Saurashtra.
- 0 According to Saka King Rudradaman I of 150 CE a beautiful lake called 'Sudarshana' was constructed on the hills of Raivataka during Chandragupta Maurya's time.



0 Chess (Shataranja or AsthaPada) was invented in India.

0 Sushruta is the father of surgery 2600 years ago he and health scientists of his time conducted complicated surgeries like cesareans, cataract, artificial limbs, fractures, urinary stones and even plastic surgery and brain surgery. Usage of anesthesia was well known in ancient India. Over 125 surgical equipment were used. Deep knowledge of anatomy, physiology, etiology, embryology, digestion, metabolism, genetics and immunity is also found in many texts.

0 When many culture were only nomadic forest dwellers over 5000 years ago, Indians established Harappan culture in Sindhu Valley (Indus Valley Civilization)

0 The place value system, the decimal system was developed in India in 100 BC

*'Explore India: You Will Always Come Back Richer'*

*"Indian Americans represent the most affluent minority in America, ahead of Jewish Americans and Japanese Americans. This is a Statistic and not an opinion. Indians swarm all over the Silicon Valley, where they are an integral part of most product development teams; be they teams developing new semi conductors chip, software package or computers. Indian are recognized throughout America as technology superior".*

*Adam Osborne (Cofounder of Apple Computers)*

## Chapter 48

### **Tourism Leadership Essential Traits**

Tourism success depends on effective leadership. Leadership do not come automatically. One needs to develop leadership qualities. Effective leaders hold distinct characteristics and these can be seen by very look of the leaders. They continuously try to achieve something and have prefixed objectives in their mind. They learn from their experiences everyday, they read, go for training to update themselves, listen to all, to have cross section of views, they are curious, always double check the opinions as they come to them to know the actual facts and do not carried away by emotions, ask questions and develop new skills and always like to know more about their profession.

Most of the leaders who are really competent are very much service oriented and do not restrict themselves to benefit for their own career. They think of others and think to solve their problems. They shoulder responsibility and make sincere efforts and do not offer lip sympathy. Successful tourism leaders do listen to all and never over react on any negative comments and judge every people or its merit or need and look into behavioral stress in others mind to give mental support and ensure pleasant or amicable settlement. They lead balance lives and take care of health, spiritual, intellectual, social needs, enjoy, carry good sense of humor, laugh at themselves, do not insult others; very caring and supportive to juniors or downtrodden; they have the power to appreciate good and condemn the bad. Some time they are adventurous and work hard. They are original and creative. They listen, keep a pleasant smile in their face, they meditate, they offer prayers, they exercise, they do charity, they take responsibility for any mistakes and extend apologies, they have strong inner sense and go by the inner voice, they are doers and not happy till they get positive results. Our tourism needs the leaders of such Qualities. Let us judge, do we have the right leaders?

If any organization in tourism business has leader with such characteristics, business growth and success is guaranteed. Let us build our tourism plant with leaders holding knowledge, courage, integrity service and right vision. This is the need of the hour if tourism has to grow in India.

## Chapter 49

### **Drawing out a Marketing Plan**

A sincere effort has been initiated by the Ministry of Tourism, Govt. of India to brand India with new logo to reposition the tourism products in the global market. Promotional programmes in the overseas markets are more focused to showcase all the new segments. But lot more needs to be done. We are not yet sure also are our potential clients with in the market and what are their needs and their financial strength. This would be the first step to understand the market which inturn can help to undertake marketing campaign based by intensive and targeted promotional activities. One must keep in mind that present day travelers have all opportunities to get information sitting at home by clicking the site. He is more educated and very demanding. Hence his needs are pre-determined and all marketing efforts will have to be done in such a manner that enthuses him to choose your destination. He feels that he has made the right choice. This will also need close public relations to reach these potential clients directly and exchange ideas and clarify the misconception if any at the decision taking stage.

