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

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TOURISM

Everyones Business

By: Gour Kanjilal

About The Author

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

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

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

Editor's Note

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

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

I must accept the work done by my wife **Ms. Parul & Mr. Manoj Babbar** specially to select 70/80 articles from over 200 articles written between 1998/2017 to make them match with present scene, students looking into the need of studying tourism and sharing his vast experiences with all, whom he holds great friendship.

I feel honored to have an association of two decades with **Mr. Kanjilal** and joined many of his lecture sessions where humor never missed. I present this book to my friend Gour Kanjilal and all his friends tourism lovers students and looking to experience New India.

Shailendra Kesari (Editor & Publisher)

From the Author

I hope you find this publication useful. This book mainly covers the articles I had been contributing in various Travel Trade Journals, National Dailies, and Special Travel Supplements coinciding with World Tourism Day, National Tourism Day, and various Travel Trade events. Some of the articles have been made from my power point presentations and lecture delivered at tourism workshop/seminars etc. This will also provide a brief look at the way I think about various aspects tourism based on experience gained in course of my 37 years of service with the Ministry of Tourism, Govt. of India and holding various assignments with Tourism Ministry in India and overseas in various capacities.

*This is my humble effort and **Mr. Shailendra Kesari** my dear friend for whom I had been contributing articles, took all the initiative on his own to put all my articles, lectures, power point presentations in a consolidated book form. He feels that this book will service a prime interface for building a credible tourism knowledge for new entrants in tourism business and put his relentless effort to doing this publication out even taking his financial risks.*

*I trust you will enjoy reading my articles as much **Mr. Shailendra** has enjoyed producing it. I am also thank-*

*ful to my wife **Mrs. Susmita Kanjilal** and my daughter **Ms. Suparna** (now in U.S.A.) who had been motivating me to write my experiences so that others can benefit specially students who are looking career in tourism. **Mr Manoj Babbar** of Spirit of India Holidays was of great help in compiling the topics, need based for the market.*

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

Gour Kanjilal

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CHAPTER - 1

INDIAN TOURISM SOARING HIGHER TO NEW HEIGHTS OF GROWTH AND EXCELLENCE

Tourism is today recognized as one of the key segments of the Economy.

The **Foreign Tourist Arrivals** during the first Six months of 2017 were 48.85 lakh with a growth of 17.2 % as compared to FTA's of 2016 for the corresponding period (it was 41.69 lakh in 2016).

Among the top ten countries, the percentage of share in respect of tourist arrivals during first six months include **USA (17.7%), UK (10.8%), China (6.8%), Australia (5.2%), Singapore (5.1%), Republic of Korea (4.5%), Sri Lanka (2.24%), Japan (2.21%), Canada (2.19%), France (1.96%) and Germany (1.92%)**. So trend is showing positive growth.

These growth trends are due to e-tourist visa facilitation that brought remarkable change. Now e-tourist visa is valid for 163 countries and one can apply 180 days in advance and duration of stay in India has been extended upto 120 days.

All the more e-visa has been re-vamped with new additions like:-

- There will be three new sub-categories for grant of e-visa, i.e. e-tourist visa, e-business visa and e-medical visa.
- In addition, two more new categories -- Intern or (I) visa and Film or (F) visa -- will be granted for foreigner seeking internship in non-government organizations, and those seeking to shoot movies in India, respectively.
- Also, both business and medical visas will be granted within 48 hours of application upon urgent requests, it said.
- "The liberalization of the visa regime will considerably facilitate entry of foreigners into India for tourism, business and medical purposes. Consequently, the arrival of foreigners in India is expected to go up substantially in the coming years.
- "This will in turn give a boost to tourism, medical and business sectors resulting in substantial increase in direct and indirect employment in these sectors."
- Under the e-visa scheme, an applicant receives an email authorizing him or her to travel to India after it has been approved. The tourist can travel with a print-out of this authorization.
- On arrival, the visitor has to present the authorization to the immigration authorities who would then allow the entry into the country.
- E-visa facility has been extended to the nationals of 163 countries for entry through 24 airports, up from 16 airports allowing such entries, and three Indian ports i.e. Cochin, Goa and Mangalore to tap the potential of cruise tourism from different countries. New Delhi Airport (42.4), Mumbai Airport (20.6%), Chennai Airport (9.6%) are leading bests of arrival.

- "This service will also be provided from Mumbai and Chennai seaports shortly,"
- Separate immigration counters and facilitation desks to assist medical tourists have been provided at India airports namely, Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad.
- The multiple entry tourist and business visas for a period of five years will now be available to nationals of most of the countries.
- Nine-four Missions having bio-metric enrolment facilities have started giving five-year tourist and business visas with effect from March 1, 2017. The remaining Missions will be providing this facility in due course.
- A new category of visa titled Intern or (I) visa has been rolled out with effect from March 1, 2017 to a foreigner intending to pursue internship in Indian companies, educational institutions and NGOs, subject to certain checks and conditions.
- As on 30/06/2017 total e-visa issued is 7.17 lakhs (+52%) over Jan-June 2016.

II. Launch of incredible India Helpline – 1363. The Ministry of Tourism, on a pilot basis, has set up the incredible Indian Helpline to address and guide the tourists during any emergencies which may include medical, crime, natural calamities or on being stranded. This service is available as toll-free on telephone 1800111363 or on short code 1363 and is accessible 24x7 and 365 to provide an authentic information to tourists and also guide them during emergencies once they are in India.

III. Setting up of Sector Skill Council, Sector Skill Council (SSC) to regulate and promote hospitality and tourism-related education and skill development in the country has been registered.

IV. Now schemes for development of 5 theme based circuits (SWADESH DARSHAN) and National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) under implementation in compliance with the Budget announcements. India's rich cultural, historical religious and natural heritage provides a huge potential for development of tourism and job creation. In due recognition of this potential, the union government in the Budget speech 2014-15 decided to create tourist circuits around specific themes with a provision of Rs 500 crore for that year. The scheme mainly aims to provide complete tourism experience by developing world class infrastructure in varied thematic circuits and make full use of national potentials and advantages development of theme based circuits.

The theme based tourist circuit names as SWADESH DARSHAN will be developed on the principles of high tourist value competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. The circuits identified are a Coastal Circuit, Krishan Circuits, Buddhism Circuit, North East Circuit and Himalayan Circuit.

National Mission on Pilgrimage and Spiritual Pigmentation (PRASAD). The National steering committee for new plan schemes of PRASAD and Integrated Development of Tourist Circuit has been setup. The first meeting took place on 14th January 2015. The Pilgrimage Destinations to be developed under Prasad Schemes are:-Varanasi, Amritsar, Ajmer, Gaya, Mathura, Kanchipuram, Vellankali, Kedarnath, Karnakhya, Dwarka, Puri and Amravati.

V. 50 new circuits identified for sustainable development. Ministry of Tourism has identified 50 circuits/destinations for the development of tourism. The Ministry of Tourism has forwarded the list of these circuits/destinations to the respective states/Union Territories to finalize the destinations. These circuits/destinations cover major 2 relevant tourist places and attractions and have a judicious mix of culture. Heritage, spiritualism, and ecotourism to give tourists a holistic perspective of the country.

VI. Up gradation of 24 Railway stations of tourist importance under taken on cost sharing basis (50:50) with Ministry of Railways at a total cost of Rs 240 crores.

VII. Indian Culinary Institute was set up at Tirupathi (AP) with the objective.(i) To ensure the preservation of heritage Indian Cuisine (ii) to establish research documentation and look for the reasonable center of culinary Arts and Culinary skills. The Institute is now in operation.

VIII. Tourism and integral part of “SWACHH BHARAT Campaign – SwachhParyatan, SwachhSmarak, SwachhPakwan etc.

Archaeology Survey of India (ASI) has identified 25 monuments from among the 3680 monuments and sites of natural importance under its protection. These monuments would be provided necessary tourists facilities including Wi-Fi, security, signage's, encroachment free area, interpretation centers, showing shorts films about the importance of the monuments and signboards of SWACHH BHARAT Abhiyanmentioning the slogan “SWACHH SMARAK, SWACHH BHARAT.”

Similarly, other areas include:-

i. Unlocking the Indian skies increase air connectivity to major and potential tourist destinations with fixed wing as well as Helicopter Connectivity more focus with Regional air-connectivity.

ii. Seamless connectivity and removal of across restrictions within the country initially to identified tourist destinations.

iii. Unleash potential of North East, Buddhist circuits sites, India's Cruise tourism 7500 km coastline and inland waterways, Himalayan 73% of the ranges are in India and boost Rural Tourism.

iv. Tourism Investment with tax incentives.

v. Revisited Tourism Policy with inputs from all stakeholders and including new areas of tourism development.

vi. Incentivize Domestic travel – LTC, Tax concession can add Rs 40 to 50, 000 crore to the economy and prevent outflow of foreign exchange.

vii. Creation of professionally managed sectorial services – with a focus on Skill Development Projects.

viii. Boost Medical Tourism, MICE Tourism, Adventure Tourism, Eco-Responsible tourism and liberalized charter policy to boost international arrivals.

ix. Enhanced Media and Tour Operations visit India from overseas under Ministry's Hospitality programme.

x. To undertake aggressive global Campaign Print electronic digital campaigns.

xi. Ministry has worked out team with all stakeholders' actiontogether as a team and will continue to consult with all stakeholders about future plans for growth of country's Tourism Industry and thus committed to bring up India's position in top 15 countries in global standing.

CHAPTER - 2

TOURISM SCENE IN INDIA

We should not be blindly optimistic about the outlook for India's foreign tourist arrivals. We must talk about weak performance in tourist arrivals from our main source markets like Germany, Italy, France, Japan rather than increased tourist arrivals from Nepal, Bangladesh, Afghanistan, Sri Lanka etc. Government's statistical data till April end suggests an increasing trend but tour operators have not been benefitted. The increased arrivals from neighboring countries hardly take the services of the tour operator's or use our 5 Star property. The priority is to increase more upmarket traffic from USA, Canada, Japan, South Korea, China, Gulf and Middle East.

The Consistent efforts of the Ministry of Tourism, Government of India to enhance infrastructure in the country with a holistic coverage of an entire circuit instead of individual tourist spots. PRASAD schemes is targeted toward the development of tourism infrastructure in and around famous religious and pilgrimage cities. The SWADESH DARSHAN scheme aims at the development of complete circuit on a specific theme. We understand that 56 projects covering 29 states/56 projects covering 29 States /UT's worth Rs. 4,823.91 crores have been sanctioned under the SWADESH DARSHAN Scheme since its launch on 1st January 2015. 13 thematic circuits have been identified under which projects are sanctioned. 18 projects worth Rs. 488.45 crores have been sanctioned under the PRASAD Scheme since its launch on 1st January 2015. 25 religious cities have been identified under the scheme for development.

Incredible India Tourist Helpline was launched on 8th February 2016. The helpline provides assistance and information to tourists in 12 major languages of the world including Hindi & English. The helpline is available 24x7 and can be accessed on the Toll-free Number 1800- 11-1363 or on a short code 1363. The languages covered are Hindi, English, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. At least, this initiative has created confidence in the minds of foreign tourists about Safety and Security part.

The consistent support provided by the Ministry of Tourism, Government of India to enhance investment in tourism sector is truly commendable. At least investors will visit India round the year and keep tourism growth continued. Integration of all states promoting tourism into the investment policy can bring infrastructure development all over the country. This is a very positive step. Such initiatives shows commitment to promote and develop cooperation among various overseas countries. It aims to encourage sound economic development and boost exchanges and cooperation in culture technology and tourism.

]The contemporary economic climate has varying effects on our main traffic generating markets including BRIC countries including Russia and South Africa. Emerging markets highly reliant on financial position like Brazil, Mexico, Vietnam, Indonesia, Argentina, China is a good potential market but latest political developments will not increase demand. The media is usually the first channel

for people to know about destinations but for India media has damaged the image. We need balanced reporting of events in India. Agra the city of Taj specially Taj Mahal will be mud covered gives wrong signal as thousand visit India to see Taj Mahal only. We need to issue an assurance on that going updated information that Taj will be partially visible and not covered. Government has also started global Campaigns. This ensures visibility of India global markets through Electronic and Print Media round the year Earlier due to budget approval formalities going till May end.

Even tax status remained heavy nearly over 30% is the tax component. Hope GST is put into operation by July end tourism is put into lower slab. At least present the uncertainty puts our sales team overseas to give quotations. As tour operators when they go overseas for sales/marketing purpose have to give Quotations 5/6 months in advance so they fail to give a competitive price and often lose business. In spite of doing their best and speeding fortunes on promotional visits. All these do not augur well.

The Ministry of Tourism has launched a 'Welcome Card' for distribution at immigration counters to tourists arriving at international airports. From 15th February 2017 the Ministry has introduced free SIM Cards with pre-loaded talk time and data to all tourists arriving in India on the e-Tourist Visa.

The e-Tourist Visa was introduced in September 2014 for 46 countries. This facility is now called e-Visa. It is now available for nationals of 161 countries and allows visits for business and medical treatment. The process of obtaining the e-Tourist Visa has been simplified significantly by addressing issues like more than one entry and longer lead period for applying for e-Visa. 10,79,696 tourists visited India on the e-Tourist Visa in 2016.

Unfortunately air tickets cost have gone up and this has dampen the spirit for tourists who like to take long haul holiday destinations. At least things are now coming the way we want and we hope to end the year with minimum 20% growth.

CHAPTER - 3

INDIA'S INCREASING TOURISM AWARENESS POISED FOR A GIANT LIP

India's travel and tourism industry ranks 14th in the world and is expected to contribute 187 Billion to GDP by 2019 according to 2010 World Travel & Tourism Report. The sector accounting for roughly 6% of total employment now is expected to generate 40 million jobs by the next decade.

Indian travellers have evolved and are searching for newer locations hither to not explored. They are now venturing for African wildlife Resorts, Brazil's evergreen rain forests, Beaches in Latin American region, Vietnam, Indonesia, Philippines as new encounters. Additionally increase in the usage of internet and internet enable facilities such as net banking has changed the way people draw out travel plans. With demonetizations and emphasis for digital payments have further given momentum for digital payments. Online travel agencies, have brought in use of technology in a big way, ease of access and cost effectiveness opening up a whole new world of opportunities for travellers. Smart phone has become business operation mode.

The rapidly increasing numbers of social media and mobile users among Indian travellers are visible. The current competitive patterns point to increased mobile usage being the future. Hence marketing plans will now have to be based on this form of media even to attract international tourists. The social media help in decision making process and is fuelled by people's faith in other traveller's opinions and reviews. Now people are spending more time on online search engines. Hence, India's tourism decision makers should start leveraging Social Media as Customers trust each other's opinion making it the evident way forward. It is heartening to see the Government of India, Ministry of Tourism has drawn out an aggressive Social Media/Digital Media plan for marketing India abroad. This has already started showing impact. This is going to bring volume in international tourist arrival and India will have remarkable change in its World ranking. Introduction of e-visa has started showing inspiring growth (10% plus) year on basis which is much better growth than international tourists arrivals recorded by UN world Tourism organization (about 4 to 5% growth). The year is expected to end with 11% (about 9 million plus)

Even Tourism planning in India has a new orientation. There are focused areas with long term planning and developments in an integrated manner. It has been observed that Indian tourism is experiencing a strong period of growth and tour operators are increasing their operations with bigger establishments and are always looking for best talents. They have trained executives who have passions in the job and are positive. In tourism, one cannot implement important schemes without enhanced coordination between the centre and the states. In action, pro-active approach of states are most essential as they are going to provide land, electricity, water supply road connectivity to any infrastructural activities. Central Ministry of Tourism has successfully set up a task force to look into the coordination part and review implementation issues.

A major concern for our tourism growth is the high taxation part. Hope with GST put into operation, this part will ease the problem. Another concern often expressed by tourists is about deteriorating scene of Safety of Women due to rape incidents. But government's strict measures to control on this trend is visible and tourists are getting confidence. Tourism Ministry has set up 24'7 Helpline and the service is offered in 12 foreign languages. There is now more awareness and fast trails courts are in operation and punishments are being inflicted. All these have revived confidence and reverse the despondency that grappled in tourist mind on Safety part. Even cleanliness/hygiene part is much improved with Clean India Campaign of Hon'ble Prime Minister. Monument areas are better maintained and cleanliness visible. With so much priority shown to tourism by Hon'ble Prime Minister, Tourism industry hopes for a growth oriented budget through appropriate incentives for investments in tourism related activities.

We need policy support for tax relaxations to tourism sector, incentives for investments in infrastructure and control of fuel costs. Infact, tourism industry should be given Export Industry status and all benefits given to export oriented industries be made available to tourism industry also. Foreign Exchange earnings should be incentivised so that tour operators can reinvest in infrastructural projects linked to tourism.

Highways have come up in a big way giving good connectivity and boosting surface tourism. But our road taxes are very significantly high across the states. It is a challenge to run seamless travel between two states. A uniform tax regime would go a long way in removing this constraint and help in industry to operate Surface Transport Tourism packages in a big way. But this is not possible with so many challenges for states Road taxes our train Journeys offer real experience. Our mountain Rail journeys are the experience, which tourists enjoy when it passes through tunnels carrying out bellowing steam, really mesmerising for them. But railway improvement is slow and lot needs to be done. This is now being projected for future potential growth area for tourism and lot of investments are being made. By diversifying around tourism sector, we have created opportunity and that is just the beginnings.

The change is visible and India will be the destination of the future. India has to make a big change in its image – New Incredible India with new changes and aggressive global Campaign started with a big bang. No doubt India is poised for a giant lip.

CHAPTER - 4

TALKING ABOUT RESPONSIBLE TOURISM

Responsible Tourism is the great Buzzword in tourism scene. Its is more about engaging with the mountain destinations, enjoying a range of winter activities, in beautiful surrounding and having a fun and memorable stay but not at the cost of the environment the local population and we all want that.

Responsible Skiing Tourism is the heart of nature-based tourism. The sector grows in response to rising customer demand and there are many issues that need to be addressed. The objective should be to develop multi stakeholder's engagement and understanding of the contribution of tourism to the economy, society, culture and environment and through research, training. Outreach to enhance the ability to manage tourism more sustainable in the country. The challenge is to achieve the key objective and Responsible to make our country better place for people to live in and to visit.

We must deliberate on tourism and employment (specially to locals). Disability access, the role of government partnerships for sustainability in destinations and all inclusives marketing with Responsible tourism, humans rights, world heritage sites and corporate responsibility in the tourism and Hospitality industry, issue of women and tourism; control of emissions ie emphasis on more biofuel developments, water conservation energy savings, constructions norms – (both designs and implementation) protection of landscape to save local landscape are key areas of concern. One just have to keep working through larger number of small actions on a sustained basis on the aspects enumerated above to bring the change. One must realize that in the eco-sensitive areas, no miracle works. One has to be sensitive in approach toward development and respect the eco-fragileness of the destination. For making this successful, skills too are needed which are of specialized nature. There is a lack of quality talent in these natural areas. Therefore, this will also need for tourism training infrastructure and qualified trainers. Hence, skill development programme is a must and locals need to be trained. In this respect, government's continued commitment toward Sustainable development is visible through announcing India Sustainable Tourism guidelines. The Ministry constituted a Steering Committee with representative from all the sectors of tourism and hospitality industry of India. The Steering Committee deliberated at length to formulate the Sustainable Tourism criteria.

The committee has finalized the sustainable tourism criteria and indicators for the Accommodation Sector, and the Tour Operators sector, as these two form the most important stakeholders in the tourism industry. Once adopted, it would be mandatory for all organizations in travel trade and hospitality industry of India to adopt the Sustainable Tourism Criteria. Even for classification of hotels, government has included specific eco- friendly measures like conservation of energy, water, recycling and reuse of water, waste management in all areas. There is greater awareness now and promoters do understand that some places have a fragile disposition and an eco-system that should not be tampered with. Such places perform best when development is a steady sensible and

sustainable way and move forward with sense of responsibility. This awareness is there aftermath of natural calamities that took place in Uttarakhand and other eco-sensitive areas. It is crucial for the local communities to take responsibility on improving their towns and villages. It is about grass root mobilization and taking responsibility. Action against any unhealthy development in the region that can lead to further devastation. This fear should be injected in each village and local leaders. They need to be their very own police and act with discipline and concern. Careless and commercial approach toward tourism can only lead to disaster and the local people will be put on all blames. One can be sure that it is not Nature but what it unfolds thereafter will take too long a time to revive to pristine glory. Greed here need to be controlled & local community be the local police to control such unfair practices Promoters will run away and only locals will face the disastrous efforts. We have seen the mad rush of developments in Manali, Kedarnath, Garhwal region, Kumaon region which are eco-sensitive areas. Thus need 3 things first study on carrying capacity of the region is done and need based development, sewage water supply, and connectivity are made. If these are taken care from the beginning, eco-system can be balanced and conserved.

It is direction less purposeless and confused policy that brought the disaster in Uttarakhand and still we have not learn the lessons. Government must intervene every time and to talk about criteria. It should focus on issues and how these are planned to resolve. In the policy, emphasis is given to local welfare activities, local employment, use of local material local design concept (so that these sensitive areas should not look like Urban cities) ie economic issues which really matter to the local people. Sad part is that even a span of decade is not enough for the states to form a tourism policy for Himalayan or eco-fragile areas and take appropriate steps to make safe living and happy living for such distantly located citizens. If done in good spirit, this will provide an opportunity for the locals and stop exodus to Urban cities for seeking jobs and displacement living style. If locals get jobs, they will be ready to take the jobs infavour of thrill of adventure, peaceful living where they grew up and young start-ups will be on offer as per government's policy. Work life balance will be there and as they have some thing on stake, they will protect and preserve the heritage of the destination. That is the main objective of Responsible Tourism practices. We are determined to bring these changes and put India as one of the most eco-friendly and Responsible Tourism destination in the world.

CHAPTER - 5

TOURIST INFLOW IS EXPECTED TO IMPROVE IN 2017

India is one of the fastest growing market globally and is experiencing a rapid rise in both business and leisure travel. Even the travel trend is showing this positive trend. As per Market Research division of the Ministry of Tourism, Government of India (which compiles Tourist Statistics data) till November 2016 total growth is 10% over corresponding period of 2015. This increase is mainly due to streamlining of visa norms ie e-tourist visa made operational for 150 countries. Though it had some regulatory controls ie only with single entry. 30 days stay restriction etc. But from December or next year this restrictions have been withdrawn. IATO's all-time pleading for double entry, longer duration (stay period) extended to 90 days or application for visa be allowed 120 days in advance all have been accepted. This only awaits government's notification which is expected any day. This will bring remarkable change in the sustainable growth. At least tourists with double entry visa can take visits to Nepal/Srilanka/Bhutan in their packages. Due to restriction of one entry, tourists often did not like to take India packages as that do not suit them. Also 3 time valid Medical visa etc also can boost medical tourism. At least our tour operators can do aggressive marketing with visa relaxations. Incidentally over the years India's tourism image has changed which help in bringing more tourists for business tourism and luxury travel segments. Even for business segment, double entry visa has now been made valid.

With better air connectivity and positive outlook which is to continue, we can expect towards a prosperous future in year 2017.

We all in the tourism business along with central and state governments have to work as a team. The travel and tourism industry is facing many challenges given the nature of an ever changing and fragmented market particularly with the rise of the sharing economy and technologies growing role in the industry. As travelers and consumers attention spans to get shorter, business need to anticipate market development trends in the customers choice and embrace opportunities to engage them both on life and offline. We expected October-December period (peak season will be good). But sudden demonetization had its own impact and as informed there were 25% cancellations in hotel bookings or tourists prefer to keep India bookings or tourists prefer to keep India on hold after note ban reading the disturbed situations, currency crunch, long ques. These who were here during 9th November really went back with bad memories and gave negative publicity. So the future bookings have come down. Foreigners need to pay cash as they move around the city at local shops, villages and don't get liquid cash so avoided India and planned to come when position becomes stable. These tourists are quite adapt in digital transactions but still this has some restrictions in India as whole of India is not digitalized. It is on the path of digitalization. Also GST is in limbo our fickle tax laws hurt foreign tourists with service tax, luxury tax, road tax, toll tax and tax on tax (about 30% is tax component). The government must come out with a clear tax regulation so that tour operators can give a

definitive quotation of packages. Every year cess on education, cleanliness are added and this makes our packages cost prohibitive. The country's tax regime must be tourist friendly if tourism has to grow. Leap sympathy does not help the industry. Though work is on to bring some relief to tourism sector, nothing positive is visible till this date.

Talking of medical tourism, Indian medical tourism to touch \$ 8 billion by 2020 by expert reports. As health care turns in development countries, India's medical tourism market is expected to move more than double in size for \$ 3 billion at present to around \$ 8 billion by 2020 (CII Grant Thornton Survey) and cost is a major driver for nearly 80% of medical tourists across the globe. The cost consciousness factor and availability of accredited facilities have led to emergence of several global medical tourism corridors. India has also done a quite remarkable progress for cruise tourism by developing ports and many international liners have added India as Port of call for 2017. That is further supplemented by government liberal introduction of e-tourist visa for Cruise passengers. This is expected to boost international tourist arrivals in 2017.

No doubt, India has variety of options to explore with an interesting mix of cities. Thus India offers unique experience like no other country in the world can offer. Experiential tourism is the buzzword for new generation tourists who are not that keen for seeing monuments. India with its miles of beaches with water sports facilities, adventure activities in its range of Himalayas, sporting activities like Golf, Polo, Himalaya Cycling, rail journeys, camel safaris on Deserts and Culture intervene with living styles is gaining popularity Niche tourism experience.

India has also come out as vibrant country for MICE and has elaborate convention centers of all sizes, exhibition halls, advanced transport with tiers of hotels for business visitors. India's new recognition now is all about wedding and honeymoon destination. Palace Hotels of Rajasthan, have special attractions and are often chosen for wedding destinations by those who want the luxury marriage in Royal luxury. Even beach wedding in Goa hotels on beach, Himalayan back drop in Srinagar/Gulmarg or Fort locations are in great demands.

India is currently facing the brunt of global economic slowdown in major traffic generating markets and on the other hand global travel pattern are on the course of a major shift. In coming years tourists are taking more regional visits nearer to their country. Also adverse external situation due to increased terrorist activities, movements have become slow. That is going to impact negatively on tourism business but the key initiatives of the Ministry of Tourism and tour operators aggressive marketing strategy – B to B meetings with global tour operators at all international platforms have helped in creating confidence. All these have added dynamism to boost international tourist arrivals and so 2017 could bring a remarkable tourism growth. In hotel industry, supply gets augmented in huge numbers and thus ready to meet the growing numbers in tourist arrivals. Air capacity have also gone up and travel facilitation improved. All these give us the confidence, India demand will pick up and trade is optimistic about outlook of 2017. Travel as much as you can. As far as you can. As long as you can. Life is not meant to be lived in one place – explore India one life time is not enough to see India make repeat visits.

CHAPTER - 6

PRODUCT INNOVATIONS WILL BE THE KEY TO INDIA'S SUSTAINABLE TOURISM GROWTH

India as a destination was only focused as cultural destination and even our tour operators have been promoting traditional products which is mainly focusing on our unique cultural heritage. This is mainly branded as the Golden Triangle of India ie Delhi-Agra- Jaipur circuit and may be extended by including in the circuit Gwalior-Shivpuri-Orchha, Khajuraho-Varanasi or Jaipur-Udaipur-Jodhpur-Mumbai based on the existing Golden Triangle circuit. As a change now some tour operators have added Jaipur-Ajmer-Pushkar-Sawai Modhopur or Delhi-Haridwar-RishiKesh-Dehradun- Mussoorie or Delhi-Shimla-Kullu-Manali mainly covering North India destinations as the Delhi is now the main gateway for arrival of international tourists.

There is no denying that now the time has come to redesign our products with new products which have been developed in Madhya Pradesh-Bhopal-Indore, Kanha National Park or move towards South India in a big way. Here air-connectivity from various parts of the globe have made a remarkable change in tourist movements. We should encash the new interest among tourists to explore more unexplored areas in India.

This helps to get repeat visitors and longer stay from tourists. Western India and Eastern India have many Niche products which can also be the unique sale proposition to attract foreign tourists, Kerala products have already got the global acceptance. Its Ayurvedic Rejuvenation packages hold attraction and with 3 international airports have taken good number of international tourists. They rightly diversified the product with Munnar Hills, Backwater drive at Alleppey-Kollam, Periyar wildlife very enchanting packages with in 500 km also with an affordable price.

Similarly Andhra Pradesh, Karnataka, Tamil Nadu have come into tourism scene of India challenging North India with varied products specially Chennai on Medical Tourism, Andhra Pradesh with MICE, Karnataka with world Heritage Monuments of Aihole-Pattadakal-Hampi, Telangana with miles of pristine beaches and temple festivals and tiers of hotels, air connectivity with brand new International airports. The remarkable changes in tourist movements happened because of diversification of products.

Infact, Tamil Nadu has been recognized with the largest arrivals of International tourists in India since last two/three years. So our old triumphe 'Golden Triangle' got a beating now and there is a new trend to move towards. East Kolkata-Darjeeling and Buddhist pilgrim circuits in Bihar and the North East. Ministry of Tourism also putting special efforts to promote Buddhist circuits to attract more traffic toward Gaya, Bodhgaya, Rajgir-Nalanda- Vaishali-Kushinagar and had Buddhist Conclave in Varanasi where over 400 delegates from overseas participated. Even Gaya is now open for Charters from Buddhist destinations. A good winds of change is visible with new products.

No doubt, innovations will be the key for future growth. The states which can really provide unique experience and a very different package and more on affordability part taken care, will have prosperous tourism. In this respect Kerala, Rajasthan, Goa and Madhya Pradesh are making positive impact in tourist's mind. Even Gujarat, Odisha and Himalayan states of Uttarakhand are doing quite well. These states specially Uttarakhand, Himachal Pradesh etc are doing well because of unique nature trails, Himalayan temples, wildlife and Gujarat and Odisha for temples, beaches, wildlife, cuisine and shopping. As in Uttarakhand infrastructure is limited, they have started with limited groups. Tamil Nadu is a big alternative destination with temples, beaches, resorts, wildlife, shopping and big efforts put by the government of Tamil Nadu Tourism. Cruise tourism, wellness, Health tourism, sports tourism are also the areas where South is doing well by diversifying the products,

Rural Tourism with ethic culture has been India's new tourism product and hold good potential but need infrastructure upgrading to have international acceptance and also good connectivity Tour Operators have to redesign their products and not restrict to traditional business. Government has to do more and now doing its best as per market needs mainly global marketing of all these new products/ destinations and infrastructure development in an integrated manner with state government partnerships.

Even holding investors meet, as government alone cannot meet all the development expenses. Our wildlife packages have been added as new attractions and is being promoted with eco-sensitive approach. The viewing of wildlife is much better now and Tiger viewing is challenge for tourists. Our festivals and fairs have been packaged very professionally and tourists are queuing to buy these diversified products. Sports tourism with golfing tours, skiing in Auli, Gulmarg, Solang valley near Manali are big attractions and getting popular. Even Farm Tours in Haryana also getting popular, Winery visits in Maharashtra, Rice field visits in Dehradun, Tea Estate visit in Darjeeling, Assam and Nilgiri, Hills; even visit to Automobile plant in Punjab Textile plant, in Surat, IT Hubs (AP), Carpet manufacturing, glass manufacturing, filigree work in Odisha, Leather (Tannery) have growing interest to new generation tourists. Even younger tourists like to come to India to learn musical instruments Tabla, Flute, Sarod and dance of various forms and like to spend 2 to 3 months for this purpose.

India also offers excellent Medical facilities at an affordable package and quite a number of tourists are now visiting India for medical treatments or rejuvenation packages along with business trips.

We have so much of options and new initiatives. With innovative approach and investments, India can be the most popular destination in the world. We can show the difference to the world and present India as a destination For all Reasons and for all Seasons.

CHAPTER - 7

WHY LESS TOURISTS TO INDIA

There is no reason to be fully optimistic at this point as visa problems still continues. Airline tickets are also very high. It seems tourists prefer to take tours within the region due to high ticket costs and economic recession in their respective countries. Even tourists are a bit worried about security and potential terror attacks in Metro cities as reported in our National Press by Media repeatedly. Our tax part is also very high and that is negatively impacting the business.

This makes our tour operators “not ready” as GST is yet to be announced and what will be tax component is not known to our tour operators. So they are not in a position to give a definitive Quote. They need to give quotes 3 to 5 months in advance. Even guide problem has further complicated the package part. In the civic governance, blame game continues and basic facilities have gone down. Roads are bumpy, badly illuminated, road rage is common scene, congested roads this gives a very bad experience to tourists they go back and talk about it.

It is the time that industry and government come together and find step by step solutions. Only working together we can bring out solutions Dengue/ Chinkungunga have been over publicized and that sparked a cautions thinking before visiting India. Lack of proper sanitation is one of India’s biggest problems and tourists often talk about it specially when they see at world heritage sites. Ministry of Tourism is doing its best but final outcome is not very impact oriented. Some where we lack synergized approach.

Our other government ministries are not that tourism friendly and that is the reason tourism never gets recognition. Charter operation has become costly with high landing and handling charges. So the numbers have gone down. Cruise liners are coming to India now in more numbers but has visa problem (e-visa is not applicably for them). So we need to streamline our visa system first.

CHAPTER - 8

REASONS FOR DOWNWARD TREND IN INTERNATIONAL TOURIST ARRIVALS/ TOURISM BUSINESS OF TOUR OPERATORS

1. INDIA STANDS AS AN OVERPRICED DESTINATION

As a destination, India is quite an expensive country especially, in comparison to other competing destinations. The major reason being the tax component which is between 20 – 25% of the tourist package cost. All other leading tourist destinations have effective rate of tax between 5 – 8% only. Coupled with this is the airfare to India from tourist generating countries which is always expensive in comparison to equidistant tourist destinations.

2. RATIONALIZATION OF ROAD TAXES

Lot of journeys are made by surface transport in India and interstate taxes are involved. There is no rationalized road tax regime. Each state following their own criteria which varies from 10-40 %. This needs to be looked into on a top priority. Also to have a seamless travel with single point tax collection system should be evolved. Otherwise this puts tourists in lot of inconvenience and wastage of time when the tour operators’ representative had to run around to get the required permit.

3. TOUR OPERATORS BE GIVEN THE BENEFIT OF EXPORTERS

Tour operators be given the benefit of exporters on the basis of foreign exchange earnings and exempted from service tax. We have been pleading since two decades for this benefit which was totally ignored by the government. To revive industry, this aspect should be given a top priority.