Here brings the importance of the "SWOT" analysis of the destination to ascertain strength and competition and corrective steps unique selling proposition comes out of well planned price conscious packages. For India, its variety and human touch and affordability could be its U.S.P. Even growing interest in Spiritual tourism, Ecotourism and Shopping tourism could be unique for India. Promoting Buddhist Tourism in South Asian markets will be beneficial for India like Medical Tourism in the Gulf.

In the new segment, MICE tourism is very favourable for India as India can offer excellent conference venues in unique natural settings. India's strategic location in the central route between east and west makes it all the more attractive with good air connections.

In the fast changing scene and competitions, educating the trade and India should be the prime marketing objective. More aggressive partnerships and networking in the business is need of the hour. Airlines are forming marketing alliance and some Regional Tourism Board are working out Regional Tourism promotions. ASIAN countries are doing this type of Regional Tourism in a very effective manner.

Similarly many tourism board have linked themselves with credit card companies, international events specially we saw how Australian Tourism benefited by promoting Olympic Games. The spin off was great with boom in tourist traffic to Australia. India could not really form Airline- Tourism nexus. But Malaysia with national airline or Singapore with national carrier with proactive destination promotion penetrated into many new markets and India is one of their successful story. Even we could not form proper tie ups with overseas carriers who are doing good business in India. Even we need to work closely with global Distribution Agencies as key trade partners to have new business. Some steps have through now have been taken. This would call for constant and increased emphasis on research, P.R. new marketing initiatives (full use of technology) to gain the right competition edge. For country like India, image problem is there and lot needs to be done to change the negative perception it gets through media reports. We know that these media reports may not reflect the true state of the events, but they do create some impressions in the mind of the traveler that linger into the mind. Hence a continuous showcasing India products in the traffic generating markets to create favourable image will be necessary. Good budget support or synergised approach of all the segments of tourism partners can help to define a specific market oriented strategy. These then to be super imposed with unique Indian experience. With growing new market demand like Ecotourism, Health tourism, Shopping tourism, etc where India has upperhand on competitive destinations.

Celebrity endorsements are emerging trend and we have also to utilize this medium to boost India image. Even our film actors are being used by our competitors for endorsement of their destinations. Mainly our marketing strategy should now be market focused, product improved, online alliances, travel service providers forming right team with right tools, value additions in the packages and pricing should be right .

***India is no doubt destination of the millennium.***

## Chapter 50

### Tourism Promotion

**2004 had a promising year for Global Tourism. International Tourist Arrivals worldwide recorded an all time high of 760 million – an increase of 10% over 2003 which is by far the best growth rate for this sector in the last 20 years. India also recorded an impressive increase of 24%. However, even this is less than 1 per cent of the world's tourist arrivals.**

**This is a pointer to enormous potential that is waiting to be tapped by tourism promoters which would not only lead to direct income generation but also have a multiplier effect on employment creation and poverty reduction. These are major problems for development of our country and thus tourism could be the right medium. Hence the necessity of giving priority to tourism.**

**For aggressive Marketing of India's Tourism destinations so that India figures more frequently and prominently in the itineraries of International travelers and more & more overseas Tour Operators sell India to their clients to boost tourist traffic to India.**

**India has many advantages. Our centuries old civilization, rich and unique cultural diversity, splendid at large, salient features oarchaeological monuments, historic sites, culinary traditions and above all very hospitable people make India a very attractive destination. It is unique, firstly due to India's central location in global map and secondly its affordability part. These need to be utilized in marketing. We have to tell to the world that we are now no longer a long hand destination and to have holiday in India, it costs much less than having holidays in Europe/ USA.**

**I feel that the Private players in the tourism sector have the most important role to play for developing and marketing our new tourism products like Medical Tourism, Eco Tourism, Rural Tourism, Spiritual Tourism (Buddhist circuits) etc.**

**All these elements provide a rich canvas for defining a range of tourism products, which span across the country and can be promoted by working out special circuits. However, we have to go well beyond defining these circuits. We will have to create the requisite infrastructure, tourism facilitation mechanisms and marketing. This conference is an attempt to bring together private sector players and policy makers and all stakeholders on one platform to brain storm these issues. I would like to share some thoughts with you all and these are very essential for integrated marketing of Indian holiday products.**

➤ **Partnerships among Tour Operators, Travel Agents, Hoteliers and Airlines is necessary for promoting India destinations. Each one need to sell one typical product and not the same product.**

➤ **We must create Tourism Website with an exhaustive database on hotels, destinations, and other attractive features.**

➤ **It is necessary to target our burgeoning middle class in the country and South Asia as it is growing community. They have desire to spend on leisure and tourism. The time has come we must try to change trend for travelling outside the region which should be partially reversed and consumers made to look at equally exciting destinations within India or in the region.**

➤ **The role of Tourism Media especially International is of utmost importance in tourism awareness in the International market. This segment needs to be cultivated vigorously as they can act as major facilitators for promoting positive image about our country in the world. Prominent Travel writers and International Travel agents should continue be invited to our country from time to time need Govt. and trade should look after these when they are in India.**

➤ **Any discussion on tourism marketing is incomplete without emphasizing upon the need to drastically improve and create infrastructure facilities of International standards in respect of roads, airports, hotels, security etc. This is an area where the private sector would require the active support and involvement of our Government. Though steps have been initiated but it need to be completed keeping in mind the time factor and cost escalation due to delay.**

Some General Rules For Stress Control

**PROMISE YOURSELF**

- ❖ *To be strong that nothing can disturb your mind*
- ❖ *To talk health, happiness and prosperity to every person you meet*
- ❖ *To make all your friends feel that there is something in them*
- ❖ *To look at the sunny side of everything and make your optimism come true*
- ❖ *To be just as enthusiastic about the success of others as you are about your own*
- ❖ *To forget the mistakes of the past and press on to the greater achievements of the future*
- ❖ *To wear a cheerful countenance at all times and to have a smile ready for every living creature you meet*
- ❖ *To give so much time to the improvement of yourself that you have no time to criticise others*
- ❖ *To be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.*

## Chapter 51

### **Tourism – The Right Vehicle For Communal Harmony And National Integration**

**Tourism is immense importance to India and our success story will continue undiminished. Tourism has always been appreciated and actively promoted for its economic value. It helps in reducing poverty and in maintaining quality of life through employment, through economic prosperity, balance of payments, investments and substantially the tourism resources are utilized for augmenting the infrastructure and integrating tourism products with international markets, which in turn generate tourists for the country and chain, continues. Very rarely we think of its major value related to national integration and international understanding.**

For a country like India where there are various religious faiths, various linguistic communities, various customs and traditions, various food habits and dress culture, there is always need to have some common link which covers every body's interest and works for every body's benefit. What better link could one think other than tourism? There is now a greater awareness about tourism as great force of unity and understanding each other from close quarter and appreciate each other's rich heritage. All negative things, which are happening in our country or elsewhere, are due to ego and lack of appreciation of each other's culture or strong religious fundamentalism. Ancient philosophers like Shankaracharya thought of bringing Indians from various parts on pilgrimage by setting up Mutts (religious places known as 'Chardham') by having one each at Badrinath, Dwarka, Puri and Sringeri so that people from North moves to South, South to East, East to West or Vice-versa. Thus, through pilgrimage tourism there was sincere effort to bring our people together. With tourism infrastructure developed and people exploring other's region and experiencing other's culture, in a country like India it is great source of "Experiencing Unity in Diversity" Government is giving Leave Travel concessions, private/corporate houses are offering incentive tours to their executives/staff-all these have given enough motivation to have tours in and around the county at various tourist places in India. When they interact with local people, try ethnic food, participate in local festivals, there is a feeling of oneness forgetting the language barriers, or religious faiths or food habits, only objective being pleasure, leisure, experience, understanding, appreciation and friendship. Thus tourism has all the ingredients that need to bring unity or 'Ekata'. India, which is the place for diverse culture, diverse natural scene, and diverse faiths – unity, is the major issue. Tourism has proved the corner stone to build unity.