The benefit of 80 HHD should be restored for next 5 years so that the sagging tourism industry can be boosted. Under Section 80 HHD of Income Tax Act, tour operators had the benefit of reinvesting 50% of their foreign exchange earnings in Infrastructure and tourism promotion business that boosted tourism in a positive manner. (But this stands withdrawn).

Unfortunately, all international portals making bookings online do not pay any service tax as their offices are not based in India thus they are not liable to pay the service tax. This has dented our business in a big way and we are losing business to these online business operators.

4. RATIONALIZATION OF STATE LUXURY TAX

One of the major tax component on the package tours is luxury tax being charged on the hotel room rent. This is being levied by the State Governments. However, the each state has different policy and charging luxury tax from 5% to 20%. Also

some of the states are charging luxury tax on the declared printed tariff and some states are charging luxury tax on the actual room rent paid. This should be rationalized to make tourist packages competitive with our neighboring countries and should be fixed to maximum 5% and should be charged on the actual tariff. The recent example is of luxury tax in Delhi which was earlier 10% on the published tariff and has been increased to 15% on the published tariff. We wrote to the Chief Minister of Delhi but nothing could come out.

5. DUAL TARIFF ON LUXURY TRAINS

Though on paper, the dual tariff has been withdrawn but our luxury tourist trains in India run by the state governments and IRCTC have their tariff in Dollars which is detrimental to the interest of tourists as also tour operators. Not only, in the process, the tourist pays a lot more, but also, the foreign tour operators tend to lose their profits. All other tourist products in India are sold in local currency. Similarly, the tariff for luxury trains should also be in Indian Rupees. Because of this luxury train business has gone down as reported in the press also.

6. E-TOURIST VISA (ETV) NEED AMENDMENTS LIKE MULTIPLE ENTRY, INCREASE IN DURATION OF STAY, APPLICATION AND BIO METRIC PROCESS BE ABOLISHED FOR NORMAL VISA

Though the e Tourist Visa has been introduced and made valid for 150 countries till date, the impact is negligible as there are lot of bottleneck areas which makes this facility not tourist friendly. Ultimate result is unproductive. For the tourists to make full use of this facility, action of the following is needed urgently or we miss the train.

i) Under e-Tourist Visa, double/multiple entry visa be allowed so that members selling combined packages of India, Nepal, Sri Lanka etc. can also ask their clients to apply for e-Tourist Visa. Presently all such tourists are avoiding India due to constraint of single entry. The duration for Multiple or double entry visa should be extendable to 45 to 60 days and visa fee may be charged on pro-rata basis in case if it is necessary to increase. This will increase international tourist arrival to our country.

ii) For long haul traffic, applicants should be allowed to apply for e-Tourist Visa at least 90 to 180 days' in advance instead of 30 day, where ever possible as foreign tourists want to finalize their travel well in advance and buy the best priced air tickets before hand not at last minute.

iii) There is no Biometric facility available at any of the Indian Ports where big cruise ships are coming. Due to the fact India is losing overland tourists visits and just day's excursions are conducted. If the facility of Biometric can be provided at major ports of India then India can get the benefits of extra foreign exchange earnings with longer duration of tourists spending more time in India and fly out from other cities to catch the Cruise in next country. Therefore, at all major ports

where cruise ships are coming with full of tourists, facility of Biometric should be made available. This will help get ETVOA for the cruise passengers also.

iv) The other issue which international tourists are facing is Biometric process for the normal tourist visa. This is creating lots of problems for the tourists as they need to spend extra time and money especially in big countries where Indian Embassies/Consulates are located at distant places. They have to pay for travel and hotel accommodation to do biometric process. This process discourage the tourists to select India as a holiday destination. It is requested that all Tourist Visa whether e-Tourist Visa or normal multiple entry visa, should have biometrics upon arrival at International airports in India only.

v) Lot of Buddhist Tourists visit our country from countries like Sri Lanka, Malaysia, Myanmar, Thailand, Cambodia, Laos, and Vietnam etc. For those countries and all SAARC countries, Visa fee should not be more than 20 USD for e-Tourist Visa or it should be on reciprocal basis. In Sri Lanka for E-Visa, it is 15 USD and for Visa on Arrival it is 25 USD.

7. OVERSEAS MARKETING

The marketing of India Tourism overseas remained totally negligible. Hardly India was visible in global markets through media/electronic campaigns. India tourism needs to rebrand the campaign to match with the new trends and the new market specific requirements and in the language of the country being focused. It should be more informative and how the bookings can be made rather than generic.

8. APPOINTMENT OF PR AGENCIES AND ITMR

There was a proposal to have PR agencies/India Tourism Marketing Representatives overseas but what is latest position in this regard is known to the trade. Nearly there is a gap of one year, when this was initiated but matter is still pending for a positive decision.

9. OVERSEAS ROAD SHOWS – PR AGENCY CHARGES TO BE COVERED BY THE MINISTRY OF TOURISM, GOVT. OF INDIA

One of the most important issue is participation of our members in the road shows being organized in coordination with the Ministry of Tourism Govt. of India and India Tourism offices overseas. It is observed that members have lost their interest in participating in road shows because they have to share the 50% cost of the PR agency charges which was not there prior to 2013 and the entire local responsibility of expenses was of concerned India Tourism offices and members who were going need to make arrangements for their air travel, stay, local travel, promotional material. Now with this new system of members sharing the PR agencies charges, this has become cost prohibitive for the members and need to be reversed and concerned India Tourism office should bear the PR agency

cost. Our members invest money and time on this exercise therefore the cost of PR agency must be borne by India Tourism offices.

10. TOURISM PROMOTION MATERIAL

Promotional material in our overseas offices are not available. Not even a good 5 – 8 minutes India Destination DVD. Whereas, our competitive countries have good literature supply regular press release, with solid PR agency, display materials, brochures, photographs CD/DVDs, films given to tour operators to boost India holiday destination.

11. VACANT POSTS IN OVERSEAS OFFICE

The overseas offices remained vacant for nearly three years. That in turn did not help us to hold promotions in the market and we lack visibility. Even the foreign tour operators did not feel to visit our India tourism offices when they find there is no head in the office to give an immediate decision and like to promote a destination which are supportive to overseas tour operators for brochure support, joint promotions, for media visits, educational tours etc.

12. CRISIS MANAGEMENT POLICY

There is no crisis management team to combat any negative publicity globally or by taking action against advisories issued by foreign governments and press releases to counteract those negative reporting or a system of giving a letter from the Minister or Secretary re-assuring the industry that India back in business and everything is normal, which in turn can be used by the tour operators to create confidence and assure that India is a Safe Destination and India Means Business. This is a normal practice which is not followed in India. Incidentally Negative publicity in the international press regarding the safety & security of women tourist is a major point of concern for the tourist to decide against visiting India. The Government is making efforts on this issue, however, it is also important to be proactive and counter such news in the international media. Single women traveler are now avoiding India and they form about 15 % of overall traffic to India.

13. LACK OF GENERAL HYGEINE

Though our Prime Minister is very much concerned about the Clean India and started Clean India Campaign and for this Swacch Bharat Cess was introduced but the actual impact is not visible. The garbage on the roads in India especially near the monuments and tourist attractions puts off the tourist. Unfortunately, pictures about them have been reported by the Press in many countries over the last decades. Foreign tourists are very concerned about the hygiene & cleanliness and, therefore, decide against travelling to India.

14. DOMESTIC AIRLINES TARIFF

The domestic airlines hardly play their role as facilitators for tourism sector. Very little effort has been made by them to connect tourist destinations properly. Because of scarce availability, lot of time in back tracking is wasted by the tourist. Moreover, during peak season, the airlines tend to take undue advantage and charge 2 – 3 times the normal airfare.

15. BAGGAGE ALLOWANCE ON DOMESTIC SECTORS

On international flights, 23-30 kgs is the baggage allowance per passenger which has been reduced to 15 kgs by the domestic airlines, creating lot of problems for the tourist. Every time they check in, they are asked to either pay excess baggage charge or take out stuff from their check in baggage. Foreign tourists do not feel happy in doing this. Tourist is compelled not to do shopping in India. Thus, we lose additional source of earning foreign exchange.

16. SHORTAGE OF LANGUAGE SPEAKING GUIDES

Quality of guides across the country is not commensurate with the requirement especially the language guides. Barring few places, they are hardly available. Guides' Training Programmes must be conducted in all regions and specifically at tourist centres focusing not only on English language but various important international languages as well.

17. ENTRY OF REGIONAL LEVEL GUIDES

New Guide Policy of Archaeological Survey of India need immediate revision. IATO is discussing with Ministry of Tourism and Ministry of Culture as per High Court directives.

18. PROMOTION OF BUDDHIST CIRCUIT

The Buddhist Circuit has immense potential but India has not reaped its benefits. The number of visitors attracted by China to their artificially created Buddhist sites are far greater than ours. Macro level planning of the entire Buddhist Circuit is the need of the hour. We should have proper rail, road & air connectivity linking all the sites. An international standard train must operate on circular route connecting all sites. We do not have air connectivity, therefore, there is no demand visible. But, due to the absence of this facility, the affluent Buddhist Tourists are giving a pass to India. Proper roads with mid-way facilities is yet another must. At least 4-Star Hotels, if not 5-Stars, should be available at all Buddhist centres. The Gaya International airport should be opened to Chartered & Scheduled flights without restrictions. As we were never pro-actively involved in the promotion of Buddhist Sector, therefore, we have actually turned away lot many good

promoters and investors. We will have to go pro-actively to convince people to consider this opportunity afresh.

19. 0% GST ON TOURISM INDUSTRY

GST may be implemented soon. We have to ensure tourism activities remain at the lower rate. The transactions in foreign exchange should attract 0% GST only, to make India competitive globally.

20. ISSUES WITH THE RAILWAYS:-

i) Earlier our tour operator/travel agent members were given the license to work as authorized Rail Ticketing Agent of Indian Railways and were doing substantial amount of rail booking for their clients including tourists from overseas. Presently renewal of RTA license has been stopped by the railways. RTAs were bookings for foreign clients months in advance to avoid any inconvenience to them upon arrival in India. This must be reconsidered and licence be renewed for Rail Ticketing Agents.

ii) Group Tourist booking facility like airlines group booking system should be in place and our members should be able to make group bookings on behalf of their foreign tourists under Foreign Quota.

iii) Number of seats in Foreign Quota should be increased so that our members can reserve seats for them.

iv) A separate designated parking area for Tourist Vehicles and tourist coaches should be provided at all the major station, including all metros and places of tourist interests.

v) To allocate a separate booking window as Nodal point for IATO members and IATO members who are recognized by Ministry of Tourism be allowed to act as representatives to serve the foreign tourists and groups.

vi) IATO members should be allowed Online Booking facility and authorized to open their email account thru IRCTC portal by having similar train ticket booking facility of 0800 hours onwards.

vii) Members of IATO should be facilitated with issuance of special pass to serve foreign clients for arrival and departure at the platforms just like the airport authority entry pass

viii) Special insurance coverage for the foreign tourists as per International standards to cover any mishap during their journey.

21. AIRT CHARTER OPERTIONS POLICY

Charter operation is affected due to heavy charges by the Airport Authority of India for landing of aircraft and charter operators have stopped charter operations

to Goa and other places. A liberalized policy should be in place for Charter Operations and not last minutes announcements during seasons.

22. CLOSING OF RAFTING CAMPS ON THE GANGA

National Greet Tribunal has closed down all rafting camps on the Ganga. Rafting camps are most eco-friendly and do not use electricity or flush toilets unlike many local dhabas on the roadside which are the main polluting units. This is badly effecting the adventure tourism business in our country. This may please be taken up on an urgent basis.

23. PROMOTION OF AGRICULTURE TOURISM

For the last 10-15 years, the Department of Agricultural Research & Education, Ministry of Agriculture was giving permission for these kind of visits by the farmers/ tour operators connected with agriculture tours especially from Europe, America and Australia and they were being charged US\$ 50 per person per university/ institute visit and Rs. 3000 for coach parking.

From September last year, the Department of Agricultural Research & Education, Ministry of Agriculture stopped giving permissions and advised our tour operators that all such requests should come through the Indian Embassy/High Commission overseas. We tried that method also but as rightly said by our Hon'ble Prime Minister, Shri Narendra Modi ji, nothing moves through Indian Embassies/High Commissions abroad and the resulted affect was that Foreign Tour Operators virtually stopped promoting Agricultural Tours to India.

The practice of permissions by the Agricultural Research & Education, Ministry of Agriculture, Govt. of India be re-instated. This can at least be done for the Tour Operators, who are recognized and approved by the Ministry of Tourism, Govt. of India.

CHAPTER - 9

MEDICAL TOURISM TO INDIA

GAINING POPULARITY

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

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

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

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

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

our efforts and strategies on how to utilize the available opportunities develop our relationship with hospitals overseas from where we can get referral cases, specially tie up with governments of SAARC countries and the Gulf and the Middle East. For this we need to get our hospitals enlisted with NABH/Global Quality Standardization and global acceptance.

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

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

CHAPTER - 10

SPIRITUAL TOURISM LOOKS AT NEW OPPORTUNITIES TO BOOST TOURISM AND INDIA BE THE GATEWAY FOR GLOBAL SPIRITUAL TOURISM

Over the last three decades there has been a revolution quietly happening in the global tourism industry. Terms such as eco-tourism, responsible tourism and even voluntourism have entered common usage. Now there is an emerging trend on the horizon that is being cited as the fastest growing sector in the whole travel business. They call it "spiritual tourism" and it is starting to be taken very seriously by governments, state tourism authorities, even the United Nations agency responsible for global tourism - the UNWTO. 22 November, 2013 heralded a new era for the recognition of the growing importance of spiritual tourism as the UNWTO convened the 1st International Conference on Spiritual Tourism for Sustainable Development at Ninh Binh outside of Hanoi in Vietnam. UNWTO is also focusing now on spiritual tourism.

One of the first challenges for those interested in "spiritual tourism" is defining exactly what it is. Believers taking part in religious pilgrimages such as Muslims doing the Hajj or Buddhists visiting the four sacred sites in India and Nepal are plainly recognized as "spiritual tourists" or as over millions of Christians for pilgrimage to Lourdes, Fatima etc. This can also include visitors of sacred sites in millions like at Notre-Dame church, Canterbury church, Goa churches or Temples, Mosques from different faiths as seekers of knowledge through religion and religious wisdom. Thus the focus on Pilgrimage/ Spiritual tourism is based on increased cultural understanding and inter-faith literacy and appreciation of the rich and brilliantly diverse spiritual heritage of humanity.

In this age of materialistic greed, endless consumption, taking time to explore the depths of world wisdom traditions is probably the purpose of spiritual tourism. Increased understanding between different religions, which is bringing spiritual renaissance is the direction and growing value of spiritual tourism.

Now I would like to place this scene towards India. Since time immemorial, tourism in India is based on Pilgrimage tourism and even 70% of the billion domestic tourists are on purely Spiritual/Pilgrimage tourism. Spiritual India is full of holy places and colorful rituals. These offer insight of knowledge and culture and tourists also come to maximize spiritual experience in India and tourists these places visit for unique spiritual experience. Shankaracharya's Chardham concept was the key point of successful Pilgrimage tourism in India and it was made part of life with a guidance that in one's life time, one must visit Varanasi, Dwarka, Puri and Rameshwaram (North, South, East and West) and also thus unifying India through Religion and appreciating each other's culture. Following this ancient ritual Hardwar (Gateway to God) is one of the holiest places in India and people come to this foothill city particularly for a dip in the holy water of fast flowing Ganga. Varanasi in UP is another sacred

Hindu cities known as city of Lord Shiva and it is believed that any one dies here will be liberated from the cycle of reincarnation. City attracts Indians and foreigners in thousands round the year.

It is not only the Hindu Centers, Buddhist center of Bodhgaya is the most important Buddhist pilgrimage place in the world and religious and soul seekers from all over world visit the Buddhist circuits in India with Bodhgaya, Rajgir, Nalanda, Sarnath, Kushinagar, Sravasti, Kapilavastu, Amravati etc.

Similarly Amritsar is the spiritual capital of Sikh to the pool of Nectar and Golden Temple that attract tourists all over the world. Nanded, Anandpur Sahib, Patna, Gwalior have Sikh pilgrimage centers.

Goa's Churches and several Churches in India bring thousands of Christian faithful to India. St. Thomas one of the apostles of Christianity was in India and his last remains are in India as also that of St. Xavier in Goa.

Spiritual seekers of Jews (in Kerala at Synagogue) Bahai's at Lotus Temple, Jain Temples, Sufi centers of, Salim Chishti/ Muinuddin Chishti (Sufi Cult) are global places of pilgrimage.

Thus India stands as the real Spiritual Potpourri of global spiritual congregation.

No doubt, India can be the center for Spiritual Tourism activities globally and promote the UNWTO thrust that spiritual tourism be utilized for Inter-cultural understanding and explore world's wisdom, bring greater enlightenment to the individual and global peace.

CHAPTER - 11

BOOSTING THE BUDDHIST CIRCUITS

It has been observed religion/Spiritualism is the main purpose of travel, but untapped markets remain

- As per a survey conducted by International Finance corporation in this sector
- 72% of international tourists, and 60% of domestic, traveled to the Buddhist Circuit for spiritual/religious reasons.
 - 60% of international tourists came from countries where Buddhism is historically a dominant religion.
 - Increasing influx of tourists from non-Buddhist countries. More North Americans (51%) said they were religious tourists than Japanese (44%) or Chinese (49%).
 - Very few domestic visitors from outside UP & Bihar.

Temples, historical relics main attraction while results also indicate interest in other activities

- Most popular activities were visiting temples/stupas, and offering prayers followed by visiting museums and historical relics – regardless of the primary purpose of travel.
- 40% of international tourists engaged in visiting villages and attending festivals

Patterns of Travel: Extended length of stay, good potential for repeat travel

- 85% of international tourists visit the entire Circuit
- Main entry points: Bodhgaya (49%) and Sarnath (32%)
- International tourists stay between 5 to 13 days, versus 2 to 10 days for domestic tourists.
- 25% of international and 38% of domestic travelers were repeat visitors. The highest incidence of repeat travel (30%) was from Thailand, Sri Lanka, Japan and Myanmar.

Package tours overwhelmingly popular for international visitors

- 69% international tourists liked to plan their travel
- Sarnath& Bodhgaya exhibit a different trend, where 54% and 42% respectively had no prior booking
- 31% of international tourists travel without prior booking.
- Among package tourists, Japanese tend to stay longer; among independent tourists, Burmese and Thais do.
- The Internet (32%) is the main source of awareness for international tourists. Other important sources are travel literature (31%) and word of mouth (28%)
- Word of mouth is the main source of awareness for domestic tourists (56%), followed by travel literature (25%) and newspapers (21%).

Sub-circuit within the Buddhist Circuit: SarnathKushinagar

- Majority of foreign tourists in Sarnath come from Western countries as compared to other sites, where most of the tourists come from Buddhist countries.

- Tourists in Sarnath leisure and entertainment as primary motivation for their visit.
- Most tourists traveled independently to Sarnath while Kushinagar is mostly visited on packaged tours.
- Repeat travel is lowest in Sarnath and highest in Kushinagar among all the sites.
- Visitors to Kushinagar also visited Sarnath. A visit to Sarnath does not necessarily indicate a trip to Kushinagar.

Sub-circuit within the Buddhist Circuit: Bodhgaya – Nalanda – Rajgir

- Bodhgaya receives only a small percentage of package tourists as compared to Rajgir and Nalanda. Rajgir only site which heavily on tour operators for awareness.
- Rajgir&Nalanda fall under middle of the trip category whereby 56% of domestic tourists and 70% of foreign tourists visit the sites in the middle of their trip. 58% of all tourists visit only Bodhgaya.
- Most of the domestic in Rajgir and Nalanda come from nearby cities

Service Quality Issues among Tourists

Most Satisfactory Parameters

- Friendliness of the people
- Personal safety
- Access to temples
- Accessibility of historical heritage sites

Unsatisfactory Parameters

- Availability of medical facilities
- Sanitation
- Facilities for children
- Quality of roads
- Convenience and access to local transport

Apart from this, International Tourists were found to be less satisfied/dissatisfied with additional parameters

Less Satisfactory Parameters

- Interpretation/Signage at Temples
- Interpretation of historical heritage sites
- Availability of national cuisine

Unsatisfactory Parameters

- Availability and quality of local transport
- Visitors information
- Telecommunication
- Shopping opportunities

Some hypotheses for discussion – need for further testing

- The Unique Selling Proposition of the Buddhist Circuit is unquestionably spiritual; potential to focus on activities that enhance the **spiritual/religious experience**.
- Aside from the pull of Bodh Gaya, there may be considerable potential for **Sarnath as a gateway** to the Buddhist Circuit, especially for non-Buddhist visitors.
- Travelers cite frustrations with the practicalities of **road and rail travel**
- East and Southeast Asia are the main international markets, but there are other **niche markets** (e.g. North Americans/Europeans on a spiritual journey)
- The Buddhist Circuit holds significant potential for **visits of the long duration and repeat travel**.

Source – International Finance Corporation presentation made in the Ministry of Tourism, Government of India at Transport Bhawan in 2013.

CHAPTER - 12

FLIGHTS OF INDIAN AVIATION – AN OVERVIEW

Aviation is witnessing a sea change in India, as is evident in the slew of policy initiatives and the blooming of the no frills segment. Travel World reigned together some of the industry's finest minds to arrive on a perspective for the uncharted future. Civil aviation minister's reform of domestic aviation has completely changed the picture of aviation in the country.

The development of some the 400 airports in the country enlisting private participation was a right step in speeding up the evolution of commercial aviation in India. As much as 2, 400 additional flights adding up to half a million seats from December to March speaks volume of what liberalization of the sector can do. The verdict on the birth and subsequent maturity of low cost carriers (LCC) still has its jury out. The low cost carrier (LCC) phenomenon continues to rule the skies, as India's full service carriers find it increasingly difficult to hold-fast on their share of the domestic market.

Hence the question, what will be the role of national carriers in such a scenario. Fleet expansion, network augmentation and additional of a new brand will be the answer to take on increased competition. While the battle between Indigo, Jet airways and Vistara over the second largest domestic carrier's slot intensifies, new low-cost entrants have cornered almost 15% additional market share. Even in the international segment, the LCCs are increasingly gaining a chunk of the pie with Indigo. Jet airways air India reaching new overseas destinations.

The market share of full service carriers has come down progressively Air India market share fell from 25% to 20% (approx) Indigo has made the largest chunk of business with spice jets service losing business. Analysts feel Indigo's with larger Airbus-A320s and Boeing -737s will hold aviation business in the good standing.

According to Centre for Asia Pacific Aviation (CAPA) Indian Subcontinent & Middle East CEO Kapil Kaul, the LCCs are going to corner 50% market share within the next two years. As per CAPA projections, low cost carriers will dominate with 60-70% share of the market. Full service carriers would have to equally serve both International and national markets to remain relevant in a five year scenario.

Another LCC Spice Jet, has increased its market share from 6% to 8% during the current months.

In the international sector, the international Indigo Jet airways have increased their market share progressively with good service. Spice Jet is a bit behind in international operations. Now Air Asia is giving a good affordable international connections in Asia Region.

Domestic air travel in India is predicted to grow 30 percent over the next five years. Boeing has raised its 20 year market forecast for India for aircraft purchases from US\$ 25 billion to US\$ billion. Both Airbus and Boeing are waiting

for the next big order, expected from Air India. The airline is evaluating medium and large capacity aircraft and its expected to order 50 wide-body jets, worth almost US\$ 5 billion at list prices.

The aviation sector is likely to see the launch of many new airlines, including Air Asia Vistara and many new Regional airlines. Premier Airways, is formed by a group of ten NRIs in the US. The airline will be based in Chennai and is expected to start operation.

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

CHAPTER - 13

OPPORTUNITIES THROUGH AGRO –TOURISM

- Tourism is globally recognized as an engine of growth of in the various economics in the world and several countries including India have utilized tourism to generate large scale employment and additional income sources to the skilled and unskilled. All the more, it has helped in economic development of the distantly located areas where industries can't reach like Ladakh, deep interiors of the North East States.
 - However, in recent times, Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has immense potential to create jobs and source of income to the locals specially farmers. Thus it saves exodus from farming lands to urban cities.
 - Maharashtra, Odisha, Punjab, Haryana, Uttarakhand, North Eastern States, Gujarat are major states where there one can get enough opportunities to experience Agro tourism or Rural Tourism or have the potential.
 - Reference of Agro tourism in India, Hon'ble President in his address on 9/06/2014, 2014 and BJP Manifesto ie Employment opportunities by promoting tourism and Agro-based industries augur well for boosting Agro-tourism.
2. Our objective is to look into the specific areas to ascertain how we can make proper utilization of Agro-Resources and that is Agro-importance in the states referred to hence the urgent need of a brain storming sessions on this subject and get inputs of experts.

Areas to look into:-

- I. To define suitable frame work for the agro-tourism centers in view of marginal and small farmers involved.
 - II. To industry the problems of the agro-tourism and make suggestions how to move forward for operations of agro-tourism.
 - III. Focus will be on employment opportunity as co-activity for the farmer's rural people. It gives new look for agri-business.
3. Agro tourism concept is business on specialized agro-tourism destinations generally offer things to see things to do, and produce or gifts to buy and are open to public Agro tourism is defined as travel that combines agricultural or rural settings with products of agricultural operations all with in a tourism experience often farmers offer tours to their agricultural farm, provide entertainment for the Urban people.
4. It can also be interpreted as Agro tourism is a way of sustainable tourist development and multi activity in rural areas through which the visitor has the opportunity to get aware with agricultural area, agricultural occupations, local agro products, traditional food and the daily life of the rural people as well as the cultural elements and traditions. Moreover, this activity brings visit for closer to nature and rural activities in which they can participate be in framing, be entertainment and feel the pleasure of travelling an experience which is either not available in tourists own country once totally different experience.

5. The essential requirements to Agro-tourism centers may include
 - I. Homestay or base accommodation facilities nearer to the venue.
 - II. Farm house with rural ambience, comfortable with minimum required basic facilities.
 - III. Rich resources in agro culture mainly water, electricity and local plants/produce.
 - IV. Local ethnic food in cooking facilities for tourists as they may like to cook themselves.
 - V. Cooking equipment's
 - VI. Drinking water.
 - VII. Emergency medical care with first aid box.
 - VIII. Some lakes, swimming lakes for fishing swimming.
 - IX. Bullock Cart (local Farm movements/tractors etc) cattle shed.
 - X. Telephone facilities.
 - XI. Local entertainment.
 - XII. Local Handicraft participative also for tourists to get firsthand knowledge or to carry as souvenir.
 - XIII. Some local study /reference material.
 - XIV. Green house, Arrival Farm, Breeding etc.
 - XV. Local sports where in the tourists can participate and come nearer to culture.
 - XVI. Information booklet about local culture, arts, crafts, fashion Do's & Don'ts.
 - XVII. Bullock Cart riding, horse riding, fishing facility
 - XVIII. Fruits, Ground nuts, Sugar cane, spices as per availability.
 - XIX. Safety of tourists.

6. Difference between Agro-Tourism and Tartional Tourism

Agro-tourism also a tourism business but it is deferent from the common tourism because it has a base of agriculture and rural lifestyle. Generally tourism has provided to see and enjoy the natural places as well as some heritage. But, agro-tourism has a tourism with includes experiences, education and cultural transformation. It very special from general tourism in the following manner:-

- It provides pollution and noise free sites for travel and tourism at rural background.
- The cost of food, accommodation, recreation and travel is minimum in agro-tourism
- Agro-tourism can satisfy the curiosity of urban peoples about sources of food, plants, animals and industrial agro-raw materials.
- It provides information about the rural handicrafts, languages, culture, tradition, dresses and lifestyle.
- A family environment at the tourist place, is one of the most important characteristics in the agro-tourism.

- IN the agotour, tourists not only see the watch agriculture farms but also they can participate in the agricultural activities and experience the farming.
- It provides natural situations to watching, Birds, animals, water bodies etc.
- Agro-tourism could create awareness about rural life and knowledge about agriculture. It also provides opportunity for education through experience of farming and knowledge about the rural life including entertainment. Agro-tourism is an instrument of urban-rural connectivity through the tours.

Suggestions:

1. Key Techniques for making Agro tourism a success proposition.
2. Give a wide publicity of your tourism center by new papers, television etc. Use all possible advertisement means.
3. Develop contacts with the schools, colleges, NGO's, Clubs, unions, organization etc.
4. Train your staff or family members for reception and hospitality.
5. Understand about the customer's wants and their expectations and serve.
6. Charge optimum rent and charges for the facilities/services on the commercial base.
7. Do the artificially use local resources for the entertain/serve to tourist.
8. Develop your website and update time to time for attract foreign tourist.
9. Take their feedback and comments about the service and suggestions to more development and modification.
10. Develop a good relationship with the tourist for future business and chain publicity.
11. Develop different agro-tour packages of for different type of tourist and their expectations.
12. Preserve a address book and comments of the visited tourists for future tourism business.
13. Behave sincerely with the tourists and participate with them/him
14. Small farmers can develop their agro-tourism centers on the basis of cooperative society.

Recommendation for inclusion in Policy:

India has great potential to the developer of agro tourism because 65% of population live in rural areas.

But there is a problem of low awareness about this business in the farmer and problem of the finance and proper view in the farmers all over the country. It is essential MOT for a policy for financing Agro-tourism project involving local farmers and NGO and Panchayat level office and state tourism concerned.

CHAPTER - 14

CRUISING HIGH: CRUISE TOURISM SCENE IN INDIA

Travelers are seen opting & experimenting with cruise products by adding it into their travel itinerary. It is fast emerging as a new marketable commodity/product. Growing at the rate of 12% per annum globally, this sector has witnessed some activity in India as well in recent times. However it is still in its infancy in India.

Cruise Ships are like moving township studded with state of art facilities and variety of recreational activities. The idea is fast catching, as journey on board cruise liners is not only pleasurable, but also comparatively free from sea travel health hazards. Experience in the Caribbean, Latin American and South-East Asian countries indicate that huge amount of foreign exchange can be earned and employment can be provided on shore by providing the right policy environment and infrastructure for the growth of cruise shipping.

Cruise liners are launching additional new ships to cater to the increasing passenger capacity and maintain its product pricing in order to remain in business. Cruises are no longer considered the privilege of the rich and the elderly and today more and more younger tourists are cruising. This industry annually generates US\$ 14 billion world-wide and enjoys a passenger base of over 10 million, which is expected to almost double by 2009. As regards number of cruise ships, projections/forecasts are that the number will increase. By the end of 2011, revenues are projected to increase 13.5% with cruise currently accounting for travel Two to Four percent of market share of the total vacation industry. Thus there remains plenty of room for growth. India tourism planners have noticed the potential in this sector and have accordingly putting greater emphasis for Cruise Tourism. Emphasis is also for its economic benefits which can accrue to country's interest. "There is tremendous scope for cruise tourism in the country given India's strong domestic tourism sector, growing middle class and the country's 7517 km long coast time said Kumari Selja Union Minister for Tourism while launching Louis cruise Operation recently.

The Principal beneficiary of the Cruise Shipping is the economy of the respective maritime nations where the cruise vessels call. Cruise Shipping world over, is seen as employment generating leisure activities. On an average about 1000 passengers travel on a vessel; (medium size). When such vessels arrive at a Port, automatically there is demand for a whole lot of services. Thus a cruise call results in gainful employment to a lot of people, and the earning could be in foreign currency if the tourists are foreigners. Cruise ships also require bunkers, provisions, bonds stores in large quantities agency service, crew etc. All these demands can be met locally. To that extent, there will be contribution to the Indian economy.

In respect of the current status of the cruise industry of India, it has been seen that while the growth rate witnessed globally in cruise shipping sector (in terms of cruise ship fleet and passengers carried) is in the range of 10% to 20%, Indian coastline is not witnessing the same growth pattern. At present, no Indian shipping line owns any luxury cruise liner. As regards the trend in Cruise (foreign

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

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

Source: Ministry of Shipping Govt. of India.

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

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

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

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

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

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

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

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

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

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

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

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

16. While takeing about recent developments in India, ohter than the back waters in Kerala and Motor launch services between kolkata (canning) and sunder bans, also there are other river cruise through the country's innumerable water ways and among these, the unique river cruises run by the Assam Bengal Navigation company on the river Brahmaputra in Assam and Bengal is a success story. Assam cruises run by Assam - Bengal Navigation Company started their first river cruise on the Brahamputra in 2003 & subsequently pioneered the Hooghly cruises in west Bengal from 2006. Cruises operate in Assam from October to April and in Bengal virtually throughout and the year (For more information assambengalnavigation.com) The sunder ban cruises take tourists into one of the world's last great wildness areas and a vast tract of tribal creeks and mangrove swamps. Infact if properly organized, the cruises can be linked with cruises from the Bangladesh border up to the historic city of Patna. Potential is very much there in eastern India to boost cruise tourism. Madhya Pradesh & Goa are popular cruises destinations now.

17. Silver sea cruises recently joined partnership with Bird Travels to attract high and luxury cruises market in India, Star cruises market in India, which

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

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

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

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

Naturally Question arises into mind what steps are being taken by the Ministry of Tourism for development of Cruise Tourism in the country if there is so much potential. Ministry of Tourism is very proactive in this respect and Ministry of Tourism extends financial assistance to the State Government/ UT Administrations for development of tourism infrastructure including cruise tourism under Product/Infrastructure Development for Destinations & Circuits

scheme and to Port Trust Authorities under the scheme of Assistance to Central Agencies for Infrastructure Development.

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

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

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

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

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

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

IV. M/s Ocean Cruise India P.Ltd., was operating cruise services from Goa to Lakshadweep via Cochin, since January 2007. However they have intimated that they are withdrawing their services on the Indian Coasts in the current year 2009 and may start operations in 2010.

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

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

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

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

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

- i. Focused Policy on Cruise Shipping covering various aspects,
- ii. Well developed port-infrastructure, cruise terminals etc,
- iii. Availability of cruise liners
- iv. Conductive Fiscal regime.
- v. Hassle free immigration and transit facilities,

- vi. Marketing strategy, focusing cruise lesson with promotional material in various languages and safety norms and trained manpower.
- vii. Connectivity to on-shore destinations by various modes (road, rail, air and inland water transport and support services.
- viii. Duty free bunkering and
- ix. Institutional framework for holistic development of Cruise Shipping.