India is a great example of communal Harmony and Tourism co-existence. India is the birthplace of some of the world's most influential religions – Hinduism, Sikhism, Jainism and Buddhism. Over the years with the wave of invaders, missionaries, traders and those fleeing preservation, new religions such as Islam, Christianity and Zoroastrianism were introduced and absorbed on our soil. Over the centuries unity or communal harmony has emerged a spirit of co-existence and better understanding among her people. This is evident from the fact that a person from one community can never think of celebrating any festival without the participation of other. India is home to the second largest

Muslim population in the world. Christianity flourished in India, several centuries before it was accepted in Europe. It was established in India on the arrival of St. Thomas, an apostle of Jesus Christ in 52 AD when he landed on the shores of Kerala. The first Zoroastrianism to enter India arrived on the Gujarat coast in the 10<sup>th</sup> – Century soon after the Arabian conquest of Iran and by the end of the 17<sup>th</sup> century most of them settled in India. Buddhism, Jainism, Sikhism all flourished together with Hinduism. The earliest Jews came to India two thousand years ago. India sheltered all religions, creed and beliefs. Later even Sufis, Bahais all were granted protection and accepted into the fold of main stream, given land, equal opportunity to excel in their profession of choice and remain Indian. This communal harmony brought many tourists to India to see themselves the broad mindedness of our culture and belief in the communal harmony. Undoubtedly Tourism is the key component for communal harmony and this oneness in the diversity is our unique tourism attraction.

Let us preserve it all time and bring prosperity and global peace through tourism.

## Chapter 52

### Tourism Potential Of India

#### How Do You See It ?

**The diversity of natural beauty coupled with tourism products like unique architecture, festival and fairs, shopping, wild-life, warmth and hospitality of our people all of which adds to the richness of tourist experience. The country is blessed with varied tourism destination and products catering to the tastes and preferences of tourists and travelers of all ages and economic background and thus India stands out among other global destinations.**

#### Role of Tourism in the shinning world?

With global tourist arrivals reaching own 700 million with international tourism receipts over \$ 500 billion stands as the one of the largest industry in the world. According to the World Tourism Organisation in 1998 international tourism accounted for an estimated 8% of the worlds total export earnings and 37% of exports in the services sector. In-fact it is ahead of Automobile products, Iron & steel & chemical etc. It is next to oil. Many countries economy is purely depending on tourism. Tourism is the force that has make the global village truly one world with better understanding with end other, tourism has also become vehicle for global peace. Tourism has been providing approximate 208 million jobs worldwide. It is an unique phenomenon in the history of human race with millions upon millions of people traveling for peaceful purposes.

It is labour intensive and includes multi service products thus involve both technical & non technical manpower. But tourism's contribution is it helps transfer of resources from the rich to the poor countries and there by helps equitable distribution of income without conflict.

It has also helped in creating sensitivity to substantial development in eco-profile Zone, Human Resources development, conservation of Heritage Monuments; Wildlife; Human Resource development by creating certain global standards of operations. Tourism impact of balance of payment, contribution to G.D.P., global tourism investments, aviation revolution are infact point toward the rise of tourism. Tourism ripple effect is the key roll it plays in global prosperity. Every Country is now putting sincere efforts to boost its tourism attractions in traffic generating markets.

**Meaning of Tourism** : Value your visitors from overseas who are spending their valuable time and hard earned money for an experience which is quite different from their own and would take to home a feeling "Home away from home" create greater appreciation of each other culture, and developing local friendships. Tourism benefits are not visible like other industries but it has its value indirect way- once this simple meaning of tourism is understood that it is every body's business, everybody benefits - Tourism can do miracles.

**Tourism Entrepreneurship** - Tourism industry has hotels, Travel Agency business, Transport, Restaurant and quite a large part of tourism consumption takes place outside the tourism industry in public and private services such as buses, taxi, metro system, museums, entertainment, shopping centres, telecommunications and all these areas are opened for entrepreneurs to come forward and reap the benefits.

**Tourism Education** - Education in any subject is useful both for gaining knowledge and employment. The tourism industry specially the hospitality industry provides an opportunity in real term for creating avenues of gainful employment for people in the industry. The research carried out by the Ministry of tourism in India Mentions that actual employment

generation effect (direct & indirect) of tourism in India is around 42 million. In revenue earning value, it surpasses the agricultural and industrial sector. However tourism as education is the need of the hour. Curriculum in schools should have Geography, History and tourism from sixth standard to promote pride in one's culture and rich heritage which indirectly promotes tourism business.

In today's competitive world high premium for younger professionals specially for travel agencies, airlines, tourism enterprises like Entertainment, Amusement Parks, conference centers, hotels, restaurants, H. R. Managers, Technological expertise (I.T, multi skilling) This need constant learning process to improve and enrich to give service to tourists whose happiness will decide company's future-i.e. Quality Human Resource Tourism education is essential for creation. This cadre both involved for decision making and run this organisation. With spread of tourism education in the remote areas supported by competitive technology, the massive population once regarded to be root of poverty have joined in the National Development and many are self employed in tourism related business including medical tourism, spiritual tourism, Nature Tourism, guides, shopping boutiques etc. etc. Tourism education is a must for country like India for poverty alleviation and women upliftment.

### **Management in Tourism**

1. A strict management of tourism is needed to create awareness about the benefits of tourism and takeaway the general feeling that it is an elitist activity. Awareness must involve local people. People will guard for tourism if they see the benefits of tourism coming to them.
2. Developed countries today dominate the outbound tourism market. Ill effects of globalization can be partially countered if the originating countries initiate steps to sensitize the tourists in issues like sextourism, child prostitution. Proper management should come from Travel and Tourism industry to stop these practices.
3. Culture and tourism heritage can bring the strongest common binding factor through mutual understanding and global place.
4. Sustainable tourism practices needs effective management of eco-sensitive areas.
5. Rights of the workers and entrepreneurs in the tourism industry, proper management to ensure that tourism activity is planned in such a way as to allow traditional cultural products. Crafts & Folklore to survive and flourish rather than causing them degeneration over commercialized.

Special attention for management of costal area, islands territories, vulnerable rural or mountain regions.

Continuing growth of tourism particularly tourism directed at the most fragile culture and environments, involves destination management problem and how these are manage will show its impacts and desired benefits of tourism. The management should cover regulatory, preventive and collaborative.

Management in tourism is more sensitive then many other industry as many of the things interlinked with tourism are beyond our control - terrorism, financial crisis, epidemic, global, political scene, local scene all these are direct impact and again management policy can help to tide over each crisis. We are in tourism business where future is dependent on a wide mix-of unpredictable factors.

Never the less we carry a strong optimistic; quick recovery of the series of negative events in 2001 is visible now. All indications are pointing towards an economic recovery, infact for India, it has bounced back with 15 % growth in 2002 in 2003 with 2.8 million tourists & earning over Rs.17000 crores (+23%),Market has settled down & predictable growth pattern seen with confidence gained. The capacity of travel & tourism to overcome adverse situations endangered by political or other crisis have seen earlier also during the Gulf war in 1991 and we are keeping our fingers crossed. If nothing negative happens, in 2004 we may fulfill our target of 3.5 million tourist by 2005 projected earlier.

## **Why India for Medical Tourism ?**

- Most cost effective with greater satisfaction of Medical services.
- \*The tradition of Indian system of medicine and its preventive and curative effects are well-known the world over.
- Yoga, Ayurveda and other forms of natural resorts are unique and added attraction.

- To supplement the tourism products in such a way that it supplements main stream cultural product.
- According to McKinsey report Medical Tourism will account for 3-5 percent of the total healthcare delivery market in India and provide as much as Rs 10,000 crore revenue by 2012.