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

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

a) Since states are direct beneficiary of cruise passengers consuming a Varsity of services, the state government may not levy entertainment tax on the shows/activities on the board a cruise ship by way of amendment in their respective statute. This is a small concession but good way to boost cruise

b) Duty free shops on board a foreign cruise vessel are required to be sealed when they convert to coastal leg such an act may become an irritant for passengers on board. It would be desirable that the shops are not sealed and duty free goods continue to be provided the passengers.

c) The custom duty on bunkering for coastal Cruise ship is presently around 33%. Therefore a foreign flag vessel if not engaged in coastal trade in India and purchase bunker in India the bunkering is 33% cheaper as compare to the purchase of bunker by a vessel having an Indian flag or a foreign flag engaged in coastal trade of India. This makes cruise shipping operations in Indians water economically unviable. In view of this, it is proposed to provide duty free bunkering of cruise ship-Indian or foreign doing coastal runs, which will go long way providing fillip to cruise Tourism.

d) In every country, the international jurisdiction for any maritime business is 12 nautical miles. Beyond this is international waters and income earned or accrued outside of those 12 nautical miles will be tax free. The enhancement of EEZ from 12 nautical miles to 200 nautical miles by changing the definition of India's territorial waters act as a deterrent for cruise liners.

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

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

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

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

Ministry's Annual Report updates on all such activities.

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

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

The event was jointly hosted by the Cochin Port Trust and Department of Tourism, Government of Kerala making it special events including regatta, food festival, open air concerts and cultural events which showcased our country in all its glory and colour, India's people, art and culture. Ministry of tourism is also participated by taking five stalls in the festivals for showcasing rural art, craft and textiles from different rural tourism sites. River cruising in Madhya Pradesh or high sea cruising in Goa are well established very popular.

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

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

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

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

CHAPTER - 15

NEW TRENDS IN TOURISM

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

Skills and knowledge sets must be redefined; structures are to be discussed and old ways of doing things must be transcended. We have to keep in mind tourism employment in the coming decades will have a very different profile then it does today. Already what is taught now in our institutes (IITM's) have become obsolete. The education has to be need based to the industry's changing scene and provide responsible leadership qualities with technically savvy. To be more specific the syllabus to be value based tourism education. In the global scene we understand that there is an initiative from five sponsoring universities (Temple University and university of Hawaii USA, The university of Queensland (Australia) Bocconi University (Italy) and model university (Austria) .

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

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

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

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

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

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

Now there is a new trend of Mass Tourism through movement of charters. Mass Tourism need a different education for handling big groups and different languages and interest. It can develop with improvements in infrastructure at all levels, improvement of airports, Technology, allowing the transport of large numbers of people by air, or surface, Rail, Cruise etc in a short space of time to boost of leisure interest so that greater number of people could enjoy the benefits of leisure time. To boost this segment of tourism: Ministry of Tourism, Government of India has made special Travel Trade Cell to look after charter operations and norms for charters to India are regulated. But this also needs special training and adopt the global norms for operations.

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

This is often now clubbed under Sustainable tourism. Another focused trend in tourism where the emphasis is “Management of all resources in such a way that economic, social, ecological process, biological diversity and life support systems” (World Tourism Organization) “Sustainable development implies meeting the needs of the present without compromising the need” Source: ((World Commission on Environment and Development 1987). The emphasis is on having guidelines of operations of Hospitality Travel industry, wild life parks, Rivers and Lake areas etc looking into areas which can be detrimental to ecological or Sociological impacts of tourism development to a destination. This part was seldom considered in our tourism education till date. But needs broader realization by incorporating in tourism education syllabus. There cannot be real economic growth without regard to its social and environmental impact

studies. This has brought focus into Eco tourism also known as “Ecological Tourism”. This implies travel to fragile, pristine and usually protected areas that strives to be low impact (often) small scale. It mainly tries to educate traveler, provides tourism revenues for education/conservation and benefiting the local communities and foster respect for different cultures and human rights. In India there are now over 170 Rural Tourism Centers under development and at various stages of completion mainly to promote eco tourism objectives. But for systematic education and development, tourism education for rural tourism needs to be included under Niche Products with outlining Do's and Don't and system of conservation, impact studies, Research base, carrying capacity etc.

Similarly Medical Tourism is now a new concept and has taken global attention among tourism promoting countries. But no specific education syllabus is available for this segment.

When there is a significant price difference between countries for a given medical procedure particularly in South East Asia, Europe, USA and where there are different regulatory regimes in relation to particular medical procedure (Dentistry, Heart surgeries etc) travelling to take advantage of the price or regulatory difference is often refer to as Medical Tourism. India has made a significant progress on this account but there is no proper education on how such business need to be operated on ethical practices. Similarly in India it is wellness tourism and it is part of the medical tourism combining alternative health practices along with usual allopathic ie Homeopathy, Ayurvedic massage, unani etc. Alternative Medical treatments are special education which hither to was not duly recognized but now quite in vogue in India and globally acceptable.

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

There are other new segments in tourism but now come as new trends in tourism and will need professionals to do justice for future development in a systematic manner. The one which is getting quite popular in Western Europe is dark Tourism (Lennon and Foley) Dark Tourism which involves visit to dank sites such as battle ground (like waterloo in Belgium). Scenes of horrific crimes (Postdam and Dresden in Germany) acts of genocide (like concentration camps where jews were massacred) INA Memorial in Manipur, Cemeteries in Lucknow and Kolkata by British tourists visiting India etc. This niche tourism product reflects Remembrance, Mourning Curiosity or even Entertainment like in Rome

chariot, Races sites at coliseum, gladiator fights, matador fights in Spain etc. There are also visits to off the beaten track sites which may also include places where worst earthquakes took place (Kutch areas in Gujarat, Pornpidue, Japan etc). It has some link with the other new trend which has been named Doom Tourism which involves travelling to places that are environmentally or otherwise like Melting glaciers of Patagonia, the dwindling coral of the Great Barrier Reef, Tribal Regions of Andaman islands Orissa etc. "Priority Consideration" is to be there before it becomes too late. Identified by travel trade magazine Travel Trends Editor-in-chief Kenneth in 2007 and later explored in the New York Times, this type of tourism is believed to be on the rise. Though often it is clubbed with sustainable tourism as these centers are also threatened by environmental factors such as Global Warming, Over population, Climate Change and Rampant Use without due consideration to the sensitiveness of these areas.

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

Under water hotels like "HYDROPOLIS" (in Dubai) for ocean tourists which will attract big cruisers which will be like "Floating Cities". Thus "Cruise Tourism" format will change with new destinations added. In India, we have totally ignored this segment of "Cruise Tourism". We have to have special tourism education Syllabus for servicing Cruise Tourism Segment. Though it has made some mark and many countries are doing well. Even in India, government has given some priority status but lack total skill development for servicing this segment tourism. Sports Tourism is also progressing in a big manner which have some adventure tourism components; Trekking in the Himalayas, River Rafting, Aqua sports in Rivers, Oceans, Himalayan Car Rally, Desert Safari, Elephant Safari Motor Racing, Golfing, Polo, High Altitude Expeditions, Bungi jumping etc one major components of sports tourism. We have no Safety Regulations enacted but all these have life threat possibilities and often take place in deep sea/rivers quite far away from metro cities, evacuation is needed on a short notice. But also need very specific education and licensing for operations, Football, Cricket, Hockey world cups attract volumes of tourists. IPL in India itself needed special companies to gain official tickets allocation, sell them through pre-appointed agencies and sell them in an attractive package which will include flights, hotels, transfers tickets, sightseeing excursions these new segments. For Europe, India even Japan, China etc Rail Tourism has added new dimension and specially in India Rail Tourism with special tourist trains like Palace on wheels, Deccan odyssey, Royal Rajasthan etc are offering unique Rail tourism experience. Shopping Tourism (shop till you drop), Architectural and Photo Safari, Gourmet Heritage, Astrological tours, cycle tours, educational tours (which has now have increasing demand. Because of the growing popularity of teaching and learning knowledge and enhancing of technical competency beyond the class room environment like Yoga in India, learning special instrumental music like Sitar,

Flute or learning Magic, Playing Cards (Bridge, Chess, Religion at religions discourse on Indian Religious centers under Gurus etc and even IT education in India. Thus Education Tourism focus on the leisure activity visiting another country to learn about the culture such as students exchange scholarship for higher studies for tourism relation and Hotel Management, study tours / work and apply skills in a different environment and need a significant curriculum to attract future practitioners.

As India, we do not have any proper curriculum or in-depth study. There is no reference in Tourism syllabus now in use to train tourism professionals on the above new trends.

Thus the need is to re model the whole tourism syllabus looking into all these new trends, prepare an inventory of all available components of these new segments in India, Look for professional who are already involved in one in the other way and can deliberate through previous experiences. To have a faculty team of educationist and experiences of the tourism industry to workout syllabus, focusing on skill development for each segment, certification and duration of each course etc. This has to be done very fast as in the absence of trained staff, we may fail to attract these niche tourists' components of the growing industry and our tourism will remain to cultural segment for decades. We have to go out of this branding of cultural tourism destination; our image should be a Land of. All Seasons and All Reasons and Tell your interest and we can tailor made it – "Allow us to spoil you". "We take you to all places where you had never been". But first we need to prepare our future students in tourism by having professional education and let us work together to create the syllabus and Do it Now.

CHAPTER - 16

INDIA TOURISM RETROSPECTIVE

We should not be blindly optimistic about the outlook for **India's** foreign tourist arrivals. We must talk about weak performance in tourist arrivals from our main source markets like **Germany, Italy, France, Japan rather than Nepal, Bangladesh, Afghanistan, Sri Lanka** etc where positive growth is visible. Government's statistical data till August suggest an improving trend but tour operators have not been benefited. The tourists from neighboring countries hardly take the services of the tour operators or use 5 star property. The priority is to increase more up market traffic from **USA, Canada, Japan, South Korea and Middle East.**

The consistent support provided by the Ministry of Tourism, Government of India to enhance investment in tourism sector is truly commendable. At least investors will visit India round the year and keep tourism growth continued. Integration of all states promoting tourism into the investment policy can bring infrastructure development all over the country. This is a very positive step. Such initiatives shows commitment to promote and develop cooperation among various overseas countries. It arises to encourage investments and sound economic development, boost exchanges and cooperation in culture, technology and tourism. The contemporary economic climate has varying effects on our main traffic generating markets including BRIC countries including Russia and South Africa. Also emerging markets highly reliant on financial position like Brazil, Mexico, Vietnam, Indonesia and Argentina which have not been doing well in economic arena. China is a good potential market but latest political developments will not increase demand.

The Media is usually the first channel for people to know about destination our India media has damaged the image. We need balanced reporting of events in India. Even elections to be held in states generate uncertainty. Agra the city of Taj specially Taj Mahal will have Mud cover gives a wrong signal. We need to issue an assurance on that Taj will be partially visible and not all covered. Our visa issues remain unsettled especially Multi Entry Visa and that is negatively impacting international tourist arrivals. Government has started global Campaign but the peak season is going to be over in December 2016. So this Campaign is for mainly for next year's arrivals. India was not visible whole year in global markets, neither Electronic nor Print media. Our competitors took the advantage. Even tax status remained heavy (nearly over 30%). Even GST may not be in operation till September/October 2017. This uncertainty puts our sales team overseas to give firm quotations to clients. We have to give Quotations 5/6 months in advance so we can't give a competitive price and we lose business before our neighboring countries.

All these do not augur well. We lack professionalism. Even Safety and Cleanliness part people take with a pinch of salt and talk about it at all forums. Our media is mainly responsible for that. Air ticket cost have gone up and this has dampen the spirit for tourists who like to take long haul holiday destinations.

Things are not coming the way we want. One or the other problems crop up and damage tourism interest. Natural Calamities, Terror threats, Bird Flu phobia and Dengue all these have put a blow on our image or as a holiday destination. We are keeping our finger crossed. Hope November/December work out well and we end the year with international tourist arrival in double digit.

Severe economic down turn in the traffic generating markets makes our travel trade to think of promoting domestic packages. Stimulating growth in domestic tourism has been a good driver of economic expansion but we need to boost International tourism in order to earn foreign exchange that is essential for a sound economy.

Current decline in International tourist arrivals is attributed to a number of reasons including the sluggish markets in Europe, the United States and Germany the countries which are traditional traffic generating markets. The other reasons are high air tickets costs due to hike in air craft fuel charges and high operational costs. For India, one of the prime reasons for less traffic is the issue of getting Visa. It is getting very difficult to get visas from the Indian Mission overseas and tourists are going to destinations which have tourist friendly visa norms. Visa process need to be streamlined on top priority basis Group visas needs to be introduced for easy movement of group on a fixed itinerary being handled by Govt. of India approved tour operators in India. Another factor is the progressively high cost of hotels and varied taxes toward tourism sector.

Even our marketing strategy need to be revamped shifting focus from generic advertisements to focused destinations with some indications of the itinerary and package costs and local contacts for bookings.

Some special events which can provide unique experience which is unique to India like **Kumbh Mela experience, Kite festival, Yoga festival** etc to be focused globally with regular advertisements and advance notice and incentives to tour operators overseas who are promoting special packages. Our tour operator's offer also must focus on new product offerings in various travel shows they participate and try to go beyond golden triangle circuit. It is unlikely that economic down turn will bring travel to standstill. In fact travelers will be more creative in their selection of destinations but no doubt travelers will be looking for cheaper alternatives in 2013/14 and many like to travel within their own region.

Government policy must support the industry i.e Tour Operators in India and overseas both for marketing, advertisements, joint promotions as they mean business and can convert the awareness into actual traffic. With such financial support, it can help and motivate the tour operators overseas to offer India specific holiday packages, put Indian holiday advertisements in the local press where they operate their business (even in distant areas) and help them to upgrade their manpower with India specific training by holding educational tours, seminars (where in Indian tour operators can join, show them what their clients will get in India, type of hotels and services as they are going to handle their clients in India). Just releasing TV advertisement is not going to help in creating business in India. To help drive up business, a deal with the local tour operators overseas is a must. Thus we have to strengthen our efforts in developing the

market and try to realize the goal fixed at the outset of the year and budget year marked accordingly. A clear cut policy decision in this respect is the need of the hour.

We should also ensure effectiveness in Civic Governance as since last one year we got several negative reports in the Global Press and there is a fear psychosis about safety of women tourists. Improve cooperation mechanism among government Ministries and State Governments and work together to see GST is put into place as this can bring tax structure down.

Tourism has to be made competitive with less tax burden. We must educate our people about tourism benefits in relation to poverty reduction and job opportunities. We need to fully leverage the role of the Civil Society and private sector in this endeavor and jointly meet the global challenges.

No country is immune to the complex and multiple security threats and we must take a holistic approach to address both the symptoms root causes of diverse security challenges and build a stable regional secured environment. We hope that all political parties will settle their difference through inclusive and constructive political dialogue and work for country's growth.

We also need to have friendly relations with neighboring countries. There is an urgent need for intra-regional tourism like GCC countries moving within the GCC region, Asian countries or Latin American countries have continuous tourism within the region on Intra-regional tourism basis. India can promote even SAARC Regional tourism for boosting Regional Tourism.

Tour operators main job will be to bring back consumers confidence. They have become very careful on selecting the destinations. Tour operators must look for new distribution channels like tie up with Departmental stores, Airlines, banks, insurance agencies etc. New Year is the time to look into the areas where we failed and work out new strategies, products innovation with customers need and assurance for delivery. What is more important is to have cash to sustain the business and to tide over the current slowdown.

CHAPTER - 17

TOURISM AND CULTURE

Cultural Tourism is one of the fastest growing global tourism markets. Infact, unique culture is increasingly being used to promote destinations and enhance their competitiveness. Many countries are now actively developing their Tangible and Intangible cultural assets as means of developing competitiveness in tourism and its unique cultural identity in the face of globalization.

To understand the cultural tourism, we must first understand what do we mean by cultural tourism and what are its components and then try to understand its linkages in tourism. Cultural tourism is the subset of tourism concerned with country or regions culture specifically the life style of the people in those geographical areas, the history of those people their art, architecture, traditions and customs, religious and such other components that directly or indirectly shape their way of life. Cultural tourism includes tourism in rural areas giving unique ethnic experience of *local living style, cultural events, marriage, festivals, and foods handicrafts, local house designs, rural life in particular. Similarly it also includes urban areas particularly historic cities, large cities and their cultural facilities – such as Museums, Theatres, Emporiums, Heritage Monuments, Shopping malls, Arts and crafts* centres mainly showcasing the uniqueness of the destinations. Now, urban areas are more or less look wise very common. It is the rural areas showcasing the traditions of the indigenous cultural communities (ie festivals, rituals, food style) and their values and life style is the major attractions. Thus cultural tourism concept which emphasis people moving to cultural attractions away from their normal place of residence with the intention to experience unique culture and satisfy their cultural needs.

In the case of India, its tourism identity is its rich cultural heritage as depicted in its **World Cultural Heritage monuments**, Infact, since the time of Indus valley civilization and till this date, its cultural heritage, lifestyle and religious. linkages (Hindu, Buddhist, Islamic, Jain, Christian, Jens, sikh) remain as main attractions. It is so deep rooted that inspite of being one of the most scientifically and technologically advance countries, people always associate India with its rich cultural heritage and whatever be the purpose of visit, some part of cultural experience through Rural Tourism, Buddhist pilgrimage or Hindu pilgrimage or heritage monuments will be always there. Cultural link is the main stay of Indian tourism and will be always there.

Cultural Tourism has provided for economic opportunities for economic development. But there are management issues that are how to control tourism so that cultural amenities are not destroyed and local people should not feel antagonized with influx of tourist and violating their way of living or historical sites over used, coastal eco-system disturbed or natural areas crushed in the name of cultural tourism development. The need for control and policy for balanced development should be adopted so that cultural environment is not lost.

As there will be demand for cultural tourism and most of the unique cultural experiences are in eco-sensitive areas – rural areas, coastal areas, tribal areas, hill areas wildlife areas, development pressures will be there based on demand. But the planners must anticipate and set the minimum level based on carrying capacity, local design and local people interest, to conserve the area's resources and prevent the saturation of the destination as to not abuse the product and the resources correspondingly. The plan should incorporate the locals to its gain by training and employing them and in the process encourage them to participate to the travel business and be stakeholders. There should be awareness to tourists about the destination, do's and don't s and should have the concern or how to help sustain its character while broadening their cultural experience. Tourism can't be independent of the cultural linkages of the destination.

CHAPTER - 18

HERITAGE TOURISM IN INDIA

Tourism to any destinations largely depends upon the tourism resources, general facilities and specific services available at a destination to the tourists and also replays on proper marketing and promotional strategies engaged by tourism promoters.

Heritage (Tangible or Intangible) of any destination acts strong resources for tourism. India as a Heritage destination is well-known for its immense potential with special focus on ancient monuments (**Architecture: Buddhist, Mughal, Greek, Roman, French, Danish**) it is an open museum of the world Art Galleries, Museums, Forts, Havellies, Palaces provide tourists flow in India for heritage exploration and quantifies India as the world's one of the top heritage destination. They feel honoured to see our heritage products.

Heritage is linked to the Past that is represents some sort of heritance to be handed down to current and future management and marketing of Heritage products act facilitation for increasing tourist flow to a destination.

World Heritage sites are identified as sites of outstanding global value that should be preserved for all humanity and we are proud we have over 30 heritage sites Taj Mahal being the most known.

Our heritage is divided into Natural Cultural, Archaeological, Historical, Prehistorical and Digital. Cultural Ceremonies, Customs, Trends, Music, Dance, Handcraft, Folklore, Cuisine, Living Style is main attractions for "Experiential tourists" New breed tourists who are looking for real experience unique to a destination and in its natural form.

We need to create an inventory of Heritage attractions using image index. Necessity is there to take the current stock of heritage tourism industry worldwide through international marketing campaign with innovative products design in order to preserve our valuable heritage and global reach. Experts and decision makers must join hands together and find out the solutions to the problems in heritage tourism development and problems faced by locals as well as tourists and specially for conservation.

A common voice for **Heritage Protection** is the need of the hour. NGO's and Destination Management organizations (DMO)'s to form partnerships and follow global criteria for Conservation of Heritage sites. Need special funds for maintaining originality of the heritage and combined efforts of cultural and tourism Ministry and strict legal enforcement is essential to take action on encroachments. It is quite common in India to see encroachments at Heritage sites. So big financial support is also needed from Government and Business establishments to resolve this issue.

Education and Awareness should be from school level so that there is so damage to the Heritage sites. Already in school syllabus tourism has been included. Environment sense means better conservation is being taught and

this is very positive development. Everyone should be the guard for preserving heritage sites. This has started now positive. Incredible India campaign has created with awareness.

For Natural sites Monuments, Wildlife sites, we must conduct "Carrying Capacity Study" Uttarakhand had natural disaster with uncontrolled activities. The state Policy makers must keep in mind geographical conditions and not commercial motive. All developments must be with strategic planning. Kerala and Rajasthan have taken good care in this regard. Study and Research is essential. We must have Demand and Supply study on each heritage centre of global attractions.

Eco-Tourism sites selection should be careful and equally controlled development of projects. Experts should be involved. Not let alone bureaucrats decide such sensitive issues.

Over the years India's tourist arrivals will reach 10 million and GDP will grow by 8%. We have to be more careful about heritage tourism products once it starts dwindling, it will be out of scene forever.

Hence Protective and Restrictive Entry with carrying study capacity city is the major factor for Sustainable development of Heritage Tourism.

CHAPTER - 19

INDIAN TOURISM - A PIECE OF MY MIND

Indian Tourism sector is going through a very exciting phase. There is huge spurt in demand from all over the world. Our USP is that we present unique experience which one may not get in their own country. We also offer value for money products. The variety is the key word. One need not travel beyond 500 km to see a lot in a travel circuit concept. Each circuit is self contained with architecture, wild life, mountains, lakes, festivals and fairs, Rural Tourism experience, unique food, handicrafts and tiers of accommodation. This makes India package most exciting. All stake holders constantly try to innovate and reevaluate the way they can offer the best service to their customers. They try to give plethora of options to choose from. Each circuit has so many things to offer and they need to see the maximum within the limited time at disposal. Take for example one chooses to see Southern Circuit with **Thiruvananthapuram** as the entry point. He has the options to have beach holidays viz **Kovalam Beach Resorts** and also have a day visit to the tip end of India, Kanyakumari where three oceans meet – Indian ocean, Arabian sea and Bay of Bengal can see excellent Sunset view or visit Vivekananda Rock Memorial. In the itinerary one can add back water drive from Alleppy Quilon on a Country boat or visit to colam waterfalls or **Periyar wildlife Sanctuary, Munnar Hills, Tea and spice gardens visit Kathakali Art centre** or learn Yoga or get Aryurvedic Massage at any Kerala Ayurvedic resorts. One can also learn some lessons about South Indian unique cuisine or musical instruments, join festivals or some cultural events, visit temples, mosque – churches and see the religious harmony. 15 to 20 days will go so fast that one may find he has covered only 500-550 km but saw so much that he would have never seen in a visit to any other country.

That is the charm and magic of India. In addition it is the human touch that makes the difference. English language is commonly spoken so communication and comprehension is much better. Tourists are not required to jump from one airport to another. One remains in one southern circuit of Kerala. Same could be for **Tamilnadu Circuit with Chennai – Mahabalipuram – Thanjavur-Tiruchirapalli. Madurai, Kanyakumari** (12/15 days itinerary to explore Tamilnadu comfortably) or **Karnataka circuit with Bengaluru, Mysore, Hampi, Halebid –Hassan – Pattadakal – Jog falls Hampi** and can have exit out from **Goa with 5 days beach holidays**. One can visit Hyderabad as entry point and cover **Visakhapatnam – Arakurvalley (day visit) Tirupathi – and combine Chennai**. So options are varied. Same applies for East India, North India, West India, North East or one can have thematic holidays like **Rail Heritage Tours, Wildlife Tours, Rural Tourism visits, Photo Safari tours** or visit to World Heritage sites (16 of them are must for any visitor). In short, one can see the world in India – whatever be his interest, he will get a lot to satisfy his interest. It is the country for all reasons and all seasons. Now there is acceptable infrastructure at all these places mentioned in the article and tourist can reserve the packages from tour operators and even State Tourism Corporations have readymade packages on offer at an affordable price. Please note that accommodation is of one star or no star category but clean and comfortable. Good hotels are also available.

Ministry has now identified 30 such of Tourism circuits for integrated development and work is in progress. North India and South India Circuits are ready for tourists and already attracting thousands of tourists every year. Even charters are coming to South India and Goa Circuits.

Another area where India has made an impact is **Medical Tourism**. Here the USP for India is the state of art hospitals with world **class** facilities and Doctors of International repute. All type of treatments at an affordable price and no waiting. All these have made India a choice destination for medical treatments from both developed and developing countries, over 350,000 tourists visited India in 2014 on Health Tourism and wellness tourism purpose at a rough estimate as made known by experts.

India is now focusing itself on **Spiritual Tourism**. Whole world is looking at India for mental solace. They are coming for lessons in yoga and meditation. Often they visit catholic pilgrimage places viz Goa, Chennai, Pondicherry or Buddhist Circuits in UP and Bihar Sufi centers or Islamic heritage centers (Ajmer, Hyderabad etc) Jain pilgrimage, Sikh Pilgrimage Places Char-Dham, Sai, Timpah, Vaishnodevi among hindu centers. They attend religious discourses and get mentally satisfied. Religious journey to India is an added attraction which is combined with regular leisure tourism by overseas tourists especially with Indian origins.

Responsible Tourism which is often called **Eco-Tourism** is also being focused, as new breed of tourists would like to visit a place which is sensitive to nature and environment and they only visit those Countries. It is about engaging with the mountain destinations enjoying a range of winter activities in beautiful surroundings and having a fun and memorable experience but not at the cost of the environment or ignoring the local population. Keeping these tourists in mind and the above objectives, Ministry of Tourism is now promoting **Rural Tourism**. This is based on customers growing demand to be in nature and to achieve the key objective to provide a unique experience. Over 139 such rural tourism centers have been developed all over the country. Here the focus is on development of **Sustainable Tourism** by involving all stake holders, understanding of the contribution of tourism to the local economy, society, preservation of culture environment and though research and training to enhance the ability to manage tourism more sustainably with local participation. This niche segment of tourism has made some beginning now and hope to do well when the western world has become concrete jungle. Whereas India offers an unique rural experience in natural surroundings. All these efforts have helped increasing in international tourist arrivals which is now progressively maintaining double digit figure since the last two years this also spicing up Foreign Exchange Earnings which is having an average since last year and this upward trend to continue.

As today the consumers is more experimental and aspirational and customers are willing to pay more for such unique experience we are moving at the right direction by promoting **Niche Tourism**. But we have to keep on innovating new products. With such mix of culture and tourism destinations we can always put something new as many places remain unexplored till this date like – North

East Sikkim, Uttarakhand, Jharkhand. Chattisgarh, Orrisa and all these have enough ingredients to keep tourists for 10-15 days in each state. Food itself can be a big attraction in course of visit to India and shopping as real bargain which can be combined in packages in these places.

INDIAN TOURISM - OUR LARGE CHALLENGES

We have been thinking about the possible reasons for sudden downward trend in international tourist arrivals. The prime Question was why we are not getting the regular tourists and how to substitute those markets which were more severely affected by the recession and which are largely the **US and the European markets**. These are India's so called major markets.

Infact lot more Asians are travelling now with Europeans and Americans. So we need to diversify products to reach **Japan, China, South Korea, South East Asian** Countries which is the need of the hour. Infact this is to attract intra-regional travelers with better connectivity to India and in addition to course our regular market of Srilanka, Maldives and mainly Gulf countries. Here we need to continue with our enhanced marketing plan. They are not affected by recession and they are our round the year clients.

Lack of Infrastructure remains the biggest challenge. Here pace of development is very slow, Government approval, regulations, laws are not intune with the changes of the time. Laws are pre-historic. There is no common Land Law in India. It differs from State to State. It is so much time consuming that it takes 4 to 5 years to complete a hotel, which may take one or two years in China or Thailand. Every successive Government had been talking about single window clearance but no positive action is visible till date.

Though the next challenge looks non-existent but in reality it exists. It is the challenge to make all Government agencies to understand the value of tourism. Tourism needs lot of synergy between Ministry of Tourism, Ministry of Environment, Ministry of Finance and even Ministry of Home Affairs, Civil Aviation, External Affairs. Though tourism is the largest generators of employment and even good quantum of Foreign Exchange for the national exchequer is earned there is no priority to tourism in the central or state budget. We need to sensitize all the concerned ministries about the value of Tourism In this respect, media can play a big role. Leap sympathy in tourism, does not work. Even the politicians are divided on tourism issues and as such there is no industry status to tourism or Infrastructure status to hotel industry. If there was a political will, tourism should have been given large priority in the National budget and industry's request for industry status would having been achieved. Infact, tourism industry is most taxed in India. With the result outbound has flourished. We can't match the price offered by our competitors In spite of all potential which India has to attract tourists, we don't get the tourists in that number. Today Tourists are very much cost conscious. Eeven for a few dollar savings may move to any other destination ignoring what special attractions you have on offer for them.

Recent Visa issues are very discouraging for tourists. They now need to fill application on line. Generally senior citizens from overseas (above sixty form a big bulk opting for India holiday packages) and they find it difficult; first of all they may not be that computer savvy and if they may they have to start again if there are some mistakes committed in filing on line. This time consuming process and this has been bothering them. Added to that, the visa application forms are in English language and not in the languages of the country say not in French language in France or German language in Germany. It is difficult for them to comprehend the Questions asked in the application form. Even Questions are very irritating like asking for school leaving certificate etc. Group bookings have really come to a halt as everybody has to apply individually on line. The restriction for today's gap from the last exit from India visit is also very dampening for business visitors. Thus it is hampering **MICE segment**. Simple application form is the need of the hour. But we made it the most complicated process. Tourists prefer to move only to those places which are friendly than break their head on obtaining visas. Also it takes 4/6 days to get India visas as reported by many overseas tour operators who have India holiday packages in their holiday. How to create confidence in them is also a big challenge now. Tour operators have been pleading for withdrawal of such confusing system. Also they are pleading for them to submit passports together at given hours in the Embassy so that group movements are not disturbed. But nothing concrete on this account has been achieved till date. The loss is ours.

As if this is not enough, progressively increase in aviation fuel cost and sales taxes on Air Turbine Fuel by states in India have made air travel very costly. Air travel cost is nearly 40% of India Holiday packages and domestic air travel components are more in India packages and price increased further due to taxes have made India packages over priced and cost prohibitive for tourists.

Even surface transportation is costly due to increase in petrol cost and arbitrary road taxes (differs from state to state) has made even golden triangle package of **Delhi-Agra-Jaipur** very cost prohibitive. This sector always done on surface transport and due to cost escalation has become out of bound for budget tourists. Students and budget tourist are now travelling by rail.

The biggest challenges now we feel is the "Advisories" issued by the developed countries. All the more worrying is that these are our main traffic generating countries like USA, UK, Canada, Australia, and Japan. These advisories are informing their citizens not to visit India because of potential terror threats. But as a Nation, we could not put up any counter challenges to say this is not the real situation in India. Unfortunately we do get potential threats and our Media glorifies such events without any reasons. Our own media is more damaging as western media takes reference from our media reporting's only. Government is only a silent spectator and ultimately tourism industry suffers. Till we become proactive, such advisories will continue and tourists will avoid India as they don't get insurance cover for those countries against which Advisories are issued or the insmance cover cost is double.

The industry has often found that when they are about to take off after the hard work they have done by under taking marketing globally, something negative happens (either Natural Calamities, terror attacks or epidemics etc) that negatively impact Tourism business. They have to start from the scratch again. All earlier efforts become unproductions.

Unfortunate part is that there is no special relief from the Government at those critical time either by providing discount on air tickets, visa relaxations etc. All the more at a slightest opportunity, Government adds tax on tourism sector which totally ruin the tourism growth. It has happened repeatedly year after year. This total neglect of tourism and how to educate all about tourism benefits is the most important challenge. Even in last 60 years, we could not make any change in this scene do that another challenge is to draw out a contingency plan or “**Crisis Management Plan**” by having partnerships with all stake holders by the Government. In spite of having such repeated negative events, till date there is no effective crises Management Plan. There is something on paper may be but how effective it will be during crisis yet to be seen. We need to be very sensitive on this subject to keep India as tourist friendly destination to give the message we care for you.

Safety and security is also a big challenge as often overseas tourists ask the question whether they will be safe in India. This is mainly due to recent spate of attacks on tourists, molestation, rape which have been widely reported in western media. Rail accidents, sudden fire etc have also gave lot of negative publicity all over and our counter acting such negative events were very weak. We became rather protective and just telling everyone that we are the safest country “**Atithi Devo Bhava**” is our motto. This does not help to create the right confidence. Tourist needs proper action. In general India is termed as safe destination but recent events have been very negative on India's image as safe destination. We need to do a lot to create confidence. All safety measures undertaken should be made visible which can create confidence. In our Media/TV Campaigns, this aspect should be projected to create positive decision by tourists.

Our marketing efforts are not modern with technological innovation. May be in some part we are quite up to date but our presence and visibility is very negligible in overseas travel trade exhibitions. This is essential to create confidence to counter act any negative comments. We need to give clarifications on the spot and clear the confusion. Thus increased presence in global travel exhibitions is a must and how to meet increased expenses is also challenge. Here Government must provide financial subsidies to tour operators by increasing the allocation under Marketing Development Assistance (MDA) and the applications should be simple for reimbursement. There should be no restriction to force member for reimbursement claim to travel by Air India only. Let them use any airlines of their choice and create business for India.

Brand Incredible India needs re-branding showing modern India and not generic but should be thematic and trade must ensure delivery. The delivery was lacking so Incredible India was not successful in creating proper awareness. Even our promotional materials are not focused with information about actual travel itineraries. So proved not users friendly.

We also lacked many other essentials – like lack of trained manpower at all segment of tourism. This resulted in rendering quality services. Even there is total lack of language guides like **Chinese, Arabic, Korean, Spanish** etc and supporting language brochures to give in sights of the places being by tourists. The general up keep of places by tourists specially frequented our monuments are of poor standard and there is even lack of basic facilities. We have problems of language guides. To begin with ASI can provide pre recorded tape at important heritage monuments. Even ASI should consider proper parking space for cars and coaches at monuments and there is no night tours of the monuments. This could be a commercial proposition if this is combined with some night entertainments (Indian dance etc) and dinner. The entertainment part is also lacking and is one of the challenges we need to meet to boost international tourist arrivals.