### **WHAT MAKES INDIA A MEDICAL TOURISM DESTINATION**

- “First World Treatment at Third World Price”
- India is recognized as a country with world-class doctors, nurses, paramedics and related service providers.
- Medical Tourism is the most important segments among Spiritual Tourism, Rural Tourism and MICE Tourism.
- Surgical Procedures, Diagnostic and therapeutic investigations, rest and recuperation along with sight seeing at a tourist spot are major components that are available in India.
- Establishment of specialty Hospitals Chain has created number of International Hotels and Hospitals Chain to invest in creation of infrastructure in India.
- Synergy is created by combining these factors thus creating a boom in Medical Tourism.
- Variety of Medical Systems available in India such as Ayurveda, Unani, Bio-Chem (Bara Kshar), Acupressure, Acupuncture, Homeopathy and contemporary medicine.
- Specialised hospitals for Dental Treatment, Cardiology, Infertility and Orthopaedics available in India.
- Escorts in Delhi, Apollo in Chennai, Wockhardt and Heart Institute in Mumbai.
- Elective procedures (Cosmetic, Maxillofacial and Plastic Surgery), Planned surgical procedures, diagnostic and therapeutic investigations, rest and recuperation.

### **SOURCE MARKETS FOR INDIA PRESENT DEMAND**

- Chief Market - Gulf Countries
- Maldives sends people to Kerala
- Bangladesh sends people to Kolkatta
- USA and UK to an extent.....

### **FUTURE DEMAND**

- East European and African Countries
- Indian Diaspora who regularly visit India.

### **Need of the hour.....**

Health Insurance.

Guidelines for Medical Treatment and Services.

Interaction with the source market to sort policy guidelines of their Govts & Insurance.

### **Overall hygiene & cleanliness at places of treatment.**

Infection Control Systems in our hospitals.

International Accreditation Agency to evaluate our Health Facilities.

Medical Visa may be introduced.

## **OUR SINCERE EFFORTS**

- Realising importance of this segment most of the states have formed special Medical Tourism Wing in the Tourism Dept.
- Maharashtra Govt has formed Medical Tourism Council.
- Similar units have been commissioned by Andhra Pradesh and Kerala Tourism to regulate MT Business.
- In the Ministry of Tourism, Medical Task Force has already been set up with MOT and Ministry of Health.
- Specialised tour operators are now available for making arrangements.
- Many Govts in the overseas have agreed to reimburse Medical Treatment in India for their citizens.
- Consolidated booklet incorporating names of Hospitals with specialised treatment available has been compiled by India Tourism, Mumbai and these are being circulated globally.
- Our overseas offices are participating in Medical Expos and promoting India as medical destination.
- Affordability and Minimum waiting time with professional expertise is being focussed in all communication.

### **Tourism Industry and Medical Tourism.....**

- Medical Tourism should be developed as USP for the International Market
- Growth in Medical Tourism will expand India's tourism Industry.
- This will make India "A 365 Day Destination".
- Domestic Medical as well as Tourist facilities will automatically improve.
- It may reverse India's Medical brain drain of 80's.

### **Some of the facilities available in India.**

- All India Institute of Medical Hospital, Delhi.
- Apollo, Batra, Escorts, Freemasons, Stephens, Delhi.
- Apollo, Asian Heart Institute, Breach Candy, Jaslok, N M Excellence Diagnostic Center, Leelawati, Hinduja in Mumbai.
- Apollo, Amar, Apollo Specialty, Balaji, Billroth, Bone & Joint Clinic, Chennai Kaliappa Hospital in Chennai.
- Assembly of God Church, Austanga, B M Birla, Belle Vue, Chitaranjan, Woodlands in Kolkatta.
- Bowring & Lady Curzon, Kidwai Memorial, K C General in Bangalore.
- Many more in cities of Agra, Kochi, Coimbatore, Hyderabad, Manipal, Mysore, Pune, Rishikesh, Ranikhet, Varanasi etc. etc.