We always think for tourism to grow and feel everything is at proper place but nothing is in order and every aspect has become a challenge as you have seen from the explanations in previous paras.

If we can meet these challenges in time our international tourists arrivals will show positive grow the other wise, without no timely action we will stagnate 5 to 6 million for another half decade. Ministry's goal to achieve one percent of global tourist arrivals ie from 0.60% at present to 1% will remain only on paper. Tourism is business and it needs professional approach. These facts we must remember. It should be boom time in tourism with positive decisions and we should not allow any excuses for making it doom time in tourism business.

CHAPTER - 20

TOURISM CRISES MANAGEMENT PLAN

Tourism is a peace time industry. It survives and thrives, amongst others on a very abstract thing – i.e, on the image of the tourist destinations. As a result, any disturbance in any sector – political, economical, social and environmental, or any of the service sectors – transport, accommodation other tourist services and infrastructure, creates a crisis for tourism. Hence, events/disasters tend to have an adverse effect on the smooth flow of tourists sometimes resulting in large scale cancellations of groups by handling agents which calls for crisis management. These events could include natural disasters, man made disturbances or other events effecting normal life.

Natural

- Floods, Tornadoes and cyclones (desert.coastal areas), Landslides

Man made

- Accidents (Rail, Air)
- Disturbances – political, industrial, commercial – effecting law order
- Strikes Air/Rail
- Bomb blasts
- Military aggression
- Terrorist's activity

Health hazards

- Out break of diseases like plague, malaria, dengue etc.

Characteristics of crisis – Fear is the key

- The dictionary defines crisis as a “decisive or critical moment”. However, the world crisis used in the modern sense has the following characteristics.
- Crisis triggers fear, and fear is the biggest de-motivating factor in tourism.
- It is often not the reality but perception which drives the behaveiour of a tourist. Perception in the mind is much more real for the person concerned than the reality of danger which may be different from the perception.
- Crisis creates panic, often arising out of rumours and speculations.
- A crisis is usually unpredictable.

News Reports are the source

People in general form their belief about he safety or lack of safety or a particular destination on the basis of news reports. Thus news reports play an important part in influencing the opinion and belief of people about the safety in visiting a specific destination at a particular time.

Characteristics of tourism crisis

In view of peculiar characteristics of tourism to depend upon multi sectoral activities, the tourism industry has many a time handle, crisis created by other sectors or factors beyond their control.

For example, terrorists attack in a city, which is primarily the problem of the law enforcement authorities, may drive away tourists from this city creating a crisis for the tourism industry. Similarly, a natural disaster in some part of the country may get such wide converge in the international media that potential tourists may cancel their tours to the whole country because of lack of information about the precise fallout of the disaster.

Today, we live in the midst of various hazards and it is necessary for the tourism industry to assume that anything can happen at any time. It is therefore not idealistic but realistic to have a **crisis management plan** for the tourism sector, safety of tourists and their arrivals to India. In the context of the Indian tourism sector, responsible officers should be the part of the crisis management team. Which may include:-

Secretary: As leader: To be chief spokesman for Indian tourism. To coordinate with the high level policy makers & trade.

Additional Secretary will make to liaise with other concerned Ministries and departments. However, constants liaison with XP. Division of Ministry of External affairs, and information and broad casting and international organization like **WTO, PATA** etc. even during the non-crisis period. And also the domestic trade bodies like **IATO, FHARAI, ADTOI**, etc. to participate with government as stake holders.

Senior Officer : special officer be deputed to liaise with media and tourist officers in India and overuses and to advise about behavior if various markets. A lot of statistical figures are also required for preparing information reports, where market Research Division of the Ministry of Tourism can help. There should be a control room, media information, recording photographs and video tapes so that Department of Tourism can present its side of the story. Documentation of all communications and clippings.

These are only suggestions and there could be many other alternatives which we need to learn from developed countries who manage the crises so well.

Dos'

- On hearing about the disaster each office in India & overseas to contact the HQs, and the Embassy of India for first hand knowledge and cover as much facts as possible from these two channels. To control rumours.
- Cultivate three- four tour operators and three – four journalists who are experts in the market. Their views will be important in making a communication strategy at the time of crisis.
- Make a small Crisis Management Team locally consisting of, say, Sales Manager of Air India or local national airline marketing manger, and friends from travel trade and media.
- Monitor the media: keep clippings of various crises and their solutions reported in the Media.
- Suggest your strategy to control room. About the media relations.
- Implement the strategy and send regular feedback to HQs.

- Synergies with local mission, other Indian organizations and opinion leaders.
- Use the services of professional associations, retired ambassadors of the host country who have worked in the country to build confidence in overseas markets.

DON'T's

- Don't panic.
- Don't shy away from reporting facts.
- Deliver the bad news accurately and avoid giving an impression that the tourist office is not being honest and open. Avoid losing credibility.
- Don't emphasise the negative. Lay emphasis on how many people were saved, the effort of Government in overcoming the problem.
- Don't continue with your advertising campaign and try to withdraw the same as early as possible.
- Don't over react. At times, it is better to lie low and project other positive issues. That is what China did after the Tinaman Square Episode – they aggressively promoted investment opportunities in China but kept quiet on the human rights issues.
- Be sensitive to all issues & be alert all time.

CHAPTER - 21

UNDERSTAND THE REALITY OF TOURISM

There is no lip Sympathy in **Tourism**, it is hard work. Try to know the core facts as given below. Understand the four 'A's. These four 'A's are needed for successful tourism.

1. **Accessibility:-** For India , this aspect now stands little bit organized but a lot more needs to be done. From many areas, still we are lacking air-connectivity especially Latin American countries and even African countries.
2. **Appropriateness:-** This mainly covers right facilities. Hygiene, Accommodation, Internal Transport, Sightseeing, Entertainment, Safety & Security, Tourist attractions, Guides which offer the right experience. We need to place every thing at its proper place and make them Known by creating proper awareness.
3. **Affordability:-** Here India is termed as “**Over priced destination**” and many tourists avoid India as they do not like to pay heavy taxes. Hotel charges, International air travel are progressively increasing year after year without commensurate value additions on the facilities. India has become cost prohibitive as when tourists visit India , they like to spend longer period as they don't come regularly as India is a long haul destination and it costs more on air travel. They also like to see Nepal, Bhutan etc in India with holiday packages.
4. **Accountability:-** It appears that there is no accountability for any related segment and in the Services promised. Totally there is lackadaisical attitude which is very damaging. For each component of work accountability to be fixed for lacuna in providing service.

There are other “A”s that also should be looked into:

1. **Attractions; Amenities; Awareness; Availability of financial resources** (both for Government and Private Sectors) for continuous development of infrastructure;
2. **Attitude** of Government official and public in general; Aesthetic sense that should include cleanliness every where. Availability of trained manpower or regular skill development programme.

A positive sense of hospitality “**Atithi Devo Bhava**” should be ingrained into all service providers. Application of norms for Safety and Security and Application of Technology in tourism scene, aggressive Marketing of the unique products of the destination offering an unique experience and an effective management of tourism experience. These additional A's are must for sustainable tourism growth.

If in all these areas, we can have constant monitoring and keep an eye for improvement, where ever deficiencies are found, action taken in time, nobody can stop the progressive development of the destinations & tourist will flock in a continuous manner. Ultimate Crux is that we should “Plan properly” “Monitor” and “Enforce the laws” so that there is no lackadaisical approach in any of these areas mentioned. This is the right way to move forward and in all these efforts sincerity matters with right attitude to gain success.

CHAPTER - 22

ENHANCING INDIA'S TOURISM PERFORMANCE

International Travel Rise by 5% with 1.843 Billion in international tourists travel the world over in 2015 – expect to grow by 7 to 8% in 2016. But performance of India was really remarkable in the present fluid position with economic recession continuing in India's major traffic generating markets, global terror threats, psychophobia due to Birds flu/ Chikungunya health challenges, natural calamities in some parts of India, elections/ demonetization (recently in November) there is a growth of 10% till October end. As per international tourist arrival details received from the Ministry of Tourism till October end **69.62 lakh with a growth of 10.5% international tourist arrivals recorded which is 62.98 lakh with a growth of 4.5% over 2015 for the corresponding period.**

November/December are peak season and this progressive growth trend is expected to continue. One important point was noted that global economic recovery remains rather fragile and uneven and secondly as per UNWTO reports, South Asian region was the star performers with average 8% growth and India tops in the region. International tourism events since July one after another like global Travel Mart under the aegis of **Ministry of Commerce India Tourism investment mart, International Buddhist Conclave, International Travel Mart.** North East in Imphal provided global tourists participating in these events a great opportunity to sample new products in tourism sector through Buyer-Seller meet and focused B to B sessions where Indian travel trade partners and state government tourism developments participated in huge numbers.

During these international meets, our trade partners focused on ways to set up our efforts to reach new markets based on each market needs, government's determined policy to disrupt terrorist attacks, 24x7 Tourist Helpline and Sharing information about global tourism scene so that as Trade Partners as a team remain updated and untied. Ministry on their part signed bilateral arguments with many foreign governments on tourism exchange and strive to remove bottleneck areas and cooperation in the sectors of tourism, air travel, visa skill development etc. Ministry of Tourism global campaign since October 2016 started giving positive impact and enquires generated on Ministry's website. Ministry also undertaken enhanced Media Relations programme wherein tour operators, travel agents, decision makers, media members are invited to experience India and on return to their respective countries, write about their experience.

All such efforts between May-Oct 2016 brought a turnaround in international tourist arrivals and of course e-tourist visa had its due share. It resolved the visa issue in a big way. But we would have doubled the arrival figure if our request for Multi Entry Visa, 60 days stay and 180 days advance application for visa were accepted. Many tourists did not found to their likings for under taking biometric process for obtaining India visa and hardship involved. They preferred to drop India.

The sad part is the inconvenience faced by tourists since November 9, 2016 with demonetization of high value Rupees of 1000 & 500. They found at sea on arrival as a result of lack of Cash at Currency exchange centers at the airports. Those who exchanged got Rs 2000 note and for budget tourists who are more dependent of cash were unable to use Rs 2000/- note for buying food etc as nobody has small changes. Even ATM's had restrictions (Rs 2000/-) and often ATM's are not loaded with new currency.

Government did its best extending dates till 24th November when tourists can pay cash (old rupees) or online for tickets at ASI Monuments, No toll charges at toll points for seamless travel of coaches and many such concessions. But tour operators really had genuine problems to run package tours as they need average Rs 50,000 to Rs 1.00 Lakh cash to pay for taxes on state borders, food for tourists, entry tickets for monuments etc but there were cash restrictions. It was indeed difficult for tour operators to give efficient service. Even many tours got cancelled. It appeared things are becoming much more difficult than they were before now given to understand as the last date for exchange old rupees came nearer and no further announcement from government came for continuation of old demonetized high value rupees tour operators are getting panic. But one thing, India looks dignified to continue to grow and people supported Hon'ble Prime Minister's efforts to curb corruption/black money. "Sometime life hits you in the head with a brick, don't lose faith" Legend Steve Job's told and this is very apt. We must approach government with our genuine problems and be confident in looking into all emergent issues. There is constant effort to provide smooth, easy, futuristic transference of India and present a New India. Let us be together in this goal. Small price one has to pay for a good thing. But a serious Planning before implementation was needed and that created confusion. Hope for Best, we will tide over the bad time.

CHAPTER - 23

RESILIENCE POWER OF TOURISM

Tourism has been badly affected globally due to economic recession, terrorist threats, policy challenges, natural calamities, climates change, demographic shifts but all these do make some negative impact to tourism destinations but government concerned also get equipped to deal with the complexity of challenges. They do have the confidence that tourism has great resilience power. Nobody would like to be in rooms; at the earliest would like to go out and rejuvenate with a nice holiday. For India as a destination, it is quicker to tide over such situation as we have a larger domestic market and neighboring countries like **Nepal, Srilanka, Bangladesh, Bhutan, Maldives** with right synergies put into place provide round the year tourist arrivals. No doubt, economic recession has hit the tourism industry with number of foreign tourists visiting India from regular traffic generating markets like **USA, UK, France, Germany, Italy and Spain** recoding a sharp decline in quality tourists who spend and give foreign exchange to our country. Though some of these markets have now been replaced with **Japan, China, South Korea, Singapore, Malaysia, Australia and New Zealand** where economic recovery is very fast or not at all impacted. We saw few cancellations due to terror strikes, Birds flu, Natural calamities in India and fear psychosis and feeling of uncertainty that prevailed. But timely efforts of the Ministry of Tourism and Travel Trade the trend reversed and in 2016 India will see minimum 10% growth positively.

Aggressive Global Campaign, increased participation of Travel Trade being under taken by the Ministry of Tourism, Government of India markets in all exhibitions participation increased India guest of honor at global fairs, Road Shows, Travel Trade meetings of Tour Operators in India increased media relations work and increased budget were the reasons to reverse the downward travel and boost international tourism. The land mark change was visible with introduction of e-tourist visa for 150 countries and valid entry for tourist through 16 airports, liberal charter regulations and increase in air seat capacity to India from major markets. With these efforts India tourism bounced back and ensured that tourism has the biggest resilience power than any other industry. Main reason is Human being can't remain bounded in rooms, they want to go out and experience unique destinations (like India) and we worked to gain on the tourism psychology.

CHAPTER - 24

TRANSFORMATION THROUGH TOURISM

The growth of **Global Tourism** has occurred for a number of reasons:

1. The fall of barriers to global mobility and accessibility;
2. The rise in numbers of people wanting to see the world for themselves
3. The deepening of understanding of the value of the sector to uplift nations;

Labor Organization's observation:-

Hotels, Catering and Tourism (HCT) is one of the fastest growing sectors. It is highly labour-intensive and a valuable source of employment and income in rural areas, especially for those with limited access to the labour market, such as women, youth, and migrants. Sustainable rural tourism based on Local Economic Development and decent work can significantly support socioeconomic development and poverty reduction. Quantifies role of tourism in transformation in social and economic life of people.

No doubt through tourism sector development, economies become strong and self-sustaining, nations gain identity and independence of spirit, nationals find pride, purpose and a means of living a productive life in their homeland. And, importantly, other economic sectors are switched on, and switched up a gear, as a result of the multiplier effect of a strengthening tourism industry.

Thus the power of tourism can best be described by one word: transformational.

Tourism is viewed, and respected, as a means of directly addressing

1. **Eradication of Poverty:** creating meaningful, sustainable work, which in turn creates a means for personal and community enrichment.
2. **Gender Equality:** creating opportunities for women to enter the workforce, achieving new levels of appreciation, participation and cooperation.
3. **Environmental Sustainability:** developing the sector in tandem with preserving and protecting the natural beauty and benefits of the destination.
4. **Global Partnerships for Development:** creating opportunities for the private and public sector to make plans to make a difference, together..

TRENDS

Governments across the globe, especially those in developing nations, are looking to tourism as a way of transforming not just the economy, but the lives of its people, within and outside the sector. Transformation in these nations is not purely about growth of arrivals, growth of GDP, growth of investment and trade, and growth of jobs within the existing industry framework. The spirit of

transformation goes so much wider. It is about creating opportunities, through tourism, for each and every individual of the destination to play a direct role. As a result, real transformation requires embracing the need for the sector to ensure, at all levels, resources (time, funding and know-how) are committed, ongoing, towards:

COMPASS: Insights into Tourism Branding

SKILLS DEVELOPMENT: creating opportunities for people to be able to learn and apply new skills, turning ability into direct productivity, and unlocking the opportunity for employment and advancement.

OWNERSHIP: going beyond employment to creating opportunities for people to become small business owners (and therefore employers themselves), actively and meaningfully playing a leadership role in industry development, and able to influence the direction of growth.

PARTICIPATION: ensuring that each and every roleplayer in the industry, regardless of size and structure, understands and feels that they are a part of something bigger, something shared, and something that generates immense pride for the sector and the destination as a whole.

Ultimately, transformation of the tourism industry yields a transformation of the greater national economy and society. The national whole is far greater than the sum of the sector's individual part.

Transformation is one of the most powerful legacies of tourism. For the tourism sector to truly fulfill its potential in unlocking and uplifting economies and societies across the globe, creating a tomorrow that offers so much more possibility than today, transformation is essential. Genuine transformation. Nations that recognize the importance of the sector, and the need to leverage it as a vehicle for transformation, must be prepared to invest the time, care, funds and capabilities needed to enable the alchemy to occur.

CHAPTER - 25

DOMESTIC TOURISM: KEY TO INDIA'S TOURISM FUTURE

After the recent slowdown following the world economic crisis, **Indian Tourism** is slowly moving upwards. Indeed, the first four months of the current year have witnessed a growth of over 10% foreign arrivals.

However, even without looking at statistics, it is obvious that the Indian domestic market is far, far larger than all our foreign markets put together. As against 5-6 million international tourists, well over 1200 million domestic tourists travel around the country every year.

The domestic tourism market, therefore, has a great potential for both the tourism and hospitality industries, as well as for the economy as a whole. Unlike many other countries, we have a huge domestic tourism market of our own and are not really dependent on foreign source markets. Not only is the size of our domestic market very large, we have a huge number of potential tourists with high spending power. One has only to look around at the number of foreign tourism boards who have set up their offices in India or appointed representatives to attract Indian tourist, to appreciate the size and importance of Indian market. These countries include affluent western nations like **Britain, France, Switzerzland, Germany, Italy** and several states in the **USA**.

Hence, our tourism industry – whether it is hotels or domestic airlines or agents – has large enough markets within India not only to sustain itself during difficult periods in the world but also think of future investment and growth. Similarly Governments, both central and state, have sufficient incentive and justification to invest in the tourism product of India.

It would be pertinent to remember that countries like the **USA** and **Japan** initially built their domestic tourists, and this infrastructure is now serving the needs of foreign tourists as well.

It is estimated that incomes in India would almost triple over the next two decades, and the country would climb from its position as the twelfth largest consumer markets to become the world's fifth- largest consumer market. There will be 9.5 million households having an income over 10 lakhs and some 128 million households with an income between 2-10 lakhs. India's rising middle class from what we have now is expected to 583 million – a 12- fold growth – that is, over 40% of the population, and its discretionary spending will increase from 39% to 70% of all spending.

There is no doubt that India has unparalleled natural and historical resources. We have everything that a country could possibly want in terms of tourist attractions – from majestic mountains and wonderful beaches to magnificent deserts, exquisite lakes, attractive rivers, a host of leisure and adventure tourist activities, and a 5,000 year old heritage with historic monuments dating back 2,500 years in time. Add to this a great variety of cultures and religions with

diverse fairs and festivals- and there is hardly any kind of tourist attraction that India does not possess.

What we lack, however, is a sufficiently well-developed infrastructure to match these attractions. And, it is this aspect that we need to focus on. If we develop our infrastructure for our domestic tourists during the next few years, India would be ready to receive many times the number of foreign tourists it currently receives.

There are many areas in which the infrastructure needs to be augmented. We need more mid-market clean hygienic hotels; better airport with more welcoming, visitor –friendly staff; clean toilet facilities for both men and women at monuments, beaches and other tourist places as well as at airports, railway stations and inter-city bus stations; we need better roads leading to our tourist places; a dedicated tourist police force to ensure the safety and well-being of tourists; knowledgeable guides who can enrich a tourist's understanding of our timeless history and culture; and so much more.

If we want to create all these facilities and augment our existing infrastructure, both the Indian tourism industry and the Government should plan for the country's huge domestic market which is both permanent and reliable, in good times as well as in not-so-good times. If we do this, international tourism will take care of itself.

CHAPTER - 26

INDIA'S DOMESTIC TOURISM GROWTH STORY

Lets into the statistical data which are published in press - lets check the reality. The figures only shows the tourists who had stayed at a registered accommodation but the actual number would be over many more as half of the number who might have stayed at unregistered places, like Dharamsalas, tented accommodation even inside the coaches, Ashrams, huts with relatives, friends etc are not included in the figure reported. Even one billion figure surely indicates the "Volume" the domestic tourists hold. It has gone down aftermath of the global economic meltdown. No doubt, it is only the domestic tourism that kept our tourism industry running. It will have a very marginal impact whether global economic slowdown or terror threats, the domestic tourists know the contour of the country very well and know how to plan their itinerary and even how to exercise economy when economic slowdown disturb their budget.

Domestic Tourism in India commenced a steady growth since 1970's when Ministry of Tourism had special focus on domestic tourism and made increased outlays for tourism infrastructure. It promoted the scheme like Yatrivas in each state for budget tourists, yatrikas at pilgrimage places, youth hotels in each states forest lodges at wildlife centers, giving financial aid to Dharmshalas, Musafir Khanas and temple trustees to renovate, construct and refurbish accommodation through an establishment called "**Bharatiya Avas Vikas Samiti**". Inadequate tourism infrastructure still remain but now state Government's assistance, they have setup tourist Bungalows, Panth Nivas, Rest Houses, Trekking Huts, Rural Tourism Centers, with cottages of ethnic style, pilgrimage sheds and cover all over India to ensure quick dispersal and balanced development through tourism activities. These efforts of the Central Ministry of Tourism really made a big difference and that was a big reason for domestic tourism boost and since then the positive trends continued with an average growth of 15% year on basis.

Since the opening of the economy in 1991 and foreign direct investment inflows also helped in the availability of clean and economy priced accommodation in 3 Star/2 Star categories. A number of the India hotel and real estate players view hotels as a natural extension and synergy to their growth real estate portfolios. New hubs thus developed at National Capital Region comprising Suburbs of **Noida, Gurgaon, Ghaziabad, Faridabad** and nearby areas and the trend is visible all over India.

Domestic Tourism got real boost with Government's policy on "**Leave Travel Concessions**" to the staff and financial assistance to join the package tours on offer from State Tourism Corporations. The growing Indian Economy spurred business travel. The strong performance of the corporate sector led to unprecedented surge in business travel. GDP grew at a robust 8% in 2006-07 and since then continued to grow by 6% in spite of economic recession visible since 2010. Double income in a family with husband wife team in service offered good disposable amount for leisure travel in the country. The MNC's in India

also offered Incentive Travel to their employees on the lines in overseas and they provided round the year movements on business travel which even at off season (April-July) kept tourism plants running to capacity. Thus Indian Tourism became round the year tourism activity destination.

Domestic Tourism in 2006/07 was still very much restricted to travel by trains by coaches and very limited by air journeys. It is the "Liberalization of the airline industry" that promoted and increased travel by domestic travelers and which also increased country's accessibility into hinterland areas not visited by them earlier. With Low Cost Airlines introduced with increased frequency and additional routes with competitive and affordable prices, including packages, domestic tourism saw the real boom. Low cost airlines like Indigo, Spicejet, Jetlite, Go Air and host of other airlines coming one after the other enhanced domestic travel flows in such volume which was not seen earlier. Even those who could not think of taking air journeys joined the one for air travel that was the offer and afford ability. Even many 2-Star/3-Star hotels joined the airlines to offer affordable packages with value additions. Thus **Goa, Chennai, Bhopal, Pune, Mangalore, Lucknow, Jaipur and Jodhpur** also came in demand from domestic tourists who earlier preferred pilgrimage places like Jammu (for Vaishno Devi Yatra) or Chardham (Uttarakhand), Shirdi (Maharashtra), Tirupati, Haridwar-Rishikesh etc. They became choosy and demanding.

Many of the domestic tourists who were earlier joining outbound packages only to **USA, Europe, Thailand, Malaysia and Singapore** now due to economic meltdown started looking inward. They have seen how tourism products have been developed on international standard and do join at Ananda Resort in Risikesh, Beach Holidays with Casino in Goa, Health/ Wellness Spa Resorts in Kerala, visit Tea Estates in Darjeeling Dooars, Mountain Resorts in Srinagar, Otty or Orange Estate in Coorg and even join luxury trains like Palace on Wheels, Deccan Odyssey etc. They are equally conscious of Quality and look for unique experience. They have become globe trotters and want the domestic tourism services to be of that quality. Ministry of Tourism, Govt. of India is also directing its energy towards domestic tourism as good facilities can be used by budget tourists from overseas (as sound domestic tourism is the main base for future development of inbound tourism). With the indicative statistics from the Ministry of Tourism in 2013, it has crossed one billion figures.

Government is taking right steps to ensure quality, based on facilities and services. The Ministry of Tourism continuously approves hotels in India into eight categories namely 5-Star Deluxe, 5-Star, 4-Star, 3-Star, 1-Star, Heritage and now added tented/camping sites, Time shares, Bed & Breakfast scheme. Government also approve tour operators, travel agents, adventure operators, domestic tour operators etc. this is to ensure that supplies are that of quality and also given recognition with National Tourism Awards. No doubt, tourism industry needs risk management, concession on taxation for tourism services and trained man power are essential to keep its growth. Sustainable tourism developments with carrying capacity, environmental guidance, community involvement should be in the priority for future planning. We all mean business as tourism promoters, we stand together to make "India a land for all reasons and all seasons".

CHAPTER - 27

TOURISM EDUCATION AND FUTURE NEEDS

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

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

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

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

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

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

to be revised as per the needs of the market to fuel the need of educational institutes and tourism education and research through those institutes. Even universities were involved to **boost tourism education.**

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

This further necessitated having educational institutes where basic tourism education to be impacted by drawing upon the knowledge and skill found among both educationists and practitioners. Leading experts in various aspects of travel and tourism provided the benefits of their knowledge and experience. Success has been varied. The initial education was based on industry practices focusing on **Managerial Perspective** to assist management in improving the quality of planning and decision making and put the message that tourism is multidisciplinary activity. Impact of tourism on both host and tourist as the tourism increasingly became a worldwide phenomenon and cross many cultures. The need for better understanding of these cultures and impact on culture, the studies of motivation became important, even case history of tourism business etc.

Ministry of Tourism, Government of India also had a research and marketing wing in the Department, still not specific tourism education policy was drawn up. **These divisions were** mainly collecting international tourist arrival datas and tourists profile. The tourism education remained restricted to market surveys Research looking into collection of datas, processing and analysis, provision of information for decision making on the need for some new or enlarged facilities or services for future course of action for example what would be impact of oil crisis on tourist arrivals, what relation exists between disposable income and propensity to travel internationally among holidayers. Forecasts relate to international tourist arrivals. Just a beginning mainly to have some basic tourism education purely need based to that Juncture of time, very focused but not through a proper syllabus for real tourism education. As the tourist arrivals increased through the 2nd Five Year Plan period, a new orientation was given to tourism education in the tourism planning mainly focused to Hospitality industry by setting up Food Craft Centers and Hotel Management Institute under the umbrella of the Ministry of Tourism to service the growing demands of tourists for good accommodation and food services etc and also to be competitive.

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

Since 1995-96, the IITTM started a full time one year **Diploma in Tourism Management (DTM)** programme with the approval of **All India Council of Technical Education (AICTE)** New Delhi. In the year 1995, the National Institute

of Water sports were also incorporated in the IITTM for education training and consulting in the area of aqua based tourism activities. In 1996-97, Eastern Regional centre of the IITTM at Bhubaneshwar was established with the same DTM programme. From the academic year 2007-08, the IITTM started another centre from Delhi IITTM; also now conducts Regional Level Guide Training Programme.

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

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

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

the help of stake holders regular courses have been synergized for our Hotel Institutes and Institutes of Tourism and Travel Management. Some features of the Human Resource Development areas as envisaged in the 12th Five Year Plan 2012-2017) is as enumerated in the subsequent paras in a brief sketch:-

Skill Development

Strategy 1

Enhancing the Institutional Infrastructure of Hospitality Education by

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

Strategy 2

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

Strategy 3

Skill development through "Hunar Se Rozgar" programme through

- IHMs/FCIs
- Govt./ Private education/training institutions recommended by State Govts.
- Classified hotels
- Programmes proposed for following trades:
 1. Food Production, Food & Beverages Services, Housekeeping, Bakery Travel & Tour Facilitators, Home Stay owners/workers, Valet Parking Assistants, Spa Therapists, Bell Boys, Golf Caddies, Security Personnel from Hotels.

Strategy 4

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

It is tourist's preferences or motivation travels are changing, Tourism education need to adopt to significant societal and industry changes so that the new generation students can lead the industry into the future as it faces increasing pressures for responsibility and stewardship that puts a priority for change in tourism educational programmes, fundamentally re-design

not incrementally by adding new courses or putting courses on line, but by changing the nature of what is taught and how it is taught.

Skills and knowledge sets must be redefined; structures are to be discussed and old ways of doing things must be transcended. We have to keep in mind tourism employment in the coming decades will have a very different profile than it does today. Already what is taught now in our institutes (IITTM's) have become obsolete. The education has to be need based to the industry's changing scene and provide responsible leadership qualities with technical savvy. To be more specific the syllabus to be value based tourism education. In the global scene we understand that there is an initiative from five sponsoring universities (Temple University and university of Hawai USA, The university of Queensland (Australia) Bocconi University (Italy) and model university (Austria) .

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

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

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

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

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

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

Now there is a new trend of Mass Tourism through movement of charters. Mass Tourism need a different education for handling big groups and different languages and interest. It can develop with improvements in infrastructure at all levels, improvement of airports, Technology, allowing the transport of large numbers of people by air, or surface, Rail, Cruise etc in a short space of time to boost of leisure interest so that greater number of people could enjoy the benefits of leisure time. **To boost this segment of tourism:** Ministry of Tourism, Government of India has made special Travel Trade Cell to look after charter operations and norms for charters to India are regulated. But this also needs special training and adopt the global norms for operations.

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

This is often now clubbed under **Sustainable tourism**. Another focused trend in tourism where the emphasis is "Management of all resources in such a way that economic, social, ecological process, biological diversity and life support systems" (World Tourism Organization) "Sustainable development implies meeting the needs of the present without compromising the need" Source: ((World Commission on Environment and Development 1987). The emphasis is on having guidelines of operations of Hospitality Travel industry, wild life parks, Rivers and Lake areas etc looking into areas which can be detrimental to ecological or Sociological impacts of tourism development to a destination. This part was seldom considered in our tourism education till date. But needs broader realization by incorporating in tourism education syllabus. There cannot be real economic growth without regard to its social and environmental impact studies. This has brought focus into Eco tourism also known as "Ecological Tourism". This implies travel to fragile, pristine and usually protected areas that strives to be low impact (often) small scale. It mainly tries to educate traveler,

provides tourism revenues for education/conservation and benefiting the local communities and foster respect for different cultures and human rights. In India there are now over 170 **Rural Tourism Centers** under development and at various stages of completion mainly to promote eco tourism objectives. But for systematic education and development, tourism education for rural tourism needs to be included under Niche Products with outlining Do's and Don't and system of conservation, impact studies, Research base, carrying capacity etc.

Similarly **Medical Tourism** is now a new concept and has taken global attention among tourism promoting countries. But no specific education syllabus is available for this segment.

When there is a significant price difference between countries for a given medical procedure particularly in South East Asia, Europe, USA and where there are different regulatory regimes in relation to particular medical procedure (Dentistry, Heart surgeries etc) travelling to take advantage of the price or regulatory difference is often refer to as Medical Tourism. India has made a significant progress on this account but there is no proper education on how such business need to be operated on ethical practices. Similarly in India it is wellness tourism and it is part of the medical tourism combining alternative health practices along with usual allopathic ie **Homeopathy, Ayurvedic massage, unani etc. Alternative Medical treatments** are special education which hither to was not duly recognized but now quite in vogue in India and globally acceptable.

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

There are other new segments in tourism but now come as new trends in tourism and will need professionals to do justice for future development in a systematic manner. The one which is getting quite popular in Western Europe is dark Tourism (Lennon and Foley) **Dark Tourism** which involves visit to dark sites such as battle ground (like Waterloo in Belgium). Scenes of horrific crimes (Postdum and Dresden in Germany) acts of genocide (like concentration camps where Jews were massacred) **INA Memorial in Manipur, Cemeteries in Lucknow and Kolkata by British tourists** visiting India etc. This niche tourism product reflects Remembrance, Mourning Curiosity or even Entertainment like in Rome chariot, Races sites at coliseum, gladiator fights, matador fights in Spain etc. There are also visit to off the beaten track sites which may also include places

where worst earthquake took place (Kutch areas in Gujarat, Pornpidue, Japan etc). It has some link with the other new trend which has been named Doom Tourism which involves travelling to places that are environmentally or otherwise like Melting glaciers of Patagonia, the dwindling coral of the Great Barrier Reef, Tribal Regions of Andaman islands Orissa etc. "Priority Consideration" is to be there before it becomes too late. Identified by travel trade magazine Travel Trends Editor-in-chief Kenneth in 2007 and later explored in the New York Times, this type of tourism is believed to be on the rise. Though often it is clubbed with sustainable tourism as these centers are also threatened by environmental factors such as Global Warming, Over population, Climate Change and Rampant Use without due consideration to the sensitiveness of these areas.

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

Under water hotels like "**HYDROPOLIS**" (in Dubai) for ocean tourists which will attract big cruisers which will be like "Floating Cities". Thus "**Cruise Tourism**" format will change with new destinations added. In India, we have totally ignored this segment of "Cruise Tourism". We have to have special tourism education Syllabus for servicing Cruise Tourism Segment. Though it has made some mark and many countries are doing well. Even in India, government has given some priority status but lack total skill development for servicing this segment tourism. **Sports Tourism** is also progressing in a big manner which have some adventure tourism components; Trekking in the Himalayas, River Rafting, Acqua sports in Rivers, Oceans, Himalayan Car Rally, Desert Safari, Elephant Safari Motor Racing, Golfing, **Polo**, High Altitude Expeditions, Bungi jumping etc one major components of sports tourism. We have no Safety Regulations enacted but all these have life threat possibilities and often take place in deep sea/rivers quite far away from metro cities, evacuation is needed on a short notice. But also need very specific education and licensing for operations, Football, Cricket, Hockey world cups attract volumes of tourists. IPL in India itself needed special companies to gain official tickets allocation, sell them through pre-appointed agencies and sell them in an attractive package which will include flights, hotels, transfers tickets, sightseeing excursions these new segments.

For Europe, India even Japan, China etc Rail Tourism has added new dimension and specially in India Rail Tourism with special tourist trains like **Palace on – wheels, Deccan odyssey, Royal Rajasthan** etc are offering unique **Rail Tourism** experience. **Shopping Tourism** (shop till you drop), Architectural and Photo Safari, Gourmet Heritage, Astrological tours, cycle tours, educational tours (which has now have increasing demand. Because of the growing popularity of teaching and learning knowledge and enhancing of technical competency beyond the class room environment like Yoga in India, learning special instrumental music like Sitar, Flute or learning Magic, Playing Cards (Bridge, Chess, Religion at

religions discourse on Indian Religious centers under Gurus etc and even IT education in India. Thus Education Tourism focus on the leisure activity visiting another country to learn about the culture such as students exchange scholarship for higher studies for tourism relation and Hotel Management, study tours / work and apply skills in a different environment and need a significant curriculum to attract future practitioners.

As India, we do not have any proper curriculum or in-depth study. There is no reference in Tourism syllabus now in use to train tourism professionals on the above new trends.

Thus the need is to re model the whole tourism syllabus looking into all these new trends, prepare an inventory of all available components of these new segments in India, Look for professional who are already involved in one in the other way and can deliberate through previous experiences. To have a faculty team of educationist and experiences of the tourism industry to workout syllabus, focusing on skill development for each segment, certification and duration of each course etc. This has to be done very fast as in the absence of trained staff, we may fail to attract these niche tourists' components of the growing industry and our tourism will remain to cultural segment for decades. We have to go out of this branding of cultural tourism destination; our image should be a Land of. All Seasons and All Reasons and Tell your interest and we can .tailor made it – "Allow us to spoil you". "We take you to all places where you had never been". But first we need to prepare our future students in tourism by having professional education and let us work together to create the syllabus and Do it Now.

CHAPTER - 28

ACCESSIBLE TOURISM CAMPAIGN IN INDIA

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

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

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

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

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

3.1 Proportion of accessible government buildings in the national capital

3.2 Proportion of accessible international airports

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

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

3.8 Number of sign language interpreters

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

Objective 1 : Enhancing the proportion of accessible government buildings

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

Identifying accessible buildings requires annual accessibility audits that determine if a building meets agreed upon standards. Once a building is deemed fully accessible, an annual audit is not necessary, but should be required for any proposed Part A: Built Environment Accessibility 6 changes to the structure or

systems contained therein. A full audit can then be done on a less frequent basis.

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

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

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

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

India is a signatory to the UN Convention on the Rights of Persons with Disabilities (UNCRPD). Article 9 of UNCRPD casts an obligation on all the signatory governments to take appropriate measures to ensure to persons with disabilities

access, on an equal basis with others, to the physical environment, to transportation, to information and communications, including information and communications technologies and systems, and to other facilities and services open or provided to the public, both in urban and in rural areas. These measures, which shall include the identification and elimination of obstacles and barriers to accessibility, shall apply to, inter-alia :

a) Buildings, roads, transportation and other indoor and outdoor facilities, including schools, housing, medical facilities and workplaces

b) Information, communications and other services, including electronic services and emergency services.

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

a) To develop, promulgate and monitor the implementation of minimum standards and guidelines for the accessibility of facilities and services open or provided to the public

b) To ensure that private entities that offer facilities and services which are open or provided to the public take into account all aspects of accessibility for persons with disabilities;

c) To provide training for stakeholders on accessibility issues facing persons with disabilities;

d) To provide in buildings and other facilities open to the public signage in Braille and in easy to read and understand forms;

e) To provide forms of live assistance and intermediaries, including guidelines, readers and professional sign language interpreters, to facilitate accessibility to buildings and other facilities open to the public

f) To promote other appropriate forms of assistance and support to persons with disabilities to ensure their access to information

g) To promote access for persons with disabilities to new information and communications technologies and systems, including the Internet;

Governments at the High Level Inter Governmental Meeting organized by the Govt. of Republic of Korea adopted the ministerial declaration and Incheon Strategy to “**Make the Right Real**” for PwDs in Asia and Pacific. The Incheon Strategy provides the Asian and Pacific Region, and the world the first set of regionally agreed distinct – inclusive development goals. The Strategy comprises 10 goals, 27 targets and 62 indicators, which build on UNCRPD. Goal No. 3 of the Incheon Strategy mentions that access to the physical environment, public transportation, knowledge, information and communication is a precondition for persons with disabilities to fulfil their rights in an inclusive society. The accessibility of urban, rural and remote areas based on universal design increases safety and ease of use not only for persons with disabilities, but also for all other members of society. Access audits are an important means of ensuring accessibility and must cover all stages of the process of planning, design,

construction, maintenance and monitoring and evaluation. Access to assistive devices and related support services is also a precondition for persons with disabilities to optimize their level of independence in daily life and live in dignity. Ensuring the availability of assistive devices for those living in low-resource settings involves encouraging research, development, production, distribution and maintenance.

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

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

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

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

CHAPTER - 29

SUSTAINABILITY IS HERE TO STAY

THE TIME TO ACT IS NOW

Sustainability is usually defined as “**Meeting the needs of the present without compromising the ability of the future generations to meet their own needs**”. The sustainability in tourism sector is measured by the effects of its operations & its products on the natural environments.

- 1) Tourism is resource intensive by nature three implements for success of Tourism are Water, Power & Attractions (Natural/Scenic)
- 2) Common sense dictates that using less natural materials, less energy and water, reducing the amount of waste generated will help lowering foot prints no doubt. Good environment sense make a good business is the wisdom.
- 3) While constructing accommodation in environmentally sensitive areas using a sustainable design methodology one can improve efficiency & effectively with minimal risk. Choice of material here should be the main consideration. Local material be filling and local design and local community involvement make sustainability part a success.
- 4) As the global tourism grows which is estimated to reach one billion and industry to add about US\$ Trillion to the GDP and employment crossing 300 million by 2014-2015, it is posing a threat to many natural wonders and even destinations may become extinct on account of global warming.
- 5) While travel & tourism have been viewed as among the high contributors to the phenomenon of global warming tourism industry has been consciously working on reducing the impact and preserving the environment.
- 6) Eco-tourism & Sustainable Tourisms have emerged as major segments globally and these segments are slowly making in roads to India also.
- 7) With regard to India, Eco-tourism is gaining ground with Government and Private players already addressing the threat of global warming by adopting eco friendly steps to minimize the impact of tourism on the environment.
- 8) Eco friendly hotels, airport, tour packages are slowly emerging in the country.
- 9) Major tourism players are getting active on the eco-tourism front by focusing on “Social and Corporate Responsibility (S.C.R).

- 10) Even State Tourism Boards are getting involved by drafting tourism Policies, creating eco-tourism destinations and products.
- 11) Kerala, Karnataka, Himachal Pradesh, Jammu and Kashmir are states that are active in promoting "Green Tourism" on the domestic and international travel.
- 12) Most travelers are getting sensitized to environment issues. Travelers recognize that they need to minimize their Carbon Foot Print and many of them are willing to pay premium to keep the foot print low.
- 13) They are savvy enough to know when an experience is being manufactured and when they are getting the real deal.
- 14) Business & corporate are recognizing that unless impacts are minimized a destination can end up with in a short shelf life and some time as low as ten years.
- 15) Local communities are being vocal about the way they would like to engage with traditional development models in tourism. If all these facts are combinedly built up, tourism can develop in real sense Road blocks faced with rising concerns for global warming promoter of adventure and eco-tourism have prepared the concept of "Green Tourism" in global..... The segment is still niche in India and industry players are facing numbers of challenges and hurdle to develop it. The biggest hurdle faced by Eco-tourism is the lack of understanding and awareness about the segment both among most industry stake holders as wellness travelers.
- 16) There is an Eco-tourism Policy drafted by the Ministry of Tourism, Government of India but proper implementation is missing. The major challenge is to get the Government centre state benefits & incentives to travel service providers of hospitality players who are currently working with eco-tourism system or under taking eco-friendly practices specially to spend money for training the staff on Eco-practices and implementation strategy.
- 17) The other problem is the back of a concrete plan to promote India as a eco-tourism destination. There is a need for eco-friendly initiatives & campaigns which can be implemented with success. Incredible India campaign a part from spreading awareness and attracting the industry players there is a need for making end consumers aware of the attractions offered under Eco-tourism packages. In this, the government & private players of the industry should take steps to minimize the impact of tourism on global warming.

- 18) One should also invest in training local people to reduce the antagonism that many rural communications have towards tourism projects and rural areas. They should also be made stake holders and benefits from such project must accrue to the locals.
- 19) Getting the industry to change its perception and view eco-tourism as a niche segment which is highly lucrative is also a big challenge. There is a need for some non-governmental regulatory body to enforce advice, implement & monitor the progress of eco-tourism promotions & initiatives. Self help groups to be formed and they should be watch on developmental activities locals are the best judge to know what is the best for their and best to pressure the environment.
- 20) India, Ministry of Tourism has devised an Indian sustainable tourism standard in conformity to the global sustainable tourism criteria and this issue has been take in forward at the National level by the Ministry of Tourism has outlined new thrust areas of Rural Tourism. There is a thinking about the need to amend certain legislation to encourage sustainable practices, fiscal incentives and the vital role the media can play, even working on the training programme with the help of UNEP who had extended the help by providing training tool.
- 21) To conclude Sustainability includes not only economic & social development but also a commitment to the need of the poor and recognizing the physical limitations of the earth.

CHAPTER - 30

NEW TOURISM MANTRA OF 21ST CENTRY - EMPHASIS FOR SUSTAINABLE TOURISM

This is the need of the hour and globally the emphasis is on **Sustainable Grow**. This is Now Tourism Mantra of 21st Century.

- November 11, 2009 – UNWTO declared as **RESPONSIBLE TOURISM DAY, during world Travel Mart in London in 2009.**
- **The day signifies:** - Preservation of Heritage and Environment.
- **Keeping in mind-** Needs of local people (1) Geographical settings (2) Environment & Resources and that helps sustain the activities around a destination (including Hospitality Industry)
- **Involving Local People:-** All service providers be hotels/tour operators/ travel agents etc. to select areas to involve locals rather than outsiders. Locals for servicing the hotel, locals for cultural events, locals to act as Guides etc.
- **Benefit:** - If local community is involved, it helps in reducing the chain of poverty. Locals become more vigilant as stake holders specially preservation of heritage monuments, wildlife etc.
- **New Generation:-** Tourists now ensure to visit such destinations which are providing healthy environmental surroundings where locals are involved and development activities are done by promoting natural resources; practicing Energy conservation; and Sewage treatment.

As these measures not only save money but also ensure use of renewable energy sources, help in energy & water consumption. Measures to reduce waste help environmental cleanliness.

Waste Management techniques must get priority by eco-tourism friendly.

Sustainable Practices generally focuss on:-

- In Accommodation & Hospitality Sector
 - Use of non-toxic clearing agents & detergents
 - 100% organic cotton sheets, towels and mattresses.
 - Renewable energy sources like solar or wind energy.
 - Guest Room & Hotel lobby recycling bins.
 - Energy efficient lighting.
 - On site transportation with green vehicles.
 - Serve organic & local grown food.
 - Gray water recycling that is re-use of kitchen, bath & laundry water for gardens & landscaping.

- Paper recycling programme
- Sewage treatment plants as manure.
- No use of plastics. Use paper bags/textile bags
- Buying locally grown fruits & vegetables.

The emphasis must also be on – (Travel & Tourism Sector):-

- a) Adopting Responsible Tourism Practices with due respect to Human Rights.
- b) Promoting knowledge, sharing knowledge and each others experience. Specially involving locals/all involved in tourism business.
- c) Thorough understanding of the environment & respect the environment.
- d) Do not bring urban construction in a fragile environment & despoil the same eco-sensitive surroundings – control make emission, environmental pollution – Noise, water etc.
- e) Promote organic farming.
- f) Reduce the carbon footprint and energy consumption by utilizing solar & other renewable sources of energy, whenever & wherever possible.
- g) We should give back to society from where we have benefited (which is termed corporate Responsibility) for spread of education, adopt monuments for beautification & upkeep which are located around the hotel or take up clearing up the city garbage & boost sense of hygiene.

CHAPTER - 31

EXPLORE RURAL INDIA

The current global economic challenges have now been center-stage for well over 5 years. However, as countries the world over brace themselves to meet deep financial air pockets, even the most shrill prophets of recessionary gloom cite India as a recovery leader. Our action course has encouraged some experts to predict India's return to the 8-9% annual GDP growth scenario before long.

India's Tourism boom during the 2005-08 period was buoyed by unprecedented International demand for business travel and disposal incomes for leisure travel in the principal tourism generating markets. This was backed by the acclaimed Incredible India campaign.

Our annual tally of over 7 million foreign tourists, with the world's lengthiest average stay duration at 28 days and corresponding tourism earnings, shows the growth potential that lies ahead.

This is not all. Our vast domestic tourism market, at the base of the demand pyramid, is reflected in growing passenger number that have resulted from the open sky policy and newer train services crossing 1.20 billion figure.

We also know that tourism is a multi-sectoral activity. Hence the impact of recessionary turbulence is not of the same magnitude across sectors, regions, products and experiences, especially those with unique attributes. Professional tourism product formulation and launches have repeatedly shown that new experiences will reach niche special-interest demand segments that are resilient.

Simultaneously, there is need for sustainable environment care and for managing change such as new technology that can support tourism. Our thrust here is on **'Responsible Tourism for Inclusive Growth'** and the overall objective **'Growth with Equity'**

The time is therefore right to look ahead at the whole gamut of product formulation, destination management, visitor revenue and governance of the supply chain by responsible practices. Overall, the objective should be to create a sustainable level of visitor numbers and revenue without sacrificing our traditional community assets. Essentially, this implies a form of tourism that meets four essential criteria, namely:

- Environment conservation including waste management
- Community participation
- Sustainable operation
- Visitor satisfaction

We really commend the Ministry of Tourism, Government of India and the United Nations Development Programme for partnering the Innovative **Rural Tourism Project**. The Project objective is to use professional tourism expertise for strengthening sustainable rural livelihoods, based on rural art and craft skills in

the vernacular idiom. The Project brand is Explore Rural India and its website www.explorerruralindia.org is hyperlinked to the prime Incredible India brand.

The Project covers 36 sites in 20 states and targets the rural poor as primary beneficiaries in which women and unemployed youth are key focus groups.

No other country has successfully implemented such a Project on this scale. Based on the successful outcomes of the Project, the Ministry has added 103 further rural sites, taking the present tally to 139 rural sites in 27 States.

India's geographical spread and cultural diversity provide multiple-interest, all season visitor experiences. This creates a major tourism opportunity to position the Indian rural tourism product as a unique visitor experience in low-impact settings.

The seventh **Millennium Development Goal** that underlines the need to **"Ensure environmental sustainability"** for which it is essential for all countries to Integrate the principles of sustainable development into country policies and we therefore need to recognize the environmental cost in all aspects of development while supporting inclusive economic and social reform.

With this background, rural tourism connects the visitor from the frenetic present with the traditional assets of communities whose domain lies off the beaten track. It recognizes the role of women in civil society, the primacy of human development and preservation of heritage.

Rural Tourism thus adds value through packaged programmes in art and craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures. The visitor hence comes face to front with India's rural traditions as they vibrate with the present...

Kudos to the Ministry of Tourism, Government of India and UNDP teams who have joined hands to create the unique **"Explore Rural India"** experience in partnership with the tourism industry, the media and other specialists.

Our professional tourism expertise and collective energies will, rural tourism, strengthen the bond between local communities and the visitor for sustainable mutual advantage.

Enjoy Rural Tourism in India.

CHAPTER - 32

RURAL TOURISM- A NICHE TOURISM SEGMENT IN INDIAN TOURISM SCENE

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

Rural Holiday circuits which are now being focused are **Hodka, Kachchh District, Gujarat, Kumbalangi, Ernakulam District, Kerala, Aranmula, Pathanamthitta District, Kerala Karaikudi (Chettinad), Sivaganga District, Tamil Nadu Pochampalli, Nalgonda District, Andhra Pradesh, Banawasi, Uttar Kannada District, Karnataka, Pranpur, Ashok Nagar District, Madhya Pradesh, Naggur, Kullu District, Himachal Pradesh** and detail on these circuits are available on Rural tourism website- www.exploreruralindia.org. The Rural Tourism centers which are around main cities with better connectivity are promoted actively India can do better if standards of accommodation provided at rural tourism centers can meet the expectations of comfort needed by international tourists. In this respect, lot of emphasis is being given by Ministry of Tourism, Govt. of India while financing the schemes. Some of the centers have really come up very well like **Raghurajpur in Orissa , Lachen in North District Sikkim , Samode (Jaipur), Aranmula(Kerala), Pranpur (Madhya Pradesh)** to name a few centres which are ready to accept international tourists.

However the success of Rural tourism will depend on projects if they are located not more than two to three hours drive from airport or railheads. They should not also be closer to main cities then charm of Rural environment will be lost.

Also the location should have an inherent strength due to its natural features, unique arts & crafts, fair & festivals, cuisine which is unique to the place & that need to be focused & promoted to boost Rural Tourism prospect to the center.

For success of rural tourism, there should be regular capacity building programmes so that local people can be real stake holders. Local be trained for creating local flavour. They should be trained to create souvenirs, promoting local dance, costumes and food which are based on local agricultural products. Locals interest be given prime consideration & not commercialization of the rural tourism product.

CHAPTER - 33

RURAL TOURISM INFRASTRUCTURE AND DEVELOPMENT NEEDS

Sudden boom in tourism in India took the tourism industry by storm. Everybody was thinking how to sustain the growth. Infact in tourism, the revenue receipt is so huge (actually it stands a trillion dollar industry). This makes India one of the largest foreign exchange earners and generator of employment. This tourism revolution is so large it would be foolish not to take advantage of it. With just a few initiatives India can really take benefits of this sun rise sector. The lack of infrastructure is visible in all segments of tourism be it related to Airports, Railway, Surface transport, Accommodation Trained manpower, shopping with ease, traveling in style, Medical Tourism, Tourism Education, Sustainable Development Norms etc. The tourism industry can maximize on the infrastructure development part by providing priority to tourism, tax, incentives to private sector, specialized norms for single window clearance for foreign investments, creating land, bank financial assistance mainly long term loan on low rate of interest, free flow of foreign exchange in the country, involving professionals and less interference by bureaucrats or free from red-tape. This is the right approach and only way to boost infrastructure. The challenge is to identify circuits for integrated development and select centers where facilities to come up in terms of popularity as in all infrastructural development financial crunch is the issue. So a very selective approach is also needed. But while on the infrastructure development rush, we should not ignore growth of Sustainable Tourism. The environment is a big issue that has long run implications. Thus there should be effective guidelines as the developers have not only to see sustainability but also hold **Corporate Social Responsibility (CSR)** that benefits the local community. There has to be "**Ecological Balance**" in terms of service provision and service consumption so that a good balance is maintained. There should not be development with short terms gains and all such efforts must empower people to come up & do something with source of income to locals & sustain the living standards.

While diversification of tourism products, Ministry of Tourism is putting emphasis on Experiential Tourism by promoting Rural Tourism experience. But Rural Tourism infrastructure development problems area not just from its inability to create facilities as has been in the National Highways Development Programmes, Railways expansive programmes for airport developments but eco-sensitive issues mobilization of resources and trained manpower. Hence there is essential need for specific guidelines for better outcome.

These guidelines inter-allia may include Destination Planning Efficiency:-

- State /UT Administration should, as far as possible, employ architects, including conservation and landscape architects following codal formalities and these should be funded from their own resources.

- Efforts should be made by the State/ UT Administration to have one window clearance for tourism related projects in rural areas.
- While formulating the schemes under Cluster Rural Projects/circuits by the States/UTs, including rural areas attempts should be made to bring convergence with the **JNNURM** or any other government's projects like **Bharat Nirman** through **Pradhanmantri Gram, Sadak Yojana** and based on planned Urbanization with **Rural Ambiance (RURA)** etc

Civic Amenities:

- States should create all weather circulation networks and connectivity including creation of barrier free environment in and around tourist destinations for all users.
- Here proper attention would need to be given to the Design Codes, Aesthetics and Anthropometrics, choice of materials, fabrication, durability, weathering and maintenance, Signage: Adequacy and Placement, Litter/recycling bins Information/way finding, Information and Tourist Facilitation/ Convenience centres, Public toilets, Parking units, including parking for two-wheelers and parking facilities for the physically challenged. It should try to camouflage with creepers wherever there is Urban look with local plants.

Promotion:

- States/Union Territory Administrations should encourage free and frequent distribution of high quality tourist maps, guides, CDs, posters, tourism calendars, fold and take along maps; also very strong graphic display to promote vibrant and diverse rural culture of the area as unique experience.
- Wayside amenities should be located after about every 30kms on the way leading to the tourist destinations/ circuits when cluster Rural Tourism concept is introduced.
- Signages must conform to, as far as possible, international code (World Tourism Organisation websites for Signages).

Built Heritage and Signages

- States/Union Territory Administrations should formulate, as far as possible, a Comprehensive Conservation Master Plan including research, documentation, value-significance, damage assessment, conservation, management, tourism infrastructure, risk assessment (carrying capacity), site interpretation, safety/first aid and security, universal access, waste management, community consultations and engagement implementation strategy, business plan etc.

- States/Union Territory Administrations may follow international norms and guidelines/**UNESCO** Charters for World Heritage Sites in particular and for other heritage sites/monuments in general (<http://whc.unesco.org/en/guidelines>).

to be incorporated in the development plan. Similarly women and child welfare are important related to social development of the rural areas also need careful integration in the Planning.

- For signages, **UNWTO** guidelines and **NHAI** guidelines (directional signages) are recommended to be followed.
- The conservation and tourism development plans of the States/Union Territory Administrations should have sound financial and maintenance plans.
- States/Union Territory Administrations should put in place appropriate institutional mechanism for timely completion and post implementation maintenance of the project/ destination.
- For operation and maintenance, public private partnership (PPP) mode should be encouraged.

CLIMATICALLY RESPONSIVE AND VERNACULAR ARCHITECTURE

- Attempts should be made to design climatically responsive and location sensitive tourism architecture. Emphasis should be given on available local material and technology, vernacular design principles.
- Efforts should be made for capacity building of all tourism personnel regarding location, environment and contextual characteristics of tourist spots. This could be funded from the Ministry of Tourism's CBSP Scheme.

Rural National Council for Skill Development budget Landscape:

- Local ambience should be reflected in landscape with the use of local materials. Use of Indigenous species/ Native species should be encouraged in Plants cape. Use of traditional methodology in construction techniques if found appropriate, should be explored and encouraged. Minimal use of Hardscape materials should be adopted.
- States/Union Territories should try to ensure that bare minimum earthwork should be resorted to by retaining existing land profile as far as possible. Rainwater harvesting, ground water recharging and zero discharge should be adopted for maintaining the water-level. It should be ensured that water source, required quantity of water and irrigation system are available before commencing the project. States/Union Territories should discourage fountains and such water-based elements in areas with water paucity. They should also discourage large scale illumination in areas with electricity shortage without compromising security. Solar lighting and use of renewable energy should be encouraged 'accessible' infrastructure must be promoted.

The State Government/UT Administration must keep in mind Rural infrastructure is not only a key component of rural development but also an important ingredient in ensuring any sustainable poverty reduction programme. The primary development of infrastructure in rural areas improves rural economy and quality of life. It promotes better productivity, increased agricultural incomes, adequate local employment etc. Rural infrastructure to focuss mainly on Rural Roads, Rural Housing, Rural water supply, Rural electrification, Rural Telecommunication connectivity. Agricultural productivity, Fisheries, Minor forest products etc are related to economic development of rural area and these need to be incorporated in the development plan. Similarly women and child welfare are important related to social development of the rural areas also need careful integration in the Planning.

CHAPTER - 34

GROWING IMPORTANCE OF RELIGIOUS TOURISM

First of all, I would like to congratulate PHD Chamber of Commerce for the initiative taken for holding this seminar on Religious Tourism.

Now a days, everyone has positive thinking about the importance of religious tourism which allows us to safeguard our heritage and to contribute to the social and economic development of the area and to the maintenance of the cultural heritage of the people.

In India, every region have World Heritage monuments and religious Centers of which some of them attract tourists from overseas also like Golden Temple, Amritsar, Tirupati Balaji in Tirumala, Char Dham in Garhwal Hills Varanasi – Rameshwaram –Badrinath- Puri of Char Dham of Shankaracharya, Ajmer Garib Nawaz Sharif and many more. These destinations are also organized through cultural looks with a great tourist attraction specially Hindu Circuits, Sikh Circuits, Jain Circuits, Sufi Circuits, Islamic Heritage Circuits, Christian pilgrimage Circuits, Buddhist Circuits, Vedic routes, Shiva Circuits (Jyotirlinga visits) Ganpati circuits etc.

This wide range of activities with religious content, are based at the sometime on the different festive events which generate hundreds of thousands of trip every year like Kumbh Mela, Dussehra, Holi, Gurpurab , Pushkar fair, Budh Purnima so on. All these festivals are sufficiently attractive by themselves and give the visitors the chance of seeing colorful events and religious ceremonies as also enjoying beautiful landscapes at the same time. I mean when they visit for pilgrimage to the temples located at Himalayan splendors.

The existing resources that belong to our history and culture are without a doubt, innumerable and we must exploit them out by looking necessary measures in order to raise awareness of their existence and protect them

Already J&K Tourism is doing a big pilgrimage tourism boost at Vaishno Devi with over 4 million devotes per year) Tirupati Balaji visit in Andhra Pradesh (over 7 crore visitors) Sai Shirdi at Nashik (Madhya Pradesh) over 2 million tourists, Uttarakhand visit to four Himalayan Shrines in Garhwal Hills (over 1.50 million) and states of Gujarat, Rajasthan, West Bengal, Odisha, Karnataka, Tamilnadu have a large volume of domestic and international tourists to pilgrimage centers Bihar has good volume of Buddhist traffic. We need aggressive publicity to get increased volumes

Thus in Indian Tourism, a special focus is there on cultural tourism with link to Pilgrimage/Religious tourism for touristic purpose and boost festivals linked to religious flavor.

Many religious centers have own establishments for tourist accommodation for visitors, sales counter and books to boost the pilgrimage centers and internet link globally for offering Pujas round the year and doing roaring business and creating jobs for the locals.

Many places there has been deployment of women force for pilgrimage related activities preparations of food, garlands, counting of donations and they are well trained by Skill Development Centers of these pilgrimage Bodies. They run schools, Hospitals, Old age home and do many charitable work.

I would finish my talk by thanking the organizers and all participants involved in today's Seminar. This will help us to reach new and deeper points of view for religious tourism by sharing our knowledge and expertise

CHAPTER - 35

INFRASTRUCTURE ISSUES

Sudden boom in tourism in India took the tourism industry by storm. Every body was thinking how to sustain the growth. Infact in tourism, the revenue receipt is so huge (actually it stands a trillion dollar industry). This makes for India also one of the largest foreign exchange earners and generator of employment. This tourism revolution is so large it would be foolish not to take advantage of it. With just a few initiatives India can really take benefits of this sun rise sector. Main issue is improving the quality and quality in infrastructure. The lack of infrastructure is visible in all segments of tourism be it related to Airports, Railway, Surface transport, Accommodation Trained manpower, shopping with ease, traveling in style, medical Tourism, Tourism Education, sustainable Development Norms etc. The tourism industry can maximize on the infrastructure development part by providing priority to tourism tax, incentives to private sector, specialized norms for single window clearance for foreign investments creating, land bank, financials assistance mainly long term loan on low rate of interest, free flow of foreign exchange in the country, involving professionals and less interference by bureaucrats or free from red tape sue. This is the right approach and only way to boost infrastructure. The challenge is to identify circuits for integrated development and select centers where facilities to come up in terms of popularity as in all infrastructural development financial crunch is the issue. So a very selective approach is also needed. But while on the infrastructure development rush, we should not ignore growth of **Sustainable Tourism**. The environment is a big issue that has long run implications. Thus there should be effective guidelines as the developers have not only to see sustainability but also hold corporate social responsibility (CSR) that benefits the local community. There has to be "Ecological Balance" in terms of service provision and service consumptions so that a good balance is maintained. There should not be development with short terms gains and all such efforts must empower people to come up & do something with source of income to locals & sustain the living standards.

India's infrastructure problems arise not just from its inability to create facilities as has been seen in the National Highways Development programmes, Railway, expensive programmes for airport developments. Equally frustrating is the failure of most images of these infrastructure projects to identify the last minute problems and fix them before they become unmanageable. Even the country's best managed infrastructure project Delhi. **Metro Rail Corporation (D.M.R.C)** is not free from this malaise. And the solution does not lie with the individual project managers. There is an urgent need for the civic authorities in each of these circuits to move in tandem with the infrastructure project managers and create necessary facilities in each of the cities to resolve the last mile problems & remove other bottlenecks so that the full benefits of these huge projects accrue to the people.

Despite the high voltage official "**Incredible India campaign**" to sell the country as an alternative destination the Tourist footfalls are rather modest for a continent sized country. The only explanation is "Improve Infrastructure deficiency" & till we

become proactive, our tourist arrivals will stagnate at 5 or 6 million only good thing is that the **Union Ministry of Tourism (MOT)** has issued guidelines for tourism infrastructure so that all states can create world class tourism infrastructure. Some outlines of this guideline indicate there is move at the right direction. We can & we will make idea a choice destination.

The outlines of the Guidelines:-

State /UT Administration should, as far as possible, employ architects, including conservation and landscape architects following codal formalities and these should be funded from their own resources. Efforts should be made by the State/ UT Administration to have one window clearance for tourism related projects. While formulating the schemes formulating the schemes under mega destinations projects/circuits by the States/ UTs, attempts should be made to bring convergence with the JNNURM.

URBAN CIVIC AMENITIES

1. States should create all weather circulation networks and connectivity including creation of barrier free environment in and around tourist destinations for all users.
2. Proper attention would need to be given to the following:
 - (i) Design Codes, Aesthetics and Anthropometrics, choice of materials, fabrication, durability, weathering and maintenance
 - (ii) Signage: Adequacy and Placement
 - (iii) Litter/recycling bins
 - (iv) Information/way finding
 - (v) Information and Tourist Facilitation/ Convenience centre
 - (vi) Public toilets
 - (vii) Parking units, including parking for two-wheelers and parking facilities for the physically challenged
3. States/Union Territory Administrations should encourage free and frequent distribution of high quality tourist maps, guides, CDs, posters, tourism calendars, fold and take along maps; also very strong graphic display to promote India's vibrant and diverse culture.
4. Detailed project report must make clear that the land is available with the implementing agency. If a project sanctioned by the Ministry has not been started **due to non-availability of land even after one year, the project will be dropped and the funds will be recovered or adjusted.**
5. Wayside amenities should be located after about every 50 kms on the way leading to the tourist destinations/ circuits.
6. Signages must conform to, as far as possible, international code (World Tourism Organisation Web Sites for Signages).

7. States/UT Administrations should make effort to upgrade and strengthen existing tourist facilities as a part of the tourism policy from their own resources.

8. States should put in place, as far as possible, institutional mechanism for management through any appropriate agency, of public conveniences after following codal formalities.

BUILT HERITAGE & SIGNAGES

1. States/Union Territory Administrations should formulate, as far as possible, a Comprehensive Conservation Master Plan including research, documentation, value-significance, damage assessment, conservation, management, tourism infrastructure, risk assessment (carrying capacity), site interpretation, safety/ first aid and security, universal access, waste management, community consultations and engagement implementation strategy, business plan etc.
2. States/Union Territory Administrations may follow international norms and guidelines/**UNESCO** Charters for World Heritage Sites in particular and for other heritage sites/monuments in general (<http://whc.unesco.org/en/guidelines>).
3. For signages, **UNWTO** guidelines and **NHAI** guidelines (directional signages) are recommended to be followed.
4. The conservation and tourism development plans of the States/Union Territory Administrations should have sound financial and maintenance plans.
5. States/Union Territory Administrations should put in place appropriate institutional mechanism for timely completion and post implementation maintenance of the project/ destination.
6. For operation and maintenance, public private partnership (PPP) mode should be encouraged.

CLIMATICALLY RESPONSIVE AND VERNACULAR ARCHITECTURE

1. Attempts should be made to design climatically responsive and location sensitive tourism architecture.
2. Emphasis should be given on available local material and technology, vernacular design principles.
3. Efforts should be made for capacity building of all tourism personnel regarding location, environment and contextual characteristics of tourist spots. This could be funded from the Ministry of Tourism's **CBSP Scheme**.

URBAN LANDSCAPE

1. Local ambience should be reflected in landscape with the use of local materials.
2. Use of Indigenous species/ Native species should be encouraged in landscape.

3. Use of traditional methodology in construction techniques if found appropriate, should be explored and encouraged.

4. States/Union Territories should try to ensure that:

(i) Bare minimum earthwork should be resorted to by retaining existing land profile as far as possible.

(ii) Rainwater harvesting, ground water recharging and zero discharge should be adopted.

(iii) Appropriate designs for the boundary work should be evolved keeping in view aesthetics, security and cost factor. The cost should not generally exceed 20% of allocated budget of a particular scheme.

(iv) Solar lighting and use of renewable energy are encouraged.

(v) Minimal use of Hardscape materials is adopted.

5. States/Union Territories should:

(i) Discourage fountains and such water-based elements in areas with water paucity.

(ii) Discourage large scale illumination in areas with electricity shortage without compromising security.

(iii) Ensure that water source, required quantity of water and irrigation system are available before commencing the project.

(iv) Promote 'accessible' infrastructure.

(v) Prepare and present maintenance Plan and maintenance budget to be presented for 5 years to ensure sustainability of projects. This should be funded through State Government/UT Administration or Public-private partnership.

For Food Craft Institutes and hotel management institutes- Food Craft Institutes and Hotel Management Institutes should be on a developed plot of land.

1. Areas of future expansion should be undertaken but no auditorium should be constructed.

2. Master plan of the whole complex should be planned.

3. Landscape for project should be only to meet the essential requirements

CHAPTER - 36

PROMOTING MICE TORISM

NEED OF THE HOUR

MICE market in India is growing. More people are traveling to India for business since the opening of Indian economy in 1991. Even the India Tourism offices overseas put a greater emphasis now on to promote MICE segment over leisure as this ensures volume and increased revenue. It is estimated that 25% of the overall tourist arrivals in India could be from MICE segment. But other national tourist offices located in India are doing MICE businesses from India mainly highlighting direct air connectivity proximity and infrastructure to host mega events along with incentive to have the clients. Singapore , Thailand , Malaysia have been able to attract huge chunk of the Indian MICE market. Germany is also trying to take Indian clients & planning strategies & have developed synergies with Indian travels agents lufthansa Airlines is also playing a leading role to boost MICE segment. Dubai is doing a very good business and over 800,000 visitors (approx) from India had visited Dubai for MICE purpose. Even Macau , Switzerland , China , Spain have kept an eye on India . MICE is thus a very niche product & need to market each components in a focused manner, Hotel, Transport Entertainment, Shopping, Joint Marketing Promotions and what special one can be given on offer as value additions.