**SARVE SUKHINA SANTU,  
SARVE SANTU NIRAMAYA  
SARVE BHADRANI PASHCHANTU  
MA KASHCHIT UKHNAMAPNUYET**



# TOURISM IN INDIA

## AN OVERVIEW

- One of the important economic sectors.
- Apart from its direct contribution to economy, tourism has significant linkages with several other sectors like agriculture, poultry, handicrafts, construction, transport etc.
- Tourist Arrivals – 3.4 million (growth + 24% over 2003).
  - Forecast - + 15% year-on-basis
  - G.D.P. contribution in Economy - 4.8 %

If tourism can increase to 10% of India's GDP as against current 4.8%, nearly 26 million job can be created by tourism.

- Employment - 5.8%
- Foreign Exchange Earnings – US\$ 4.3 billion (+ 36% over 2003)
  - Domestic Arrivals – Approx. 400 million
  - Growth forecast - + 15% minimum
  - Average stay for tourists – 30 days

### INDIA'S TOURISM ATTRACTIONS :

- One can see the world in India.
- World Heritage Monuments.
- World class Eco-tourism & Adventure destination – Himalayas, wildlife.
- Nature Resorts – Kerala, Goa, Jammu & Kashmir, Himachal Pradesh.
- One of the Top Ten must see destinations in the World.
- Friendly & Hospitable people / unity in diversity – unique fairs and festivals, shopping opportunities, handicrafts, MICE / Medical / Rural / Spiritual / new segments.
- Will run of film later (after presentation).

### **TOURISM INFRASTRUCTURE: ACCOMMODATION**

Total Hotel Capacity December 2003 (Approved Sector)

<b>CATEGORY</b>	<b>NO. OF HOTELS</b>	<b>NO. OF ROOMS</b>
One Star	0201	06,606
Two Star	0533	17,629
Three Star	0551	26,071
Four Star	0122	08,655
Five Star	0085	10,416

5 Star Deluxe	0074	16,885
Heritage Hotel	0077	02,124
Classification	0079	03,334
Assorted	-	-
Total	1722	91,720

SOURCE: MOT (HOTEL DIVISION)

### **CURRENT SCENE TRANSPORT**

#### AVIATION :

Liberal Aviation Policy – Liberalizing domestic markets and permitting more carriers to fly international routes.

Liberalized Sky Policy – Full market access for airlines.

- Liberal Charter Policy.

- Many direct airlines / additional seat capacity.

Bangalore and Hyderabad have been designated as additional points of call to France.

In the budget extension of tax exemption on agreements to require aircraft/ aircraft engines on lease upto Sept. 30, 2005 granted.

Code sharing capacity, destinations etc.

#### TOURISM :

- Higher outlay for Tourism in the 10<sup>th</sup> Five Year Plan (Rs. 3000 crores)

- Higher outlay in Tourism Budget 2005-06 – Domestic Tourism given high priority in the budget outlay for domestic tourism campaign is hiked five times from Rs.14 crore to Rs. 70 crore.

- Significant increase in allocation for tourism infrastructure creation of yatri niwas, wayside amenities, Govt. lodges, tourist transport etc.

- A sum of Rs.41,575 crores has been proposed as against Rs. 279 crores - Tourism schemes for the North East Region and Sikkim have higher allocation – Rs. 79 crore as against Rs. 50 crores in last year.

- The total budget allocation for the tourism has been increased – Rs. 786 crores as against Rs. 500 crores in 2004- 05

- Overseas promotion budget increased to Rs.210 crores as against Rs 104 crores in 2004- 05.

- A special package of Rs. 450 crores for Highway development in North Eastern Region.

- Many steps were announced for strengthening the infrastructure.

The National Highway Development Project to be launched for which Rs. 1400 crores provided for four laneing of 4000 km

- In overall terms outlay for National Highways development

increased from Rs. 6514 crores in 2004- 05 to Rs. 9320 crores in 2005- 06.