There is no hard and fast rule to follow how to attract MICE clients. The essential is to form a proper team with Airlines, Hotels, Transport People, Cultural organizations, boutiques and reach to the target markets MNC's who have MICE business clients and showcase the products. Direct marketing pays more result than just advertisements. Mice promoters generally target banks, automobiles & aviation industry, consumer durables construction organization, Rail bodies, pharmaceuticals, departmental store chains, and I.T companies- They have year round MICE business to offer. Reach with competitive packages for business travelers & reach major cities is the success norm. In these respects, Thailand, Dubai , Singapore , Malaysia are very aggressive. Thailand convention and Exhibition Bureau (TCEB) Singapore Exhibition and convention bureau, Department of Tourism and commerce marketing, Dubai, Malaysian Tourist MICE hold regular road shows in major metro cities in India . They earmark budget for this purpose followed by in print & electronic media.

These countries network cover all of India which include new cities like Ahmedabad, Bangalore Hyderabad, Amritsar , Bhubneshwar which were earlier thought can not give MICE business. They are continually eyeing on new cities that have potential. They have created low cost niche as the triumph card. On the contrary in India , we could not do that much of aggressive marketing like others NTO's are doing. Though India offers exceptional growth opportunities but there are inherent lacunae that do not allow its rapid growth. One is the lack of convention facilities & followed by pricing. Now even safety and security of tourists is being talked as in this business, top business people of high value participate and security is the main concern.

The hotel must give the best available price and value ad-ons. Also other lucrative offers in wellness and spa ad additions. Room rate should be lucrative for the

clients. Similarly airlines must offer competitive price specially national carrier. The tour operator must explore new markets & not depend only in UK or U.S.A. The promoters must carry out a comparative analysis of competitors price before announcing their packages. The time is ripe now. Due to greater visibility of India in the global markets. Thanks to "Incredible India" campaign, not only have India Tourism offices overseas open offices in for partnership in boosting two way traffic with local Government offices. The need of the hour is to allow visa on arrivals for MICE- VIP groups as perused by many countries who promoted MICE as this has huge status symbol. MICE segment can include Buddhists circuits as Ministry of Tourism had invested a lot to develop these circuits and exclusively is also there for price part. Now in Buddhists circuits also augur well for MICE.

Singapore, Thailand , China , Burma , Sri Lanka , Vietnam can be good market for Buddhists circuits. Now Kashmir is open and hold good potential to attract business traffic from the gulf & the Middle East and even South East Asia . Focused promotional brochures audio-visual presentations are essential for marketing by our overseas offices who will partner with Indian tour operators, overseas operators and airlines and provide the platform for business transactions by doing PR with Incentive houses overseas. One has to keep in mind, that the clients for MICE are seasoned tourist and they are very demanding. So be prepared and offer only specialized tours which they can't get in any other destinations, and keep it for a limited days. Also these clients love to indulge in a variety of experiences including fine dinning, cultural shows, soft adventure, sight seeing, shopping and fun. As most of the expenses are company paid they seek the best. The products should be out of the ordinary. With higher margin in this type of market, our tour operators are now actively persuing this segment clients offering Island holidays, golfing holidays, Farm House / Tea Garden tours etc. as unique experience. Thanks to Ministry's efforts to promote MICE segment in a big way where there is regular exposure of the convention facilities, bidding etc. which are being done through Indian Convention Promotion Bureau. I.C.P.B. They are also present at various MICE events overseas as a team with specialized tour operators and event management team. Hotels have special team for MICE marketing. Also airlines are now conscious of this segment who can provide business even during economic downturn as business people need to travel all the year round.

Better air connectivity is now in India 's favours tour operators are in discussion with overseas carriers to form alliances for MICE business. Given the huge growth potential, India Tourism is moving at the right direction by focusing MICE holidays in India. **Conventionally yours.** Is the key message for boosting MICE Tourism and fighting the downturn in tourism arrivals during economic recession.

CHAPTER - 37

INDIA INBOUND MICE TRENDS

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

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

Visa facilitation and picturesque locations specially Srinagar, Udaipur, Pune, Bangaluru, and Jaipur are really attracting big MICE organizers. If planned in a professional manner, our MICE tour operators can do a good job with excellent

Pre & Post Convention tours. Good thing is that even two tier cities are also doing well in MICE business like Indore. We must put up combined effort to showcase our iconic buildings as venues, new exotic destinations specially the Lavasa Convention Centre, Jaipur Exhibition and Convention Center, Chennai Convention Center in Kochi, Srinagar, Bengaluru, Delhi, Mumbai, Kolkata, Hyderabad that India is capable of attracting serious MICE business into the country and one can make a choice about the venue.

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

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

CHAPTER - 38

A TOURISM PRESENTATION ON CONVENTION AND MEETING SECTOR IT'S OPERATION AND RESEARCH

New Segment "MICE" in Tourism Scene

- Many Stimulants for travel
- Fastest Growing Mice sector
- Round The year business opportunities
- Offers volume and growth sector
- Market offers – possible 25% growth

How it differs from leisure sector:-

- Mice mainly restricted to one venue leisure tourists seek varied experience
- Business travelers travel frequently on business purpose. More during difficult times
- They Need to develop increased business contacts
- Misconception Conventions one large gathering are over thousand. Reality more small meetings than large ones
- 75% of all corporate meetings have fewer than 100 attendances. As Experienced by MICE operators.
- Help the market to spread virtually. All important Centers cities in the country.
- India offers many such centers in various locations.
- Many hotels have such facilities now.

How Conventions benefits a destination Centre

- Hotels, Restaurants, Convention Centre, Retail stores, theaters, Museums, Airlines, local surface transport, local government heavily rely on the revenue generated.
- It only helps lodging industry: a misconception
- Delegates expenditure benefits throughout the economy
- Benefits to the city twofold:
 1. Additional jobs
 2. Tax Revenues through inflow of Convention attendees.
- Successful used to Combat the off seasonality part
- Promotes group visits/repeat visits
- Tourists return based on positive experience to see more
- Words of mouth: more positive image of a destination

Convention Purchasing and the research Needs

- Essential to familiarize decision makers both supply and demand side of the market From “Buyers” for seller’s perspective.
- Identify the needs of each group
- Needs are not identical : varies

Meeting Market divided in two categories

1. Association type meeting or National/International
 2. Corporate/Company Meetings
- Trade Associations lucrative (i) membership holds executives, love for meetings more disposable money for luxury
 - Corporate holds large number of meetings incentive trips for top sales people at regular intervals.
 - Through Associations meets are less size generates expenditure

Sellers Perspective – Hotels, motels, Airport hotels, Resort, Cruise Ships, Convention Centre, House boards etc.

Two important task for them:- Marketing and selling the products ensuring delivery

To obtain descriptive understanding of the nature of the Convention site, Selection process (timing, months duration, number, budget and range of lodging need

Understand the decision making process

To measure the relative importance of a range of factors/thought process for choice of a convention site understand selection process

Corporate meetings/incentive travel markets number, likings/disliking/timings etc

Future Trends More New technical need

1. Video conferencing
2. Audio- graphics
3. Computer conferencing
4. Conference calls

To cover

Size, dev. Of conference centers, market, site selection, variables, support services, conference room designs.

Market is promising lack of research lot of potential for researches

Need to understand the segment more pronominally

CHAPTER - 39

EXHIBITIONS AS A MARKETING TOOLS FOR TOURISM

With economic progression in the country, purchasing power of the consumers has grown. Indian consumers are fast becoming more aware of the destinations and looking for new ones and looking for variety in the holiday experience. Destinations management organizers are using various tools to lure the holidayers. Marketing operations have become so varied-Web Promotions, Workshops, Seminars, Breakfast Meetings, Dinner Meetings with A/V presentations, Quiz Shows, TV & Print even Radio Campaign. But the age old Exhibitions hold its own value to create positive image. By participating in exhibitions, the participating partner not only inspire more people to visit his stand but it leads to and increase in business for all those in tourism & travel industry who are taking part. This becomes the most effective B 2 B tourism sales event as you talk to real buyers. This also provide opportunity to share each others experience and decide merit of the exhibition for future participation new trends and consumer behavior. Thus one gets practical experience. They form partnership with hotels, Government agencies and contact top end travelers and show case the new products need based for specific market. Main advantage is the contact with the local travel agents who sign contracts based on the clients need. And often hold joint promotions that becomes cost effective. They take the new learning’s for updating their operations and can extend invitations to right contacts for educational tours to experience the products and get business or media publicity by having contacts with media members.

Exhibitions are the right channel to reach new markets and its value will never go down inspite of Online Travel Business showing the Global Trend.

India is becoming an important exhibition destination. While traditional centers such as Delhi, Mumbai, Kolkata, Chennai, Bengaluru are well – known and have improved their infrastructure, many two tier cities and 3 tier cities have become popular and have good exhibition centers – Ahmedabad, Pune, Bhubaneswar, Kochi, Hyderabad, Nagpur, provide good exhibition centers and lot of exhibitions take place round the year. New destinations are catching up with positive growth and specialist exhibition have organizers have come up. Infact some of the exhibitions are focused with dates and venues a year in advance. We have seen there is great enthusiasm even in hinterland cities and the exhibitors win them with facilities & services and some incentives.

It’s human touch that is the prime value of being in exhibitions “Be committed to exhibitions is my advice to you all promoters.

CHAPTER - 40

PROMOTING MEDICAL TOURISM

Medical Tourism is gaining significant momentum in India. Global health care is the term used to describe this rapidly growing practice of traveling across International borders to obtain health care. In India, with the increased interest of Indian Diasporas there is round the year visitors for Medical care. India is expecting annual growth of 30% in the country making it a \$2 Billion industry by 2015.

Services typically sought by travelers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip) cardiac surgery, dental surgery and cosmetic surgeries.

Though many of our neighboring countries are also extending, Medical Tourism services, but our diasporas and tourists in general found India stands out remarkable very competitive on the grounds that India offers State of the Art medical facilities and there is no waiting times for availing medical service. The most important consideration part is the affordable cost of medical treatment which is just one tenth of the cost one pays in USA and nearly half the price one pays in Thailand, Malaysia or Singapore.

Language part is also in favor of India as most of the hospitals having Doctors speaking the languages spoken by our Indian diaspora and of one can always communicate in English or Hindi. This creates lots of confidence and one can interact with Doctors on any areas they need clarifications.

Also Indian medical treatment consists of alternative medical care combining Homeopathy, Unani and Ayurvedic treatments as holistic treatments. Post-surgery care is often taken as plus point and most of the pre-post lab test are available at one place. One can also have post surgery recapitulation holiday packages at nearby hill stations or health resorts. So some parts of vacations are added specially for the attendants accompanying the patients. They also maintain the family linkage while they are in India, see some Indian movies, sample special cuisine and of course add shopping. India's traditional health care therapy like ayurveda and yoga, combined with allopathic treatment provides a holistic wellness which is a comparative advantage and liked by Indian diasporas. Our people of Indian origin mostly visit to the states which they belong like lot of South Indian prefer to visit the southern states which have Worlds best hospitals specially in Tamil Nadu, Andhra Pradesh, Kerala & Karnataka. However, in general the demand is more for hospitals in Mumbai and Delhi. Medical and Health tourism have been specially promoted at various International platforms such as World Travel Mart London, ITB Berlin, Arabian Travel mart mainly for foreign tourists, but our diaspora's presence in such platforms extended help in promoting India as Medical / Health care destination. Our road show in Africa in 2014 had remarkable impact and we have round the year travelers including our

diaspora for medical treatments from Uganda, Ethiopia, Ghana, Nigeria even South Africa.

As mentioned earlier, Indian hospitals have undertaken landmark activities in the area of health are tough alternative systems of medicine and treatment such as homeopathy, acupressure and allopathic treatments are given by experienced doctors. Dedicate 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, yogasan classes are conducted for public and private industries and many service organizations 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 Resorts 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 person accompanying the patient, airport transfers, post operation recuperative holidays as well as host of other facilities. This in fact 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.

Many hospitals in India have contact offices overseas and provide consultancy and preliminary services. There are specialized tour operators and government had medical visa assistance. Government offers a common platform to boost the medical destinations and have brought out various promotional materials and how holidays can be added to visit natural beauty places around the areas with small journeys. Indian diaspora has been helping medical tourism growth and promotional Indian values along with our culture and hospitable tradition.

CHAPTER - 41

PICKING UP THE PACE

ADVENTURE TOURISM IN INDIA

The **Adventure Tourism** segment in India has evolved over the years from a nascent one, just a few years ago to a segment that is estimated to cross Rs.900 crores by the end of the 12th Five year plan and will continue to grow at the rate of 15% per year on basis. This is a rough estimate as per the visitor's trend on Wildlife or Nature based tourism activities. The new age tourists do not like to stand before monuments and learn about the past. They believe in activity oriented tourism – lots of physical movements, rather visiting unknown areas and experience a new culture. This has now been given a new name “**EXPERIENTAL TOURISM**”. They want to visit a destination and experience the activity offerings – *Trekking, Wildlife viewing, Water Sports, Aero sports* and be nearer to the local community, enjoy local food, local festivals and be very participative with them. They like to see that tourism benefits reach the local community. There is “**FEEL FACTOR**” which is beyond “SEEING” which they take back as happy memories of their visit.

The adventure tourism also got Ministry of Tourism, Government of India's attention in big ways. In all Global Tourism Exhibitions like World Travel Market (London) ITB (Berlin) ATM (Dubai) FITUR (Spain) there was special focus on adventure tourism in all its varied forms – Land based, Water based, Aviation and Marine, Mountain and Natural heritage. Global recognition itself became a big achievement; as earlier India was all time associated as “**CULTURAL TOURISM**” destination. There is a special effort by the Adventure Tour Operators Association of India (ATOAI) where professional Adventure Tour Operators have marketed Adventure Tourism as “**Niche Product**” of India in a very systematic manner and have extended full support to the Ministry of Tourism efforts to workout specific guidelines for operation of “**Adventure Tourism**” business with ethical norms. Now Ministry of Tourism has special guidelines for Approval of Adventure Tour Operators and special incentives through Marketing Development Assistance (MDA) program. They have worked out especial “Safety Guidelines” as adventure tourism activities are operated quite far away from metro cities and hold good safety concerns with risk to life of the participants. Hence extra caution is needed. Now with the help of Ministry of Tourism, Government of India, they are working on the Indian Sustainable Tourism criteria based on the Global Sustainable Tourism criteria.

The steps are in the right direction as Adventure Tourism is the future tourism segment for India which with Rural Tourism, Bungee Jumping, Horse/ Elephants Safari, Desert Safari, Himalayan Car Rally will become major offering for Adventure Tourism in India. At present, it is restricted to Trekking, River Rafting, and Angling, Water Sports (Wind Surfing, Canoeing, Paragliding and Wildlife Viewing. But India is beyond –We have High Altitude Trekkings in the Himalaya's, Expeditions, Paragliding, Heliskiing/ Skiing in Gulmarg (J & K) Auli (Uttarakhand) Manali – Solang Nala (Himachal). But this sector has not fully explored. With

such special focused Adventure Sports, we can make India round the year destination. It's nice that State Governments are now looking into adventure tourism segment in a big way. Himachal is focusing on Paragliding, Hanggliding at Billing, Kangra Valley, Uttarakhand on Skiing at Auli and Trekking in the high hills (Gangotri – Yamunotri) Government has opened many Peaks for expeditions of adventure challengers to test their skills.

Goa and Kerala States are focusing on Water Sports, Lakshadweep and Andaman Islands are focusing on Scuba Diving which is very popular among young generation Tourists. Sikkim is projecting itself in a big way as adventure tourism destination with Buddhist Trail as additional attraction. Darjeeling trekking routes are also very popular with beginners. Pindari Glacier, Zanskar trekking routes have always been attraction for domestic and international Angling in River Sutlej Ramganga, Kaveri are very challenging for anglers. Madhya Pradesh is already know for its wildlife destinations – Kanha, Bandhavgarh, and Pench and now have lot of other adventure activities in Bhopal Lake, Panchmarhi and Jabalpur region.

North East India with Brahmaputra for River Rafting, and Trekking (Tawang) in Arunachal and wildlife National Park in **Kaziranga** are attracting good number of adventure lovers- For all these State Government have brought out special information booklets, CD Rom's Covering Rich Adventure Tourism opportunities in the respective States Karnataka with Jungle Lodges and Resorts have promoted very actively wildlife tourism in a big way Karnataka's special Round Boats offer real experience. They have special “JUNGLE RESORT DIVISION” to promote the adventure tourism activities. Uttarakhand have special skiing and water sports opportunities and focusing mainly as adventure destination. Even Orissa, Bihar and West Bengal hold rich wildlife heritage. West Bengal is promoting Sundarban Region and Orissa its Simlipal National Park.

Kerala with Periyar Wildlife Sanctuary and Munnar Hills, Back water holiday experience on country boats are attracting good number of adventure tourism enthusiasts. India with 83 National Lakes and 440 wildlife Sanctuaries can offer any tourists entering India from any gateways, some wildlife tourism experience. With 14,000 km Coastal line, water sports can be organized on a short notice by the coastal states. Maharashtra, Goa, Gujarat are promoting adventure tourism mainly aquatics sports. There is huge potential which has now been recognized by the State Governments. They are taking central Financial Assistance to put up infrastructure at selected places Central Government have given financial assistance to construct Forest lodges, Trekking Huts, Wood cabin/ Log cabin, trained elephants for wildlife viewing. Many such projects are in the pipeline. 13 Tiger projects are in operation and Wildlife Board is taking special care for Conservation of endangered species. India is fully aware of the rich potential and doing its best. Adventure Tourism Association takes up the emerging issues through its Annual Convention and Government takes action on its recommendations and involves all stake holders. IATO also plays big role. It has its own Adventure wing who is promoting adventure tourism. There is consistent to put India in the global map as Adventure Tourism Experience Destination.

CHAPTER - 42

NEEDS OF THE HOSPITALITY INDUSTRY

A study had urged the government to grant the hotel sector the status of export and infrastructure industries in a bid to boost investments in hotel infrastructure and give a fillip to the country's tourism sector.

Given this quantum of earnings, the industry should be granted deductions on foreign exchange earnings. The study jointly conducted by **FICCI** and **Evalueserve**.

The study also mentioned that granting infrastructure status to the hotel sector is very important as it will encourage re-investment in the hospitality sector. It further added that such approach also channelize investment flow in the tourism sector and help bridge the demand –supply gap. India requires investments worth Rs. 600 billion over the next few years to meet the unmet demand for about 1,50,000 rooms. The thinking is valid even now. In the **12th Five Year Plan**, this has been pleaded again by the industry.

According to **World Travel & Tourism Council (WTTC)**, the Indian tourism industry will be generating about 31 million jobs (directly and indirectly) and will be responsible for creating 40 million jobs by 2019. A government is trying to achieve the goal for creating jobs and improve national economy, tourism can help in achieving this goal. The earlier study also mentioned that the Indian tourism industry is expected to present a number of opportunities in the first-class and mid-market hotel segments, with most of the room supply being added to these segments in the next five years. This proved very right as could be seen from the number of hotels which came in five years with **Commonwealth Games in Delhi** in 2010 and this continues even now .

According to WTTC, the Indian travel and tourism industry is expected to generate Rs. 3, 239 billion (USD 67 billion) worth of economic activity (includes direct and indirect activity) in 2009. The industry's direct impact on the GDP is Rs. 1,165 billion or about 2.2 percent impact on the GDP, and it provides direct employment to 12.9 million people (2.7 percent of the total employment). This observation also proved right. Infact tourism impact on GDP is now about 7% and with more financial investments in tourism, the GDP will reach to 10%

The study figures clearly indicate that the Indian travel and tourism industry is expected to grow at a much faster rate than the global counterpart or the South Asia regional industry. India maintained average 10% growth where as global growth was between 5 to 7 % only.

Although the business travel segment has suffered since slowdown in 2009, it is expected to bounce back by 2019. Growth in business travel is less than that in personal travel not only in India but across the globe. This trend is expected to continue over the next 10 years was the other main observation. India made quick recovery and was not much impacted by the global recession because of it's big domestic tourism base and business traffic continued to come even during recession period in 2009-10 because of aggressive marketing.

The study also called for delinking of hotel projects from commercial real estate, allowing 100% FDI in developing tourism infrastructure in **India**, creation of land banks for budget hotels and single-window clearance for new projects the number of chain hotels have come up. But we need to do something about single window clearance. There had been lot of talks on this yet to be given right direction.

Also hotel cost, regulations, government clearances are so cumbersome that to complete a hotel it takes more than 4 to 5 years where as in **China, Thailand** one may complete such projects in two years. Thus in India on a project, there is always a threat of cost escalation. This is not liked by the overseas investors. During **Commonwealth Games**, Government had relaxed the operational mechanism, and that brought many investors. In the last two years, India has seen a significant increase in the number of visitors to the country. In 2011, the international tourist arrivals reached 6.29 million and India earned \$16,564 million in foreign exchange which is a good signal to attract investments.

Due to resurgent economy, India has emerged as a favoured destination for investors from across the world. With the western market almost reaching saturation, the companies are looking for new emerging markets. India with its booming economy and booming middle class is the market for these multinationals. Now with the Government loosening its strings on **Foreign Direct Investments (FDI)** companies are giving up to invest in India. All these have led an increase in corporate travel to India. Several Indian cities have suddenly emerged on the world map. Cities like **Bangalore, Pune, Chennai, Hyderabad**, and **Kochi** which were just small towns till a few years ago are suddenly buzzing cities that house some of the biggest names in Information Technology. Now India is being patronized by high end tourists. Now we should take this forward with positive global awareness and try to increase share of the pie in the global tourism market. There is a consistent and combined effort of the centre and State Governments, Hotels, airlines and all stake holders.

But to tourists and sustain their interest, we need to create world class infrastructure. It begins with direct international connectivity. Open Sky Policy of the Government is a right step in this direction. The state of art airport infrastructure now developed in **Delhi, Mumbai, Bangalore, Kochi, Hyderabad** and Metro cities and good top of the line road network and aggressive marketing are supplementing the sincere efforts of the **Ministry of Tourism**. There is a proper convergence and synergized approach. But we need to do a lot to improve the world class destination image.

We have negative perception. India is perceived as a fairly expensive destination as compared to its neighbours. In particular they think that in India's hotels in metro cities the room tariff are extremely high and progressively goes up every year though there may not be quality impowerment commensurate with the, may be some cosmetic changes here and there. This creates a negative impact on visitors who always prefer to visit cheaper destinations.

The outlook of the tourism industry in general in the coming years is not very encouraging India's economy has slowed down since last quarter of 2011 and

GDP growth for the current financial year is pegged at 6% which is lower than what originally was projected (nearly 8.5% to 9%). The way global economy passing through bad time, even if India can achieve 6% growth is praiseworthy. The financial crisis in Western Europe, USA and internally our own internal issues of corruption and governance scandal are the reasons for such negative growth. Investors lost confidence and resultant effect is the Indian rupee depreciating by almost 20% since November, 2011 and travelling equally impacted because of higher cost of fuel, aircraft leases, and maintenance. Here we need political will to meet the challenges with focused policy decision specially for the travel, aviation and hotel industry with tax incentives to boost competitiveness.

We have to keep in mind that despite crossing 6 million marks in international tourist arrivals in 2011, we still have a long way to go. With kind of potential that India holds. We have just skimmed the surface now that we have generated the interest.

We should strive to maintain with the momentum and work towards increasing our share of the pie in the global tourism market. We also need to continue to market ourselves well with niche products, Heritage, hotels, Spa and Beach Resorts, Yoga and Saurveda Resorts and showcase and sampling by having presences in global travel fairs. This is the right time when we are well placed as a destination in the international market and should encash the current boom and the interest it has generated the world over. Specially the newer markets of South East Asia, Latin America, China, Middle East hold immense potential for India. Our hotel chains must have tie-ups with international reservations sales and markets networking to drive in business from the core markets. If all these efforts are continued with a synerfised approach with the government tourism will continue to perform well in the years to come and government's objective to reach 1% of global tourist arrivals and to reach 12 million international tourist arrival by 2019 can be made a REALITY.

CHAPTER - 43

INDIAN HOTEL INDUSTRY MEANS BUSINESS

For the business traveler time is synonyms to money and hence they operate all the facilities to carry out business in a professional way, with the best of services at beck and call. Hotels catering to this segment of guests are fully equipped with the latest technology in term of WIFI facilities, Fax, Telephone, specialized secretarial services, car rental, pick & drop facility, conference facilities, interpreters, guides etc... With **MICE** tourism catching up and India a sought after destination, Indian Hotels are ready with such facilities. A new beginning is the **Novotel Hotel in Hyderabad Convention Centre** and established ones are in **Kochi , Chennai, Delhi , Jaipur** etc. In terms of cuisine India is second to none and Indian cuisine are famed the world over. There is not much which needs to be done in this area as Indian chefs are renowned for dishing out lip smacking cuisine of all palates, leaving the guests craving for more.

Names such as **Taj, Oberoi, Leela ,Lalit,ITC, ITDC** groups are carrying forward the tradition of the famed Indian hospitality worldwide. Indian Star category hotels are not only at par with global standards but often ahead of the pack when it comes to '**Hospitality and Services**'. The business tourists feel very much at home, while putting up at an Indian star hotel. Business tourists are increasing with foreign investments since opening of India Economy in 1991.

Hotel today are fully aware of their role in luring the business travelers. Besides providing secretarial facilities, WiFi and other related facilities, they are also adding spas and health clubs to cater to the weary business travelers. They offer corporates the avenue to unwind and rejuvenate before they go again for grueling business sessions. Some are even setting up special entertainment options like their own casinos, entertainment lounge, especially in place like Goa. On offer are also Ayurvedic packages for the weary traveler and thematic cuisine to feast on while at work. Hotel are also tying up with operators to offer leisure options, given India's varied tourist options, for the business travelers to take off, on completion of his business commitments.

The experience offered by heritage hotels for business tourists is one of India 's triumph cards. They offer an experience, unique and exclusive found nowhere else in the world. Indian hotels compare with the world's best in extending services. In your next stop enjoy India 's excellent business hotel facilities. Bon Sojourn!

CHAPTER - 44

TO BOOST NEW SEGMENTS OF TOURISM

Ministry has made special Travel Trade Cell to look after charter operations and norms for charters to India are regulated. But this also needs special training and looks into the global norms for operations.

There are several new trends and our tourism education Curriculum to be added in tourism education syllabus. These areas are Adjective termed as tourism which refers to the numerous niche or specialty travel forms that have emerged over the years each with its own adjective. Many of these have come into common use by the tourism industry and academics in the western universities. These are emerging concepts that are gaining popular usage and often termed as Niche Tourism markets. These include Agri Tourism visiting agro firms, wineries, rural centers. India has better opportunities for servicing such tourists. Here travel has a similar definition of tourism but implies a more purpose full journey i.e. to satisfy his special likings.

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

Medical Tourism is now a new concept and have taken global attention among tourism promoting countries. When there is a significant price difference between countries for a given medical procedure particularly in South East Asia, Europe, USA and where there are different regulatory regimes in relation to particular medical procedure (Dentistry, Heart surgeries etc) travelling to take advantage of the price or regulatory difference is often reform to as Medical Tourism. India has made a significant progress on this account but there is no proper education on how such business need to be operated on ethical practices. Similarly in India it is wellness tourism is part of the medical tourism combining alternative health practices along with usual allopathic i.e. Homeopathy, Ayurvedic massage,

etc. Alternative Medical treatments are special education which hither to was not duly recognized but

now quite in acceptance with tourists as India provides affordable alternative medical health care and wellness tourism.

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

There are other new segments in tourism but now come as new trends in tourism and will need professional to do justice for future development in a systematic manner. The one which is getting quite popular in Western Europe is Dank Tourism (Lennon and Foley Zoo) Dank Tourism which involves visit to dank sites such as battle ground (like Waterloo in Belgium). Scenes of horrific crimes (Pestum and Dresden in Germany) acts of genocide (like concentration camps where....were massacred) IMA Memorial in Manipur, Cemeteries in Lucknow, Kolkata by British tourist in India etc. This niche tourism products reflects remembrance, mourning curiosity or even entertainment like Roman timer charroit race, matador fights etc. These are visit to off the beaten track sites which may also include places where worst earthquake took place (Kutch areas in Gujarat, Pampidue, Japan etc). It has some link with the other new trend which has been named Dark Tourism which involves travelling to places that are environmentally or otherwise dwindling like melting glaciers of Patagonia, the coral of the great Barrier Reef, Tribal Regions of Andaman Island etc.. Priority Consideration is to be there before it becomes too late. Though often it is clubbed with sustainable tourism as these centers are also threatened by environmental factors such as global warming over population, climate change and rampant use without due consideration to the sensitiveness of these areas.

Space tourism is also taking off since last decade though the number is very restrictive both resource and technical education needed by the intending traveler. But lot of education has gone into this segment. Here we have to wait for some more time as this will need to improve infrastructure like space elevator are put into place, possible airship hotels solar powered airplanes.

Under water hotels like HYDROPOLIS (in Dubai) for ocean tourists which will attract big cruisers which will be like floating cities. Thus Cruise Tourism format will change with new destinations added In India, we have totally ignored the

segment of cruise tourism we have to have special tourism education Syllabus for servicing Cruise Tourism Segment. Though it has ahead made some mark and many countries are doing well even in India we have given some priority status but lack total skill development for servicing this segment tourism and is called – Sports Tourism which have some adventure tourism components **also with Trekking in the Himalayas, River Rafting, aqua sports in Rivers,**

Himalayan Car Rally, Desert Safari, Elephant Safari motor Racing, golfing, polo, high Altitude Expeditions, Burring jumping etc. We have no safety regulations formed but all these have life threat possibilities and often take place deep sea/rivers quit far away from main cities, education needed or a short notice. But also need very specific education and licensing for operations, Football, Cricket, Hockey world cups attract volumes of tourists. IPL in India itself needed special companies to gain official tickets allocation, sell them through pre-appointed agencies and sell them in an attractive package which will include flights, hotels, transfers tickets, sightseeing excursions these new segments. For Europe, India even Japan, China etc Real Tourism has added new dimension and specially in India Rural Tourism with special tourist trains like Palace on wheels, Deccan Odyssey & Royal Rajasthan etc are offering unique Rail tourism experience, shopping Tourism (shops till you drop) Architectural and Photo Safari, Gourmet Heritage, Astrological tours, cycle tours, educational tours (which is now increasing demand because of the growing popularity of teaching and learning of knowledge and enhancing of technical competency beyond the class room environment like Yoga in India, special instrumental music like Sitar, Flute or learning Magic, Playing Cards (Bridge, Chess, Religions books etc participation at Indian Religious centers under Gurus at the Ashrams & even IT education in India) Thus education tourism focus or the leisure activity visiting another country to learn about the culture such as students exchange scholarship for higher studies for tourism relation Hotel Management etc study tours work and apply skills in a different environment. As India, we do not have any proper curriculum or in-depth study. There is no reference in Tourism syllabus now in use to train tourism professional.

Thus the need is to re model the whole tourism syllabus looking into all these new trend, prepare an inventory of all available components of these new segments in India, Look for professional who are already involved in one in the other way and can deliberate through previous experiences. To have a faculty team of educationist and experiences of the tourism industry to workout syllabus Central focusing on skill development for each segment certification and duration of each course etc. This has to be done very fast as in the absence of trained staff we may feel to attract these niche tourists components of this growing industry and our tourism will remain to cultural monuments for decades. We have to go out of this branding of cultural tourism destination our image should be a land of all Seasons and All Reasons and tell your interest and we can have tailor made it – Allow us to spoil you we take to all places where you had never been. But first we need to prepare our future students in tourism by having professional education and let us work together we create the syllabus and Do it Now.

CHAPTER - 45 RE-BRANDING INDIA IS NEEDED WITH NEW TAGLINE

The benefits of successful branding effort are well understand in the context of consumer products and services. Good consumer products enhance consumer satisfaction by virtue of its attributes and ensure profitability for the brand owner. So in respect of business efforts, branding is well accepted. So IBM, Coca-Cola, GE hold respect and people as consumer associate the products with confidence because of quality service and experience. In India, TATA, BIRLA group enjoy a brand recognition for its products.

But branding a nation especially a sub-continent like India with each state holding its own unique attractions, culture, heritage, pride is not a very easy task. No doubt, most of major countries evoke a mix of feelings in people's heart across the world. For example Singapore for its cleanliness, Thailand of its unique culture and experience, Malaysia as truly Asia with its ethnic composition of culture, Italy for its fashion, France for its perfume, Kenya for wildlife, Mauritius for its unspoilt beaches etc etc

In fact they combine other attributes also and multiplicity of identity based on the prime known image identifiable. Similarly from tourism side we created 'Incredible India' for branding India and it worked quite well which based its unique attraction through its tourism variety, cultural variety, IT leadership, Ayurveda and Spiritual sanctity. But India as country we need to look for a positive branding which relates to giant leaps made in economic field and not purely depending on the past or culture which spoke traditions. There is revolutionary changes in socio-economic, human development indicators share in world trade and scientific progress. If at all a rebranding effort is taken up, the impact may take anything between five to ten years as a negative perception is embedded in people's mind and it would be easier said than done and even if the attempt is made with full sincerity, there will be always divergent views from various states. Also we need to have focused approach and not pleasing all states approach. There is no balanced development. Also it is not only branding but would require to see that what is promised is delivered

Incredible India in tourism sector could not achieve the desired result. Though it crated some positive awareness but failed to keep up as physical infrastructure at the places exposed were not ready viz Rural Tourism complexes North Eastern states and lost the opportunities. May be these campaigns were also launched at a time India was passing through difficult times due to global economic slowdown, terror attacks in various parts of India, heavy taxation regime, hike in air tickets, high petrol costs, global terrorism, natural calamities soon and so forth. Still we need to have a rebranding to create a new thrust with new niche products like cruise tourism, Spa and Wellness tourism, sports Tourism (Golfing holidays, Polo Aqua sports, Adventure (Heli-skiing, Hang gliding, Elephant/horse safaris, Himalayan car rally, Desert safaris, High attitude, expeditions) which were never exposed to tourists in a focused manner and along with that India's

economic, scientific and technological progress. History, tradition, craft man ship diversity are given a backseat. Similarly Medical tourism, Higher Education where IITS, IIM's have created a global image should be projected. We must first create India products visibility in western markets and produced in India level and people should run for India products not in neighboring countries but major developed world. Something like India where you see the world and where products are Global with tag line like "One Nation with countless destinations." "Enjoy the best of global Experience you can imagine" and ensure the delivery of that quality.

CHAPTER - 46 TIME TO REBOUND

Indian Tourism had passed through bad time since the 11th Five Year plan period (2002-2007) and limping back to normalcy. The International tourist arrival figures were nearly stagnated between 6.50 million and 7 million. However, the projection was to reach 15 million figure by the 12th Five Year Plan (2012-2017) but we remained in just 7.5million plus. However, according to industry expert's leisure travel could be on its way to recovery in India and effects would be felt by the coming season starting 2015-2016. There is cause for cautions optimism in the coming season as the Global economy is currently showing more stability with signs of nascent growth. The industry is also gearing up to usher in the new season. There is a renewed optimism and enthusiasm in the tour operators with the series of Road Shows organized in early May and August in important traffic generating markets like USA, France, Switzerland, Thailand, Vietnam etc. A rise in hotel occupancy is visible with series of important conferences in India. The increase in business traffic has started showing some positive trends. With VIP delegations led by Heads of the States coming to India along with investor's team has boosted India's image and they took the opportunity to look around the country's tourist places. With new government in power and tourism getting priority and introduction of E Tourist Visa has made this growth possible. The remarkable changed happened with E-Tourist visa extended to 113 countries.

A new dimension added this year with India being invited as "Guest of Honor" country in China. Indian Tourism is show casing its rich culture, cuisine , tourists attractions festival and fairs in a big way offering our Tour Operators to present especially drawn up tour packages to encash this wide exposure. Our Tour Operators took the opportunity organize "Know India" Seminars and cleared the points where local tour operators needed clarifications about weather, hotels etc across the table. That is to say, it became more business like with wide support of Ministry of Tourism and its Incredible India campaign. Many new tour packages mainly Niche Products launched in new markets like South Korea, Vietnam, Indonesia, Cambodia, Brunei, Asian Countries, and Latin American countries. Rural Tourism Experience, Luxury living in India at Royal Palaces, Rejuvenation packages, Royal Rail Journeys, Gourmet Paradise, Shopping and Wildlife. The new initiative will give positive results from September 2015 season. There is very intelligent and cautious approach and reinforcing with regular follow ups. Such approach creates confidence. The whole approach is to Rebound and Re-establish in the market. There is a total change in over all perception. IATO had series of discussions with some of the trade delegations VIZ Trinidad and Tobago, South Korea, Bhutan, Nepal, Japan etc and signed MOU's. These partnerships are useful to increase business and focus on value additions which we can offer in our tourist packages which they may find very enchanting for their clients who are keen to visit India, Ministry of Tourism, Government of India on their part also taken some positive initiatives, Most tourist friendly is the E-Tourist visa for these countries on arrival that really gave boost for tourist arrivals. All these countries have shown progressive rise in

tourist arrivals have been recorded. Ministry also took up aggressive Media Campaign/TV Campaign globally in a big way and all the more important these campaigns are focused to each target market and in local language. The coupon response is very convincing which indicates that these campaigns have drawn attention. Even Ten percent are motivated; we are successful in our efforts. These are followed up with global participation in Travel and Tourism exhibitions where tour operators are present in numbers; Quiz shows, Food festivals are organized that create positive impact. We have learnt how to take obstacles with positive mind-not to go slow but meet the challenges and creating momentum and price made to demand. Each feed back is examined and strategies drawn up. All these have made the tourism scene a bit different. The tourist arrivals maintaining double digit growth progressively every month Quantifies the tourism is bouncing back.

CHAPTER - 47

MEASURING BRANDS IMAGE & POSITIONING

REALITY CHECK: In tourism the perception is the reality". The image is what is perceived by those who use or are likely to use your brand and services. It can make you stand out from others who are doing or saying similar things in a crowded market place. Branding is thus a process that puts together and sustains complex mixtures of attributes and values, many of which are intangible. The objective of branding India was to produce unique and attractive offerings that cover both national and emotional need of the tourists.

In tourism, factors such as cost of travel, convenience and quality of/ facilities are important; however, the strongest motivation is provided by the image. It is "image" which places a destination on the consumers "Shopping lists" and creates an emotional appeal which in turn enhances the destinations chances of being chosen over others. How a destination or commercial tourism organization promote its products or services is a key factor in the realization of its objectives. In an activity like tourism where the customers is located remote from the place he/she is intending to visit or from the tourism products and services he/she is thinking to buy, tourism marketing thus becomes the central component of tourism.

Creating the proper image becomes an integral part of marketing. Strong branding represents one of the best defense against adverse economic & market conditions. (Source Ministry of Tourism Report). The divergence between consumer's perception of brands and these experience matters much in the success of a brand.

INDIA TOURISM EFFORTS: In 2002 when India thought of creating a brand equity which would increase its brand recognition and brand power, it found it was not a easy job as competitors like Thailand, Malaysia, Singapore had established strong brand identity. These had proved very stimulating and economically beneficial. All the more they already included some of unique experience and thus forced India to look out for something totally innovative and really challenging. Amazing Thailand attracted 10 million tourists, Malaysia truly Asia attracted over 8.5 million tourists in 2002 and live it up Singapore almost 7 million tourists whereas only India's tourist arrivals remained to 2.5 million. Closer home God's own country! Kerala emerged as one of the fastest destinations in Asia. Indian Tourism image remained unfocused & unclear. As a destination India had difficulties in competing with images from competing countries and its advertising, promotion & PR had failed to correct the negative perception as a tourist destination. It was just generic and not campaign very effective because visibility was very limited.

THE EMERGENT ISSUES: The problem was genuine. To work out a strong branding needed lot of inputs which to cover well defined and unique brand personality country as whole, selection of the correct positioning strategies, themed product development, consistent and appropriate advertising &

promotion careful brand guardianship and look into destinations different characteristics like it is multifaceted product, involves many stake holders with differing objectives & requirements is a mental concept for potential tourist, is subject the influence of current events, natural calamities, terrorism, health scenes and is evaluated subjectively in respect of its value for money (based on reality compared with expectations and differs in size, physical attractions, infrastructure, benefits offered to visitors and degree of dependence on tourism – infact no tourism destination can be treated the same and India in this respect holds unique position due to its multiplicity of destination products.

CONSUMER EXPERIENCE : The brand equity needed to be built on a thorough understanding of consumer needs. A survey commissioned by the Malaysian Tourism Promotion Board revealed that tourist viewed Singapore as clean, modern & safe, China's dominant image and attraction was "culture" Malaysia was seen as multi cultural and Thailand had a brand image of exotic, fun & friendly people, while

others could claim breath taking locals, the mysticism of the east the draw of the civilization, the call of the wild, India is all that & much more. The more part include :-

It is a journey of mind & soul of five senses of self discovery of self fulfillment What is so unique about India? That fact it offered a myriad of experiences - on enlightened holiday that enabled the tourist to go back as a better human being. One comes back richer - with knowledge experience and enlightened' mind as greater human being i.e. Self fulfillment.

The facts that in its sheer size, diversity and experience it was larger than 21 country of western?. Europe put together with 25874 Km to spare. Govt. was putting all its thinking to develop India into a global brand with worldwide brand recognition and strong brand equity. With lot of thinking and deliberation came the (Incredible India" branding process which focused to create a unique identity for India as a tourism destination & differentiate it from competitors.

METHODOLOGY : The strategr was to reposition India as a premium destination for upmarket tourists with all communications sharply focused to attract niche segments. Thus with great thought Incredible India Campaign was launched (2001)

as brand identity (though timings did not help with negative events that followed globally with September 11 in New York, Indo Pak border crises, Afghan war and economic recession that followed.) However, Government was not disheartened and took the time for consolidation by forming public-private partnerships in a fruitful manner. (Joint Secretary -(Tourism) Report 2003)

BRAND EQUITY "INCREDIBLE INDIA" CAMPAIGN LAUNCHED: The campaign was launched with a well synchronized integrated communications strategy in the prime traffic generating markets. In partnership with the experience India Society. India tourism released a powerful television commercial on prestigious world wide channels including CNN, BBC, Discovery & TV Channels. In synergizing with this TV Campaign, print media campaign released in leading publications like CondeNast Traveller, Vogue, Geo, Financial Express & leading In-flight magazines. The entire print & electronic media plan was detailed & monitored by India's leading advertising agency Ogilvy & Mather. Integrating

with the electronic & print media was the online marketing campaign through same of the visually most powerful banner advertisements. The aggressive on line campaign provided a complete digital experience to meet the requirements of travelers. The campaign linked with a series of contests was featured on all leading portals like yahoo, MSN and Google.

The electronic print & net campaign was vigorously pursued with a fortnightly on line newsletter to almost 25,000 tour operators and travel agents world wide.

FOLLOWUP ACTION : A global media meet comprising some of the finest travel writer's world wide was also organized. Travel writers were exposed to the new initiatives in Indian Tourism which converged elements of culture, civic governance, new development strategies that have been initiated by the Govt. sector like Buddhist circuits (Ajantaellora, Gaya- Bodhgaya etc.) Pilgrimage, circuits, rural tourism & other new linkages preservation of heritage monuments like Red fort, Fort Cochin, Koachin, Chittisgarh etc. and they were taken for familiarization tours to sample the developmental activities so that on return they can write their experience back home. The PR exercise also enhanced unprecedented coverage of India as a holiday destination. India was on special issue of National Geographic, Travel & Leisure to CondeNast, New York Times, vogue, cosmopolitan and several in-flight magazines placed India as cover story.

COORDINATED EFFORTS: -Building a brand cannot be in isolation from the reality on ground. The emphasis was on balanced development of all related areas through proper coordination. Indian planners looked into the interdependence part and complimentarily of tourist services. It followed from the fact that tourism demand is for a composite product, that the various tourist's products and services are interdependent and complimentary. The supply of one (for example international air transport to/from a destination depend on the supply of another (such as hotel accommodation) and they complement each other. A destinations reputation can have set back by the weakest link in the tourist product chain. Thus a coordination policy was launched by the Government to improve, air connectivity and various tourism suppliers. The focus was improving infrastructure and providing clean hygienic surroundings at heritage sites and monuments. In the 10ft Five Year Plan and even in the lift Five Year Plan tourism has moved away from assisting small isolated projects to integrated circuits and developing one tourism & cultural hub in each state of India.

MEASURING SUCCESS: What has brand campaign achieved must be hovering in your mind? It has enabled India to encourage as a destination of choice to regain market share. As a consequence of this brand building exercise tourist arrivals run dramatically from 2002 onward and figure jumped from 2.4 million in 2002 to 4.4 m in 2006. (85.8% increase). India received over Rs. 29,600 Crores in 2006 as foreign exchange registering a growth of 17.6 over 2005. The Media campaigns over the years have also increased the level of interest in India and changed mindset of foreign tourists. It has now established India's position as the most preferred destination in the world. The success of the campaigns can be gauged from following international recognitions received. Conde Nast Traveller, the world's leading travel and tourism journal, has ranked India amongst the top 4 preferred holiday destinations of the world.

Lonely Planet has selected India amongst the top 5 destinations, in a survey of 167 countries. ABTA (Association of British Travel Agents) has ranked India as No. 1 amongst top 50 places for 2006. The Incredible India Campaign has been the winner of PATA Golgi Award for Best Print Ad Campaign and PATA Award for Best Destination marketing campaign.

The Incredible India Campaign has been ranked as highest Recall Advertisement worldwide by travel and leisure. World Travel Awards received for (A) Asia's Leading Destination (b) World's leading Travel Destination Television Commercial (C) World's leading Responsible Tourism Project for Endogenous Tourism Project and (D) Asia's leading Tourism & Convention Bureau.

CONSUMERS SATISFACTION : -The campaign enabled India to focus on its authentic India experience & differentiates itself as a spiritually elevating, culturally "enriching" and physically invigorating & mentally rejuvenating destination. It positioned India in the tourism generating markets as desirable tourism destination and increase India's share of the global tourism market. Now key overseas tour operators in the core markets feature India in their tour packages and promote India in their advertisements holiday brochures, outlets and give extensive publicity in the media. In 12th Five Year Plan India needed to revamp the image. It added a new tag line. You get what you want indicating India for all reasons and all seasons. The campaign is more focused on destinations like -Kashmir, North East, Golfing Holidays, Pilgrimage and very generic but with no additional information how the holiday can be made a reality. Even state governments are using Incredible India Logo along with their state focused campaigns to give continuity to India image building process. Still India needs to showcase modern India IT, Nuclear Achievements, Rural upliftment, global education service, health service etc. The process has already started and it is getting attention as New India a super power. This creates a greater interest among new generation to come to India and be part of India's progress What is so different about India- Max Mullar tells "If we were to look over the world to find out the country most richly 'endorsed with the wealth, power and beauty which nature can best low in some parts a veritable paradise in earth. I should point to India".

CHAPTER - 48

POSITIVE INBOUND TOURISM TRENDS

Last decade had been challenging for Inbound Tourism. Entire industry had to bear the brunt of slowdown and compounded with problems of natural calamity and Terror Attacks. Advisories issued from time to time by major traffic generating countries like UK, USA, France, Germany, Japan, Canada, Australia advising their citizen not to visit India and which was further affected with the revised visa regulations that needed tourists 60 days break since their last visit to India. In fact downward trend really started since 2005 and nearly took clear-cut five years to revamp when 60 days restriction on tourist re-entry after first visit was withdrawn.

Now since 2010, there is some positive increase say 6% in international tourist arrivals. The last year ie in 2013 the international tourist arrivals was 6.48 million which is 4% over 2012. Similarly foreign Exchange Earnings in rupee terms was assured 12%. It was 105, 836 crore as compared to rupees 94,489 crores worth foreign exchange in 2012. In US dollar terms, it was 19 million (+2.2% over 2012). The year 2014, since beginning of the year international tourist arrivals continued with this positive trend i.e a marginal growth of 4.9% (for January-March the arrival was 21.27 lakhs) and for same period in 2014 foreign exchange earnings was Rs 32, 809 crores (+8.4%). However, the year 2014 ended with 7.70 international tourists with growth of 10% over 2013.

One good thing which was visible in the inbound sector since 2009 when global economic slowdown was impacting many developed countries, India was less impacted by the economic down turn. But there were negative events like Mumbai terror attacks, natural calamities, put negative sentiments in greater tourist movements. But in general, the proactive approach of the Ministry of Tourism, Government of India taking all stake holders together really put up a brave challenge. Government took necessary measures for overall safety to all visitors, hotels made focused safety steps, airport had intense security checks that created positive confidence. And organizing several Road Shows in major traffic generating markets. State government also gave priority to tourism by forming partnerships with private sectors and opened up many new destinations. The possibilities came up with niche holiday products and these included Adventure Tourism, MICE Tourism, Sports Tourism (Golfing holidays), Rural Tourism and Spiritual Tourism. These niche products were showcased by tour operators while participating in international travel and tourism exhibitions.

Even there were regular skill development programs conducted at all levels ensuring better service to tourists. T-3 international Airport made a significant change and more airlines started operations to India. Thus the right environment since 2010 gave impetus to boost inbound tourism.

We need to maintain this momentum and quality that we have developed. Modern day tourists are globally experienced who will not accept nothing less. This learning made the industry to be more professional. Ministry of Tourism, Government of India also worked out with all stake holders' quality control norms

by having standardizing strict hotel classification, norms for recognition of Tour Operators, Adventure Operators and revised the Marketing Development Assistance scheme with higher incentives. Overseas publicity with Incredible India branding made a change in the perception. While on branding, we all accept it had worked very well; but still our delivery was lacking. We need to rebrand the Incredible India campaign by focusing thematic aspects and giving the tips how to make such visits possible.

We have been able to tell to the world, India is the economic power of the future. This made international players making inroads into India and that also bringing Business traffic to India. Opportunities are coming in 2tier/3tire cities with low cost carriers opening up hither to unknown tourist places. Charters are coming in number in Goa, Kerala, Bangalore and Inbound is maintaining the positive growth trends. Seamless travel in Golden Triangle Sector, Comprehensive Entry tickets to ASI Monuments, big conferences centers in India are the positive image towards inbound tourism which were not even thought of in 1990's.

Since 2010, India presented incredible opportunities across the board over the next few decades with China as competitor. Mega tourism Circuits/ Centers in the country are in progress to gain longer stay, has taken initiatives in developing tourism infrastructure in a big way MoT extending financial assistance liberally to the Hotel and travel industry.

The next decade is going to be for India and Indian tourism will be at the forefront for National economy, employment and country's overall prosperity. We are very optimistic. All this is possible if government also puts priority to tourism in the National budget and the New government after the general election thinks pro-tourism.

CHAPTER - 49

UNIQUE EXPERIENCE - DISCOVERING THE LESSER KNOWN DESTINATIONS

Present Generation Tourists seem to have more and more interest in visiting lesser known places and it is all the more better if these are out of the way places and need a bit of challenging experience.

India has many such destinations which are distantly located yet they hold interesting touristic experience where they offer heritage buildings, unique festival, unique hand craft, ethnic food, costume, traditions, entertainment forms.

Rajasthan state is dotted with Havelis and lesser known palaces located in desert cities Churu, Jhunjhunwela, outskirts of Bikaner, Bishnoi community, Kalbelia (who tame snakes) touring local textile printing places, Tie and Die, Block Printing, Mirror work on textile, Zari work, Leather work all such places can be incorporated in the itinerary as value additions.

This holds true through out the state of **Madhya Pradesh** – Tribal areas, wildlife areas, Rural Centers in Palanpur, Maihari, Panna, Bandhavgarh, Amarkantak hill, Mandu, Orchha, Gwalior – visit Chanderi, Maheshwar for traditional textile factory sampling local food, freshly made, visiting the area to see wildlife (Tiger, Bison, twelve horned antelopes), tribal festival local marriage or a temple festival.

Chattisgarh – Newly added state in the Indian Republic has something new at all corner – at Sirpur area old Buddhist centre of Gupta period, Bastar tribal area, Chitrakoot Waterfalls – these centers are tribal heritage centers and have, caves of pre historic period. Bastar festival provides authentic tribal food, handicraft market, traditional dress, dance and art forms – Perfect for history & cultural tours. Visitors can also stop at Jagdalpur where one can see how local products are made specially silk, bamboo works at local arts & crafts centre. There are some points (approachable by Rope ways) as the locations are on hillocks offering breath taking landscape in Nandangaon area.

Orissa - state has some interior areas where authentic paintings are made (Patachitra – Raghurajpur), authentic house hold items are made and work space where stone sculptures are made and tourists can learn from the villagers how native limestone are turned into unique sculpture and take them as Souvenirs. Berhampur Ganjam, Mayurbhanj districts offer tribal heritage experience. Visitors won't miss the city's others cultural elements and great way to enjoy them is to live with the local people. They have warmth and big sense of hospitality to visitors. Farming & agricultural places, local market, local festivals are must in the itinerary.

Though **Kerala** is a well-known tourist place in India but there are many lesser known areas specially at Waynad region where one get authentic experience by visiting tea and spice gardens and home stay with locals martial art form in its original form and enjoy. Kerala's local festivals are very colorful and every religious faith can participate as Secularism is the cornerstone in Kerala.

The state of West Bengal has many lesser known areas and places include Bankura, Purulia, Mukutmanipur, Birbhum complex with Baul community, Murshidabad, Malda-gaur-pandua tea gardens in the Darjeeling hills, Sunderbans, (Royal Bengal Tiger dane), Navadweap, where experience is totally different from what you get in the South North Easter Cities have different flavors. Visitors can stop at Darjeeling for Toy Train (Heritage Rail Experience), or visit Gangtok for Natural beauty and Buddhist heritage at back drop of Himalayan Trekking tours. The statue of Buddha in Gangtok is tribute to the regions Lama culture and city's most photographed landmark.

India is such a vast country that every state has something to offer in lesser known areas But time is the main constraint for tourists. These areas are not well connected. Mobility is the prime concern and even basic infrastructure is lacking at many places. Though now Government of India, Ministry of Tourism is giving lot of financial assistance, airlines specially private sector airlines are giving connectivity to hinter land cities but lot more is needed to bring them in regular tourist itinerary. Ministry's tourism site – www.incredibleindia.org have over 130 Rural sites and these unknown off beaten areas have come up because of Government support and now have the opportunity to include in tourist itinerary specially which are located within 2 to 3 hours drive from the metro cities like in Haryana, Punjab, Madhya Pradesh, Kerala, Karnataka.

We have seen an increased demand for information on these lesser known places and now working on suitable itineraries. IATO members have done special educational tours to have first hand experience and included some in the packages on offer. IATO also offered such packages as niche products & did well. These efforts created some positive awareness but this is only a small beginning. Infact Government must give incentives (tax concessions) if such packages are promoted as these are not economically viable proposition at this stage special for tourists who are habituated to basic standard of comfort. These are more for adventurous tourists who can take rough & smooth in the same spirit. But we are on the right track and this is real India to enjoy.

CHAPTER - 50 MAKE IN INDIA POLICY

It was in September that Hon'ble Prime Minister Mr. Narendra Modi Ji launched "Make in India" Campaign to make the country a global manufacturing hub by attracting foreign investors.

- For this purpose as many as 25 sectors including textiles automobiles, chemicals. IT pharmaceutical were identified as focus segments under this programme.

- At present the manufacturing sector now contributes about 16-17% and the government aims to increase it to 25% by 2022 and Mr. Modi, wants share of manufacturing in GDP from the current 13-14% to 25% to catch up with China. We are far behind from China and need to catch up fast.

But we also need to look into why all foreign investors will be motivated to come to India for investment. We need to see first whether we have been able to create conducive environment in which all sorts of investment will thrive. First let us look into the issues that remained as bottleneck in the progressive growth in overseas investments.

Issues:-

Even now from our experience, we have found that land acquisition remains a prime issue as land primarily belong to states and state level clearances are very slow (though Central clearance are given quite fast now days). Also the following areas, we have to take pro-active decision

- I. Labour Laws which though there is lot of improvement.
- II. Infrastructure remains a big bottleneck even now.
- III. The electricity sector also need lot of revamping.
- IV. Banks are reeling under bad debt
- V. Public-Private Sector model is not working at all.
- VI. We have a very modest increase in FDI. Limits in Insurance, Defence and ministerial discretion and inspector intervention (though reduced) but still this is visible. This needs to be kept free from inspector raj.
- VII. Barely some modifications have been made, still rules and regulations strangle business.

It may take some time (of course 6/7 months are not enough.) We need to give time for turnaround (say 12 months). With Swachh Bharat Abhiyan, Smart cities, Make in India Programme, Digital India all need to click together. We also need to continue our efforts toward rationalization of Taxes, ease of doing business and cost of doing, GST will be the biggest requirement of the industry in rationalization of taxes. We are immensely grateful to Hon'ble Finance Minister

for taking all necessary steps to move toward GST and getting it passed in Lok Sabha and also will get it passed in Rajya Sabha.

More collaborations, Networking among the stake holders in the industry are needed. There are interdependent ministries who all should be thinking on the same line. First thing Red Tape has to be fully eliminated, only then, we can think of economic transformation through Make in India initiatives.

We have to ensure accountability. Our fault is that we want to put responsibility on someone else shoulder for any laps. Everybody has to take responsibility and to learn the work ethics and not put responsibility on juniors must take responsibility (at central state and municipal level.) Responsibility to be fixed Government directives should be clear and work in the sense of achievement not just paper pushing. Regulatory norms should be liberal and no confusion. Overhead expenses are eroding profitability. So foreign investors are shy to come forward. All these areas to be looked into on a priority basis to motivate the investors.

Skill development programme should be a continued process, Safety norms should be there. Also Repartition of profit norms be in clear terms. Enforcement of laws with better coordination is essential. And should be free from corruption. Help lines, one point clearance, linguistic Service assistance office, Legal experts part of this industry should be put at place. Action is the key word. Country's Cultural factors are also to be looked into and local availability of products and procurement of raw material are to be educated to investors in advance. Local employment should be emphasized. Patriarchal mindset needs to be changed. It should be partnership on a team spirit. .

India should be perceived as "Very Business Friendly Country" and we should come up from 184th position for doing business in India to first 50 countries for doing business and that will be our real success.

CHAPTER - 51

GOVERNMENT AND THE INDUSTRY NEEDS TO WORK TOGETHER

It is quite correct that in international tourist arrivals (Since November) it is going through a downslide due to economic recession in our traffic generating markets like USA, UK, Germany, France, Italy and Euro-Zone Crisis. The negative impact of economic slowdown was sharper in 2008 but the recovery was quicker and better than expected. We could spread our promotional activities in the Asian countries and in China which did not have much effect of the recession. There were regular traffic movements for holidays overseas and we could get some share of the outbound towards India from those markets. This helped us to boost in international tourist arrivals progressively.

But still we find that it is difficult to indicate any specific number for 2015 as the international situation is not very positive.. India continued to offer better options for holidayers as rupee depreciated against dollar and India packages became cheaper for overseas holidays but the long haul Journey became costly due to increase in aviation fuel cost, at least by 15 to 20%. But this is the time Government and industry need to work together. This PPP has been by really put into practice as Ministry of Tourism with Tour Operators, have worked out a schedule for Road Shows to reach target markets as also enhanced participation in international tourism and travel exhibitions. Ministry has provided Marketing Development Assistance with incentives so that tour operators join these Road Shows and exhibitions in large numbers. Ministry sponsored tour Operators and Media members educational tours from overseas wherein local tour operators in India have, hoteliers in India have extended hands of cooperation to the Ministry by providing ground arrangements/ hotels etc. They ensured that all these invited guests go back happy with positive memories of their sojourn to India. This synergy which has the need of the hour was strengthened and efforts are there to put a brake on downward trend. This helped to float competitive packages overseas and many niche products which were offered really caught attention of the rich clients are not dampened by the current recession. They continued with their travel plans and they found India very affordable destination.

We are determined to make all our efforts sustainable by diversifying our products. The focus was on Ayurvedic Therapies, Medical and Health Tourism, Spiritual Tourism at our religious places, Adventure and Eco-friendly tourism destinations Sports tourism (Golfing Holidays) Rural Tourism experience, Fair Tourism, Wine Tourism Meetings, Incentives and Conventions (MICE) festivals and fairs etc ie India beyond our unique architecture and Cultural tourism was focused. Now we have drawn-out a focused tourism friendly approach from where we can look for better share of international tourist arrivals. Even our ministry has been pleading for higher outlays and since last 5 years has spent quite a lot in infrastructure development with all state governments who are actively promoting tourism and have regular tourism policy. Whole effort of the Central Tourism Policy is focusing on job creations to fight unemployment, Poverty

alleviation, Women empowerment and Skill development for Sustainable Development of tourism and service toward growing tourism plant with professionals. Now there is higher awareness about tourism benefits among our general people who used to think tourism as an elitist activity. Even government had only leap sympathy but Government's positive attitude is visible and a committee under PMO is supervising the synergies required for tourism sector by having Inter Ministerial meetings. Sub-Committees formed in the Planning Commission to look into various aspects of tourism. Everything is now evolved through a Comprehensive Consultation process. The tourism policy recognizes that land is prime issue for infrastructure development and there is regular with the state Government discussions for having land banks as lands are with the state government. The request is that the land is to be given to the hotels or Amusement Parks on a long lease and also financial support provided like interest subsidy to priority sectors. Even government is thinking to have partnership with the Railways who have good land around Rail Stations which can be used for hotels etc. They have already done some partnership with hotel chains to have hotels near the Rail Stations like near the New Delhi Rail Station. This is a very positive move and a great help to tourism industry. Many hotels have adopted greener products which have a positive impact on the environment. Eco-friendly measures are also in Governments priority for tourism development. This will lead to efficient use of key resources; improve the operational efficiency and lower cost. Tourism thus being promoted as vehicle for environment friendly awareness among tourism investors and public in general. Code of conduct for ethical business, Safety, Honour and safe tourism with check on Child abuse, Women trafficking and Drug abuse are being focused to make greater awareness on negative impact they have on tourism business. Here private sector has formed partnerships with the government. There is a clear cut policy in the central and State Government Tourism Policy where greater emphasis is laid on Public Private Investments in tourism infrastructure development, clear cut share of responsibilities and transparencies in approving the projects, State Cooperation in land allotment, financial incentives etc. There is a general awareness that to achieve higher growth infrastructure development is must and Government alone cannot meet all the expenses. Thus there is an urgent need to form Public Private Partnerships. Such industry friendly policies have made a big change in over all tourism development in the country. Infact, Commonwealth Games in Delhi in 2010 really made a very good beginning – Metro Connectivity, Delhi Airport, Highways, Hospitals, Amusement Parks, Shopping Malls are great examples of successful Public –Private partnerships and there is a great movement for such positive partnership Industry is willing to go all the way to cooperate and achieve Ministry's target to raise India tourism total share from 0.60% to 1% by 2016 ie to get 12 million tourists. This will be achieved and there is confidence on that goal. Indian tourism industry is ready to meet all these challenges as a team forming strong partnership with all stake holders. The positive growth of 10% since 2003 is indicative to that optimism. We can achieve 15% growth with E Tourist Visa which has been introduced since November 2014 as we have already put everything in proper place and need to work together with sincerity and integrity.

CHAPTER - 52 OVER THE BRAND NEW APPROACH IN INDIAN TOURISM

The Hotel & Tourism Industry is one of the fastest growing industry in India as well as world over but still there is a huge dearth of quality and experienced professional in the sector. The demand for skilled manpower is going to increase day by day and therefore there is a need for more hospitality school/training programmes to be setup /to be conducted to meet the surging demand.

A general course may make you eligible for bright future in the travel industry, but other related entities as well such as airlines, multiplexes, insurance, corporate homes, cultural service complex, banking, IT multinationals corporates and other customer service related industries where you will need specialized training.

Though the sector continues to tread on the rough patch, positive trends of growth have started showing. But it is still long way before the industry is back on track. Due to global economic scenarios consumers are looking for brands which can provide utmost value for their money and this makes India's presence more relevant than ever before in global travel & tourism exhibitions. Now Incredible India brand whose reputation rests on professional, ethical business operations and rock solid integrity has to continue that image with new products. The ability to maintain standard and meet them day to day is what has made us largely successful destination. We have extended the service value in all aspects. Giving the way our Prime Minister has indicated that his government will go full steam ahead to develop India's infrastructure mainly roads, ports and airports, we might see a very positive growth in airlines, hotels and cruise tourism.

Recent visits by Prime Minister of China to India, our Prime Minister to USA etc. We have seen enthusiasm in the economics of China, USA, Middle East countries and many markets in Europe have emerged out of economic recession so these are positive signals for growth in international tourist arrivals.

However, in such growth scene, green is desirable, the environment matters more. It cannot be sacrificed for the cause of growth. India has already seen many instances where big corporations backed by corrupt state governments have indulged in the unabashed pursuit of exploiting natural resources. In the process they have ruined our forests, leaving permanent scar or the ecology. Therefore priority should be to preserve nature in its pristine glory.

So Ministry of Tourism, Government of India have worked out 'Sustainable Tourism' guidelines for ensuring environmental degradation does not take place in the name of development.

There are new challenges facing our industry and that is how to keep pace with the rapidly changing consumers and their fast changing preferences. Now the consumers have wider options in search of their new choices. There is no loyal consumer base in this new landscape. So each destination will have to go offering something new, re-visiting some new products. The market will have to

focus on Psychographic segmentation as economics and countries involved there will be people with different attitudes co-existing. The number of attitudinal segments with in the same demographic will be different and hence the marketers need to study the consumer more carefully as traditional methods of grouping customers will call for a relook. Rising consumer awareness will have major bearing on the way consumers decide holidays.

The unstoppable penetration of mobile phones, DTH and cable has changed the way semi-urban and rural people see the world and this will definitely have a major bearing on the way they consume which in turn will need focus on tailor made products.

Today the concept of service is taking center stage and is assuming a new dimension. With rising expectations and exposure levels of the gen X & Y to service standard across borders, sensitivity and personalization is the new mantra. It is not only sale but also to gain loyalty of the client and be knowledgeable about his need and if he is going back happy and going to come back. This involves personal responsibility which relates to performance, communication and guest satisfaction.

Such professionalism does not come automatically. Agencies to invest in training (which often they avoid due to fear of retention) but it is the job of the agency to inject pride in the work and create a sense of belonging in what the company does. So need to create talent in the organization is of immense value. Try to form a team and share responsibility.

In the new world of tourism business, this has to be on "Mission Mode" and determination to address the challenges. The world is yours to take.

CHAPTER - 53

AN OVERVIEW OF NORTH EASTERN REGION

Holidaygoers of the 21st century are looking for new destinations which are eco-friendly where fresh air, fresh water, fresh food, fruit and totally new experience can be assured and they are willing to pay for it globally.

Where else you are assured of this new unexplored paradise than the North East of India "North East beacons you"

Serene nostalgic hill stations with quiet walks and matchless snow views of the Arunachal Pradesh and Sikkim, alpine meadows and forest glades covered with wild flowers rhododendrons and magnolias, orchids of 100 varieties, tropical valleys washed by foaming hill torrents, steep wooded ridges teeming with Wild life, Waterfalls, Lakes in Meghalaya, Nagaland, Manipur green rolling tea gardens of Assam (Known all over the world for Assam Tea) for its colour and flavour among tea drinkers old monasteries of Sikkim, Arunachal with excellent traditions of Buddhist culture revivates at old traditional monasteries where it appears time has stopped from hustle and bustle of life and meditating for spiritual upliftment of the mankind. An experience which people in metro cities can never imagine.

Nature goes beyond to wide variety of new challenges through wild life viewing in Kaziranga, Namdapha, Keibul Lamjao Park and many unknown wildlife Sanctuaries. Himalayan town of Aizwal is surely once in a life time experience.

From the concrete culture of the metro cities of Delhi, Mumbai, Kolkata, Chennai, you are in perfect escapade when you try to explore the marvelous states of Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. The marvelous region is complemented by the majestic Bhutan, Nepal, Myanmar and Bangladesh. It is 10% attached to India states and 90% surrounded by international borders. Thus an Inter Regional Tourism approach can also be explored. The region is affluent with festivals and fairs celebrated throughout the year based on socio-cultural customs, nature, agriculture and religion. The festivals of Bihu Chapcharkut, Yohang, Wangala, Hornbill festival, Rathyatra and many more festivals of the region are draped in colour and cheerfulness all the more these festivals are very participative where you can also participate and be part of the festival.