- Even Govt is thinking visa on arrival for selected countries on an Experimental basis in Delhi and Mumbai.

- Govt. is already seized with the rationalization of taxes – luxury tax

On hotels, tourist transport tax Aviation Fuel tax to ensure India's importance among competitive neighboring destinations.

- Impressing upon State Govts to be more realistic on the issues ATF .

Tax reduction can increase more competitive air travel.

- More incentives to private sector to invest adequately for development of infrastructure.

- Continuous upgrading of facilities at Tourist centers, ASI monuments, airports.

- New tourism packages not only within India but combined packages of Buddhist sites across the BIMSTEC countries, Adventure Tourism packages and cruise packages.

- Allowing FDI up to 100% under the automatic route in construction development project (which would include hotels, resorts, hospitals, educational institutions, recreational facilities, would have multiplier effect on economy by boosting construction activities.

- Country would need 1,50,000 more rooms for tourists and investment about Rs. 45,000 crore for this purpose is needed. Above policy is very good for that purpose with 100% FDI in hotels, resorts, etc.

- States have been directed to review land use provisions for this purpose so that land can be made available to the investors at a reasonable price or long term lease basis.

- Single window clearance rather than multi places for clearances to boost investments.

- States have been directed to initiate policies encouraging private sector to have rationalization of taxes on tourism related activities and better connectivity to tourism spots.

### **RAILWAYS**

An integrated Railways modernization plan has been envisaged. The facility for booking tickets through internet will be available on land line phones. Improvement in Rail coaches / facilities. More direct and speedy trains between Delhi-Howrah, Delhi-Chennai and other places.

### **EXPLORING INTRA REGIONAL TOURISM**

SAARC as a destination market share is less than 1% of World Tourist Arrivals (US\$ 6.5 billion in tourism receipts, 6 million arrivals).

- Region is blessed with the beautiful places comparable to any part of the World. We could not use our potential. Much diversity yet similarity.

- Easing of frontier formalities.

- Collaborative campaigns.

- Identify niche regional products and package for common repositioning.

- To enhance connectivity in the Region.

- Develop prominent common circuits for material advantage.

- Encourage land travel within the region

- Intensify national / private media channel's publicity about products of regional prospects (like SAARC Air exchange).
- Increase frequency of exchange programmes of media personnel, decision makers, tour operators.
- Focus marketing on new upcoming markets where travel divisions are not as stringent.
- Designate on SAARC country as a feature country annually.
- Focus the region as most hospitable and friendly people and offer Mountains, Beaches, Jungles, deserts, rivers, lakes, deltas – multi destinations product but very affordable..

## Laws Of Success

*The greatest Sin..... Gossip.*

*The greatest Cripple..... Fear.*

*The greatest mistake..... giving up.*

*The most satisfying experience..... doing your duty first.*

*The best action ..... keeping the mind clear and the judgment good.*

*The greatest blessing..... good health.*

*The biggest fool..... the man who lies to himself.*

*The most certain thing in life..... change.*

*The greatest Joy..... being needed.*

*The cleverest man..... the one who does what he thinks is right.*

*The most potent force.....positive thinking.*

*The greatest opportunity..... the next one.*

*The greatest thought..... God.*

*The greatest Victory..... victory over self.*

*The best play..... Successful work.*

*The greatest handicap..... egoism.*

*The most expensive indulgence..... hate.*

*The most dangerous man..... the lair.*

*The most ridiculous trait..... false pride.  
The greatest loss..... loss of self confidence.  
The greatest need..... common sense.*

***“The World is a book, and those who do not travel read only a page.”  
~St. Augustine***

***“Travelers never think that they are the foreigners”.* ~Mason Cooley**

***“A journey of a thousand miles must begin with a single step.” ~ Lao Tzu***

***No one realizes how beautiful it is to travel until he comes home and rests his head on his old, familiar pillow.***

***~ Lin Yutang***