The region is dominated by native tribes with its own distinct traditions of art, culture, dance, music and life styles. With more than 230 languages spoken in these states, every state and every community of the region has their own distinguished customs and traditions related to various occasions. Music and dance is a vital part of the regions culture with countless number of folk songs and colorful folk dances. Performed on the beats of traditional musical instruments like drums and gongs some of the famous dance forms are Bamboo dance of Mizoram, Bihu of Assam, Nongkren dance of Meghalaya, Manipuri dance from Manipur, Mask dance of Sikkim to name a few. The region is also

famed for diverse and unique cuisines and should be given a try in course of your sojourn to this region. Festivals are unique and Bihu, Chapchat, hornbill have made a must now in tourist itinerary visiting North East Region. If you are one of those looking out for new exotic place on the earth, it is the place for you.

Assam is the gateway to the North East with intense forests, gorgeous rivers dominated by Brahmaputra river. It has carved its name for Assam Tea, world famous one horned rhinoceros and rich dancing heritage "Bihu dance". It is a temple city- Maa Kamakhya, Umananda, Navagraha, Dol Govindo Pao Macca etc have made it a must for pilgrimage tourists. Majauli is the world's largest river island situated in the midst of Brahmaputra and is well known as centre for vaishnavite culture. Other than Kaziranga, Manas National Park where Manas River flows through the National Park and acts an international border dividing India and Bhutan is the park under project Tigers. Rhinos Elephants and Assam endangered endemic wild life such as Assam's Roofed Turtle, Hispid Hare, Golden langur and Pygmyhog are big wildlife attractions. Orang National Park situated on the North bank of the Brahmaputra is famous for its natural scenic beauty with wildlife like one horned Rhinoceros, Elephant, Leopard, Sambar Barking deer, A travel itinerary of Guwahati - Kaziranga Tea Gardens, Jorhat - Majuli is very popular with tourists for exploring Assam for 5 to 7 days.

Madan Kamdev Temple is also known as Khajuraho of Assam is one of the most sites of Assam which belonging to 10th C AD and has a complex of 20 temples dedicated to Shiva. Sualkuchi 40 kms from Guwahati is the Silk village of Assam and known for Weaving tradition often called Manchester of the East and the place produces famous Muga, Pat and Eri silk, Mekhela Chadars Gamosas are made from indigenous material and must for tourist purchase. Dibrugarh is the largest tea exporting town in India and has numerous tea gardens. Smiling faces of the women picking tea leaves with mist Himalayan background gives vibrance to the town and an experience to enjoy. Digboi is the oil city where the first refinery in Asia was made and is the world's oldest refinery in operation. One can spend 6/7 days in the state exploring these additional sites of Assam.

Guwahati – Kaziranga – Shibsagar-Tezpur-Dibrugarh-Majuli Island and start exploring the NE states for months.

Meghalaya state Abode of the clouds is famous for eco-tourism circuits in the country and branded as "Scotland of the East" where people celebrate nature, music, dance, sports and festivals, trekking hiking, water sports mountaineering rock climbing and the tribal people. Sand stone caves spread over the entire state. The tribal people of Meghalaya are a part of the world's largest surviving matrilineal culture with a majority of the tribal population following a system where lineage and inheritance are traced through women. Shillong also called "The Gleneagle of the East lies in the centre of plateau surrounded by Khasi Hills. Shillong Peak is the point from where one can get mesmerising view of the scenic countryside waterfalls like Bishop and Beadon falls, spread Eagle

falls and saree falls wards Lake and Butterfly Museum are also included in the tourist itinerary. Mawlynnong is known as cleanest village in Asia where cleanliness is the old age tradition.

Mawsynram -home to unique rock formations, giant Shivalinga and Symper Rock and Mawjyn cave are attractive to remember all through your life. Cherrapunjee Conjures in mind being also Wettest place on earth, roaring waterfalls, limestone caves living root bridge located (60 km) away from seven sisters falls and mawasmai caves are well known attractions.

Barapani (UNIAM LAKE) is the biggest artificial lake in Maghalya famous for water sports in the midst of sylvan hills by Khasi pines and peerless beauty.

Mawphiang is the richest botanical habitats of Asia sacred groves preserved since time immemorial preserved by the local communities for hundred of years; the sub tropical forests – the most important eco – destination and 5 days shillong itinerary will cover all these destinations and this can be added as an extension tour for Assam as "Green Triangle of the North East covering –Guwahati – Kazirang National Park – Shillong in the lines of Golden Triangle in the North.

Nagaland: Velled amidst the North Eastern Mountains, Nagaland is a state of mysticism and awe. The state presents nature in its fullest bloom. Highlanders of Nagaland preserves man's early animist culture, through it's a mazing ancient traditions. The prominent Nagaland tribes are Angami Naga, Ao, Chang, Konyak, Rengma, Sangtam, Sumi, Yamchungrce, Khiamniungan etc and tribe and clan traditions and loyalties play an important part in the life of Nagas. Kohima state capital and hill station is unspoiled, tranquil and full with history. World war-II memorial and village (Rural Tourism experience in Kolima village full of natural beauty) and ecologically managed by village community. Hornbill festival is celebrated in Kohima between 1 to 5 December every year is aimed at reviving and sustaining Naga heritage through cultural extravaganza of dances, crafts, games, sports, food fair and religious ceremonies. Dimapur - Kohima –Kohima village – Mokochung – longkum and Fakim Sanctuary (border Burma) and trekking in DZUKON valley is a regular in Nagaland itinerary (Inner line Permit & Restricted Area Permit needed to visit Nagaland for foreign tourists)

Tripura – It is for magnificent palaces, splendid rock cut carvings and stone images and very holy places like Tripureswari Temple and holds rich cultural heritage Agartala the capital has maximum tourist places which include Ujjayanta palace (800 acres palace built in the Indo-Sarcenic style with gardens on a lake front in the Mughal style). State museum Tribal museum, Laxmi Narayan, Uma Maheshwar and Jaganath Temple, Handicrafts design centre Fourteen Goddess Temple and Portuguese Church.

Udaipur is a temple town (55 km from Agartala) and **one can** visit the Tripura Sundari Temple, Bhuvaneshwari Temple and vast lakes with Scenic beauty. Neer mahal – the only lake palace in Eastern India is a combination of Mughal architecture is 55 kms from Agartala on Rudrasagar Lake. Sound and Light

show there revives the old history Jampui Hills offers alluring landscape and comfortable climates the main attraction who are looking for peaceful Himalayan experience.

Unakoti has carvings and murals located amidst forests belong to 7th and 9th century Unnakoteswar is about 30 feet high and annual fair is held in the month of April namely Ashokashtami Mela attracts people from nearby countries Burma Bangladesh, Bhutan, state of Bengal tourist circuits with Agratala Neer Mahal Udaipur – Agatala unakoti – Jampui is a regular itinerary for holidayers. Manipur – also called the land of Jewels lies in a low land criss cross by hills and green valleys dotted with fast flowing streams and woods. The Goindajee temple, Khwairamband bazaar (largest women's market in India) The Konghapat Orchidarium (home to our 100 species of finest orchids) Andro (an ancient cultural village) Loktak Lake (the longest finest water Lake in the North East, floating island here called "PHUMDI" (actually floating weeds) on which people live) Keibul Lamjao Park known for brown antilope deer of Manipur called SANGAI and the Japanese. Memorial INA Memorial is major attractions Morch the border town with Burma is also very popular place. Imphal and around Keibul Lamjao Park offer monipur package for 5/6 days. People like to visit Tamu (5km way from Moreh-border) where people go for shopping and get all kinds of Thai and Chinese consumer good. Cool weather is the best part in the whole of North East and fruit varieties one get in the region.

Mizoram:- It is lying in the southern most corner of the North Eastern India and often called Land of the Blue Mountains it is a exotic natural locale with vibrant Mizo traditions and cultural heritage. The evergreen ranges with exotic flora and dense bamboo jungles mesmerize tourists with gorges, gushing rivers and waterfalls.

Aizawl – state capital is located on the ridge commanding the view of Tiawng River valley. The Bara bazaar shopping centre, Luangmuai Handicraft centre are popular tourist place here, Tamdil Lake (85km) Saiha is the anglers paradise. Champhai is naturalists paradise bordered by the smoky hills of Myanmar and Seri culture centre. At Ruantiang one can see traditional ways of life of the mizos. Dampa Tiger Reserve is home to tiger, elephant, bear, birds species and endangered wild animals Phawnpuri Peak called "Blue Mountain" located 30 km from Saiha on the river Chhimtupui (anglers paradise) is centre for adventure activities (Foreign Tourist need permit to visit Mizoram) Here you get the real feeling of being in the lap of nature. The experience here will be in your mind all through your life.

Sikkim is brother among seven sisters and is celebrated for its beauty, simplicity and the grandeur of the Kanchendzonga with lush valley, rivers, springs and amazing flowers. Gangtok is the capital and Rumtek is the world famous Buddhist Monastery. Enchey Monastery, centre of Tibetology Thankas, and Zoo Buddhist icons, Tashi view point, Himalayan Zoological park and many more art and craft centers are attractions for tourists. Climate makes you feel very comfortable. Lachung (mountain village) Nathula pass border with China, Pelling

(view of Kanchanjunga) Sangay waterfalls, white water rafting on the Rangit and, Yumthang " The valley of flowers with fascinating fauna and flora breathtaking scenic of Gurudongman Lake, Lachen Kayaking is famous here among youth. Gompa are the attractions. An itinerary with all these places in Sikkim providing will keep one busy from 7 to 10 days with every day providing new experience with nature.

The breath taking waterfalls, snow capped maintains, sparking streams and apples peaches, apricots orchards will attract you so much that you won't feel to leave Sikkim.

Be at the lap of nature, explore the unexplored paradise, see how people in the North East live with nature, and serve themselves for nature's conservation, worship nature and leave worked out livelihood from natural products.

North East be your next holiday destination. Now connectivity is there as also accommodation clean and comfortable. Have a "Landscape safari with local tour operators or with the Tour operators of the Indian Association of Tour Operators who are waiting to take you to places in the North East – for pilgrimage Adventure Safari, MICE, Special Interest Tours North East has everything. It is not only North East the whole Region to be explored with Bhutan, Burma, Bangladesh and Bengal in India. Go beyond Metro cities, Beaches, Explore Leisure Holidays in the North East and explore beyond nature with human touch and nature in its true forms and nature in its all beautiful form.

CHAPTER - 54

NORTH EAST INDIA PARADISE UNEXPLORED

The development programme in the central sector for the regions eight states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim have been taken up on an integrated manner so that this region also gets a balanced development and suitably incorporated in the global marketing plan of the Ministry of Tourism with the support of all stake holders of the industry. The location of the region is strategically important as it has international borders with Bangladesh, Bhutan, Burma (Myanmar) and China.

The rich natural beauty, exotic flora and fauna of the area offers invaluable resources for the development of tourism with unique experience which one may not get in other regions of India. The attractions are scattered over the entire region and are largely located in remote areas within highly fragile environment. These attractions and the people of the region constitute the tourism resources at large. Despite abundance of natural beauty, snow peaked mountains and white water rivers, culture diversity, rich tribal heritage, varied festivals, cuisine, handicraft, wildlife parks, number of tourist arrivals has been marginal due to lack of adequate infrastructure and other tourist amenities at various attractions in the region mainly air, rail and road connectivity for the region.

However, the central Ministry of Tourism have been ensuring proper development of infrastructure in consultation with the states in the region and prioritizing projects at the planning stage and keeping 10% of the plan allocation for the region's development schemes since the 8th Five Year Plan and efforts continued in successive Five Year Plan. The financial assistance are being extended which include assistance for development of infrastructure, promotion of fairs and festivals and tourism related events in the region, information technology related projects, publicity campaign market development assistance, human resources development, global marketing through participation in international travel and tourism exhibitions through road shows, exhibitions etc. The progressive allocation of funds and skills undertaken in the central sector can be seen in the Ministry of Tourism website www.incredibleindia.org & www.tourism.nic.in, this will give the idea how Ministry of Tourism had put emphasis for development of north eastern region.

In order to promote Meetings, Incentives Conventions and Exhibitions (MICE) Ministry of Tourism considered proposals for grant of financial assistance up to Rs. 5 crore for constructor of one Convention centre in each state/ union territory under the scheme of product infrastructure development for destinations/circuits.

Another area where the Central Ministry of Tourism has been focusing to boost tourism in the region is through promoting Rural Tourism –objective being to improve the rural economy by promoting traditional rural art, craft, textile, culture; it based livelihood through tourism process. The composition of assistance also includes human resources development in rural area for developing sustainable tourism projects. From 2010-11 onward a good amount was

sanctioned for Rural Tourism projects to different states of the North East Region like Rural Tourism in Mizoram and in Tripura. To give wide exposure to the rich touristic heritage of the region of locally, Ministry of Tourism provided free space in the India Pavilion at SATTE in Delhi and important international travel fairs and exhibitions like ITB Berlin, WTM (London) etc so that the states can showcase and promote their tourism products and interact with overseas tour operators and learn new technics of global marketing. Even Tour Operators of the North East Region which stand duly approved by Dept. of Tourism of the state are given financial assistance for undertaking trips abroad for promotions/ sales. under Ministry's Marketing Development Scheme Ministry has elaborate Media Relations and Hospitality programme where in Tour Operators Media Members, TV teams, Opinion makers are invited for an educational tour (fully hosted by the Ministry of Tourism), Government of India and since last decade, several such teams were taken to North East region so that they see the products themselves and on return write about their experience and for tour operators to facilitate to include NE Region in their packages. Many tour operators have already put special programmes covering North East Region. Nearly 25 such guests were invited in the Region last year and the feedback from them is very positive. They all have talked about the rich cultural heritage and eco-friendly aspects – Thus a breakthrough has been made about creating continuous awareness in global markets. Even government is giving special LTC concessions to boost domestic tourism in the region.

Ministry of Tourism since last decade has produced a series of collaterals including brochures, posters, CD's, cutouts, buntings, Transparency, and since last two years has produced display scrolls on the individual state of the North East which are very attractive and given to Tour operations for marketing purpose.

Logo and brand line for the North East titled "India's North East Paradise unexplored has been designed for the North East Region, CD and the brochure and high resolution image CD on the Region have also been produced and globally made available to tour operators through India tourism offices overseas and the Indian Missions abroad. Films and commercials on North East and film on Eastern Himalayas have also been produced. A booklet on the legends and Folklores of North East of India has been produced by the India Today Group supported by the Ministry of Tourism; Ministry also has produced a new 60 seconds TV. Commercial to promote North East of India in Domestic market and this have been seen by millions in India as it was launched on leading TV channels in the country.

All these initiatives do indicate that Ministry of Tourism in the central sector is committed to promote the North East Region and is doing its best. The North East states have to be more pro-active and ensure funds given by the centre for infrastructural schemes are well implemented and completed in time. There is more peaceful environment and now people from the plains are motivated. They will like to visit the region and get a totally new experience.

North East region is the focus sector in the Central Tourism in the 13th Five Year Plan also.

CHAPTER - 55

COMPETITIVENESS IS NOW THE BIGGEST ISSUE FOR SUCCESS OF INDIAN TOURISM

India as we could see has started making strides in tourism sector with progressively since last three successful years in respect of international tourist arrivals with average over 10% growth per year on basis. It is now poised to perform consistently over several more years on the same line. The diversification of tourism products with excellent accommodation of international standard at selected centers coupled with good transport connectivity are indeed driving the tourism growth forwards with befitting **Foreign Direct Investments** really have contributed in having infrastructure of international standard within a short period.

Equipped with knowledge of English language, Superior IT Capabilities, well trained manpower in hospitality services and global exposure though regular advertisements, India has made an important mark in the traffic generating markets and reaping the benefits as seen through the tourist arrival figures which has crossed six million figures in 2011 from 4.50 million in 2006.

However global market is witnessing a fierce competition particularly among neighboring countries who are offering challenging tariff which we are not in a position to match and that has put our products in a challenge for customers acceptance and sustainability. Unfortunately or fortunately not in position to see the changing consumer's perception which eventually turn into their preference. Nodoubt, the consumers are ready to give a premium price if it is really unique. But present scene is quite different now where people are more price sensitive to quality. In general, consumers have wider range of quality products available in the market, offering Competitive price and coming with a solid delivery terms. This drives the price factor into a fierce competition. The challenging issue in today's contemporary situation for India is that in a buyers' market "**Cost improvement**" in making the product plays greater role, whereas India as a destination is getting itself out priced mainly because of over doses of taxes. Now even due to cost escalation of air tariff occurs due to petrol cost. Our inability to handling cost has contributed to be cost prohibitive package wise negative for the the niche products which has effectively become a major issue. High volume became our weakness. The demand was created, thanks to the Incredible India campaign, there is now greater interest to visit India, but supply is very restrictive. There is acute shortage of accommodation, mainly budget accommodation at all entry points increased hotel tariff, congestion at airports continued to be are our negative points. No big development in infrastructure is possible on a short notice. It takes it own time. But by that time business may go somewhere else. Also no great improvement could be envisaged in the Government levies and taxes which are component of the end price of our packages and which is making our packages as over priced products.

Even increasing oil prices and its cascading effect on other related packages on tourism industry (mainly aviation) and now impact on surface tourist segment in tourism sector is also visible in a big way. **Golden-triangle** tour cost by car is nearly increased by 3 times now. Even fund availability and financial management issues which is needed for upgrading technology remain abreast with the modern developments are also a big constraint for tourism sector.

All these basically can be termed as "**Market dynamics**" where we need to do proper homework and before we can think of sustainability of growth we are not in a position to take timely decisions. The conclusion of all the above explanation is that "**we need to become competitive**" and meet the "**challenges**" given by our competitors. Otherwise, even we will lose our domestic tourists who all will be making the beeline for overseas holidays and India as destination will not prosper.

CHAPTER - 56

LEADERSHIP QUALITIES NEEDED IN TOURISM

Leadership is the ability to influence people towards accomplishment of goals. Difference between Managers and leaders have to be understood first as often these two terminologies are inter changeably referred to but there are inherent difference based on the scope of work they perform;

- Managers perform several administrative functions in addition to leadership viz planning, controlling, work supervision, organizational activities etc.
- Leadership involves Vision, Motivation, Setting Direction and Inspiring People and Driving Change with in the organization.
- Leaders have “Emotional Appeal”, Managers are expected to be Rational Decision Makers while leaders are expected to be “Charismatic Exciting” and “Visionary”. Leaders can inspire people and bring about a behavioral change.
- Leaders meet the needs of followers. While managers are expected to be more concerned with attaining organizational goals, leaders are expected to be more sensitive to the needs of the followers. Leaders are innovative, develop strategies of unique nature, inspire and ready to meet new challenges; quite different from managers who maintain the decorum, implement the laws, control based on assessment of job entrusted to staff, more general nature and more operational nature.

2. There are many examples of non-trained and less educated but were good leaders whose influence was felt all around the globe because of innovative ideas like Edison.

How to inculcate Leadership Qualities.

- Know your strengths and weakness, evaluate your capabilities and utilize your strength to the maximum possible.
- Be a role model enshrined some unique behavioral Qualities – Helpful, Caring, Honest, Polite which touches human heart.
- Learn to communicate with your ears open & your mouth shut, Listen to the followers what they have to say while listening carefully, you get signals, do what is needful on the occasion.

- Be team players and do not sit in an ivory tower. Come to the theatre of operations. Make efforts to know what other members of the team are doing and become involved in their work and let people experience it and cherish it.
- Be honest to yourself as well as to others. People appreciate honesty and integrity in their leaders. You are a human being before you are a leader. Show your human side, don't cover it.
- Do not avoid risks. Courage is an integral ingredient of effective leaders. Do not hesitate to take calculated risks. See problems as challenges, catalysts as for change and change as opportunities.
- Effective leaders lead as they would like to be led. There should be good rapport with each member on all activities.
- Believe in yourself. Be self-assured; Be confident in your ability to get the job done.
- Be proactive. Take the timely action. Anticipate the problem and try to solve it before it becomes unmanageable. This far vision is the leader's main quality.
- Be willing to accommodate and compromise. The real winner is the leader who can offer friendly welcome even to the opposing sides and help even opposition also to achieve their goals while achieving his own. This broadness of approach should be visible.
- Should be well-versed with latest developments and to make a comparative on all emerging issues to give his followers to come forward with their inputs and then workout strategy.
- Leaders always put their best fast forward and make the right impression to win followers. They create lot of recall value be the face of the people and prepare for it.
- Leaders always recognize good workers and talk highly of their capability at every platform.

CHAPTER - 57

NEED TO PUT OUR PRIORITIES RIGHT

Global economic climate remain uncertain and still under rough weather. Any quick recovery can be made by having drastic economic policy changes. It is now sixth year the crises continues and there is no recovery visible. This long continuation is a worry among business operators. Though policy stimulus has been visible from government side, response has not been very drastic as inflation continues. For successive governments have time and again took tourism as best source for increased tax collection. Even in though, the collection of tax from tourism may not be huge but when compared against the amount received from other industries, tourism benefits are more from other indirect way like creating maximum jobs (at various levels) and opens up job opportunities even at far places like **Ladakh** specially where other industries cannot reach. The real benefit is that it helps in poverty alleviation by creating jobs even at the lowest level in the society as it depends on various segments for service operations of this industry. It has high potential to get jobs thus helps women upliftment. So it not only helps in job creation, revenue earnings, GDP, in nearly 10% of the total job is from tourism industry. It contributes 6% to the GDP. Injustice to tourism by ignoring its due priority in the budget/National plan shows real absurdity as becomes glaringly obvious. But this is only the tip of the iceberg. The amount set a part for requirement of Law, Agriculture, Commerce etc are so overwhelming whereas, tourism gets a very low budget and that too often set reduced by 10 to 20% during revised estimate time.

The discrimination is more glaring when tourism inspite of its huge earning of foreign exchange for the country do not get any export industry status or the benefits which are given to other export oriented industries. How much more the tourism experts need to give documentary evidences on the force of tourism sector to maximum foreign exchange for the country where the out glow of foreign exchange earnings is between 2 to 5% maximum. In India and import part is very limited. So the retention value of a dollar is much better which has ripple effect in the economy. It also helps other industry to grow. When we see that government finds a merit in letting go the textile, jewelry which are often imported first and then re-exported. Tourism has helped in improving road infrastructure, aviation, IT services, and sports and over all country's development and for any tourism infrastructural development projects, only small outlays are needed and yet can give good revenue earnings. Even small entrepreneurs can be motivated with small tax incentives. Apart from tax reliefs, Tourism sector urgently needs land to buildup tourism projects, viz hotels, amusement parks, convention centers, tourism educational institutions, hospitals for medical tourism but land has remained very cost prohibitive. Government must do something positive by acquiring land and provide the same to investors on long lease with financing help on a low interest. But government only talks of money and money and

acute shortage of money whenever tourism talks about financial assistance tax relief. The way government advertisements are appearing in all the News papers to glorify their achievement, several honorific awards and receptions of delegations visits overseas, decoration and redecoration of offices administrative expenses increasing day by day pumping government money on Air India's, revival supporting sick PSU's can there be any more telling example of "**Misplaced Priorities**". The delivery has yet not improved on the areas government has put money where as if priorities are re-order and tourism gets its due priority a sea-change in National and economic scene will be visible Positive country's image will be visible through tourism which is so low now.

Put the priorities first if the Country has to Move forward.

CHAPTER - 58

WHAT IS EXPECTED FROM YOU TO BE FIT IN TOURISM JOB?

To be successful in this industry **Six things are essential - They are as follows:-**

1. **Communication Skill:** - You have to communicate with different people as the industry is multifunctional.
2. **This brings into focuss the second integral part that is Networking:** - It is an art as much as a business strategy. Therefore always keep in mind that it is about building Trust and Relationships and seeing how you can help others so that the other will also act to help your business grow.
3. **Here comes the third part visibility:-** Visibility among peer group is crucial to make impact among others sharing ideas, contacts – mainly help others to member you Maintain the familiarity with SMS/E-mail – on a festival
4. **Four....of Tourism:-**
 - I. **Reputation:-** Brand Perception, Trust, Faith and your company Reputation is a must and one has to gain this reputation only by ensuring what you promise you deliver.
 - II. **Regulations:-** It should be fully aware of the Rules and Regulations of the industry. There are guidelines in tourism for all stake holders (about quality – about ethics in business (tour operators) - which guarantee services quality, efficiency and follow them in spirit. There are no short cuts and you can not run away from the responsibility.
 - III. **Related Actions:-** There should be a machinery for regular monitoring – self monitoring for the quality and updating to be in tune with the change. In tourism changes happen very fast.
 - IV. **Reward yourself:-** First impression is important – Put your best foot forward and make the right impression. The recall value is built in the first meeting. There is no second chance in this challenging business. Reward yourself in the first meeting keep yourself fit with regular exercise and control of food drinks etc.
5. **Service is the Key:-** Before offer the customer best price without increasing loss to your own company customers is the king –so offer him alternatives rather than suggesting one product and explain how this is beneficial to him. Such value additions create confidence.
6. **Welcome complaints:-** Be open to criticism. Ask customers for honest feed back and then work on your flaws.

Read regularly and keep updated and finally be positive in thinking. Keep a very smiling face. You are ready for this Job. Good Luck to you all.

CHAPTER - 59

JOB OPPORTUNITIES IN TRAVEL & TOURISM SECTOR

Job Opportunities in Travel & Tourism Sector – a point of view

Tourism as an economic activity taken the top most position as the largest industry in the world. Every country is competing with each other to better its relative positions. The Indian tourism industry is also now on a roll driven by the huge surge in both business & leisure travel by domestic & foreign tourists supported by the commendable Incredible India Campaigns.

While tourism has contributed US \$ 18000 billion into the world economy its contribution to the country is US \$ 73 billion. The sector is giving employment to our 50 million persons in India. This sector is contributing 0.56% share in international tourist arrivals while the country occupies 2.2 % of geographical area in the world. What I am now trying to tell you Tourism Policy documents of the Ministry of Tourism (2002) seems to enhance employment potential within country through tourism sector foster economic integration through developing linkages with other sectors. In trying to harness the direct and multiplier effects of tourism for employment generation and motivate private sector whereas acting as facilitation starting from village level - The areas where jobs identified include: Swagat (Welcome); Soochna (Information); Suvidha (facility); Suraksha (safety); Samrachana (infrastructure development); Safai (cleanliness). Even though the policy looks very comprehensive, scanning into detail will bring out that the policy include components of development, marketing, conservation, private sector investments with job opportunities. As the tourism industry is growing the need for staff is also increasing. Quality of staff employment & their professionalism, responsive to need personalized touch & positive attitude.

In the case of service industry be airlines, tour operators/ travel agents, excursion agents/ wildlife out fitters, adventure tour operators rail agents, online service agents, we are committed to admirable service through staff who hold expertise to assure safe travel. So here comes our students to grate the opportunities in the business referred to. Once you hold communication skills, linguistic proficiency, understand clients need you are fit for jobs in PR agency, journalism with travel press, bank marketing, more marketing & sales, airlines, cruise lines, medical tourism, MICE business, restaurant & banqueting promotions. People have understood the importance of this trade. Students have found enviable carrier option which were never available earlier. The pass outs are immediately absorbed into hotels even without interview as there is acute shortage of qualified personnel. A quality seeking tour operator always asses the quality of work force before employing them. So be prepared to meet their challenges. Best part in this education you can be employer too by opening self sustained companies like event management, tourism consultant, travel consultant travel journalist, language interpreter/ translator, online travel agents, web designer, marketing & sales team, training instructors. Jobs galore one should be positive and ready to curve the way forward.

CHAPTER - 60

THE BAROMETER FOR SUCCESSFUL TOURISM

Tourism is in essence a personal service and the quality of the tourism experience from the time that the desire to travel is stimulated until the visitor returns home, is highly dependent upon the interaction with the personals in the travel and tourism related sectors. The primary tourism product is an experience rather than a tangible product or service. Tourists travel to a destination to enjoy experiences for which they have preference.

Tourism is not a basic need or commodity and is therefore highly driven by the discretion, tastes and attitudes of the customers. Thus while a range of supportive services like hospitality, travel and entertainment add value to the tourist experience, the major motivations to stimulate travel to an area are the inherent attraction s& activities that it offers to various market segments and its potential to offer unique experience.

The tourism experience thus is not delivered to the consumers as finished product. The consumer purchases various components of the experience which are delivered at the destination as the experienced unfolds. Again this means that the comparative advantage of a tourism destination are mainly located in its factor condition i.e. its inherent attractiveness to particular market segment.

The success in this regard is highly dependent upon knowledge & understanding of the market place & its need. There is a need for specialized skills & knowledge to deliver an exceptional experience across the value chain especially when it comes to specific market segments & niches motivation & awareness of the our all workforce to provide visitors with the highest to provide visitors with the highest travel of hospitality. Friendliness & service is the best method to give exceptional experience. The visitors experience is often affected by the environmental & social quality of the destination. In India context, hygiene and airports gives a negative experience. Even Road singage, information network and communication services, smooth distribution services add to positive experience. Customers care & hospitality are fundamental to the visitors experience is mainly dependent upon the quality for service levels & especially when it comes to the hospitality components such as accommodation, catering & other personal services. The quality, speed and flexibility of services could prove determining factors in the visitor's choice of a suitable destination & positive experience.

Similarly airlines routings to & from the destination in order to service specific target market segments add value to the overall visitors experience.

CHAPTER - 61

ATTITUDE THAT MATTERS IN TOURISM

Often professionals in tourism talk of various qualifications needed to be a good tourism man – By virtue of my being in tourism for our Forty years, I have found that attitude that matters most - This mainly represent the kind of thoughts one holds or to the exact kind of environment he lives in. The thoughts depend upon one's attitude - attitude towards oneself, attitude towards others, and attitude towards life in general. For the success of any individual, any major accomplishments, it is the right attitude that remains behind the moving forward. It is very difficult to change one's attitude but need constant efforts and gradually one may succeed. But beginning must be with changing one's own attitude towards one's self.

There are a few steps to be adopted to keep right attitude:

Appreciate yourself:

- Write on a paper good things about yourself and see how you stand much better than others. You will feel proud and will start appreciating your own achievements.

Ignore Negative criticism:

- It is a general practice in human culture to criticize even the best of things and best of people. But one must hold the courage to ignore such unnecessary criticism and negative remarks. It is not in your hand to change his perception. You always try to remove your negative areas and make the perception clear and you can do that as it is in your power. This type of Positive attitude is needed for re-acting with cool thoughts.

Forgive yourself:

- Keep in mind, we are human being and always open to commit mistakes. Don't go think too much over these mistakes. Do keep a note of that in your mind and do ensure that the same mistake is not repeated, forgive yourself once but be alert. It is a difficult process but worth adopting in your work style.

Don't indulge in Escapism:

- Life is full of pleasant and unpleasant experiences. Do not runaway from the unpleasant challenges. Do not indulge in the self pity. Don't go on saying that it is my bad luck, it happens only with me and start blaming God and the bad luck. Try to face the reality and move forward.

Flush out the Nervous Fatigue:

- There are many emotional problems you face in the family, work scene, business operations, comparisons, peer pressure, sibling rivalry, competitions, favoritism, in-fights, jealousy, work pressure, mental stress. Try to maintain cool and be above such disheartening issues

that creates fatigue and ill health. Avoid tensions and rise above pity benefits. Some of these could be intentionally targeted to victimize you and break your nervous.

Awake your will power: -

- You should have the will power to achieve and be great in life. You must maintain the commitment made and ensure its delivery. Be fully devoted to your duties at home or work in office with full sincerity, people must have full faith and confidence in you. Make such promises which you can deliver. All these need a great will power on one's part. This needs a positive attitude to be with people with sense of responsibility and delivery against commitment.

Be methodical:

- Haphazard approach to any work is bad and no head way can be made. Always think about the work you want do, plan it, better write it down on a paper, workout phases to move, look into the components of the project and make the time frame, involve right partners and monitor its progress. Take up new projects only on completion of the work in hand. Methodical approach gives the right attitude towards work and its success.

Add strength to your Health:

- Always try to be fit. Include regular physical exercise in your life schedule, walking, swimming, jogging, yoga, meditation should be your part of life in fitness programme. Avoid alcohol, caffeine, tobacco, excess of sugar and try to sleep well. Rest is a must to recoup the vigor lost in course of daily work schedule. By keeping fit will, remain fit help you to keep right attitude.

Control your manners:

- Try to be well – mannered person as this helps you to get respectability and recognition. Have positive thoughts for others, your friend, your relatives, juniors - see their positive points and appreciate their good manners, achievements and let them see your sincerity.

Try to Win Heart of all you come to in touch:

- Everybody you meet is not good as you may think. Learn to accept others as they are.

Don't unnecessarily go on their by criticizing saying you should do this or that, or talk about his personal background or try to judge with your observations – you will find everybody loves you and would like to be with you. This is the right attitude is to be like one small family.

CHAPTER - 62

GUIDELINES FOR GUIDES/ TOUR ESCORTS

DO'S & DON'TS

1. Escorts/guides must come to office prior to the arrival of group to collect the documents including final itinerary. Proper rooming/naming list, passport details, service vouchers and cash.
2. In case escort is doing back to back tours he will collect the documents etc from services office and in this case the briefing from FHE will be telephonic
3. They must take proper briefing from the file handling staff regarding the confirmed hotels, services and groups, special requests etc.
4. The escorts must check all the documents (tkts, cash etc) before leaving the office.
5. Escort will give an acknowledgement of documents for the main group.
6. They must be clear about the tips to be collected from group and distributed to service providers.
7. They all have to go for arrival/ departure transfer irrespective of late night/ early morning arrivals. In very special cases, they shall brief the clients about the check-in formalities at the airport if they are not accompanying the group for departure transfer (because of other arrivals)
8. They must be smartly attired, shabby or objectionable dresses not will be permitted.
9. Give Kuoni Gurgaon office and their own contact details (like telephone no/fax no) to each group member for the case of emergency.
10. While at airport, guide/ escort must instruct group members to be watchful of their belongings at airports/railways stations and public places.
11. Must introduce group members to each other and clearly inform them about sharing of rooms.
12. Seat rotation in coach during the tour mandatory with proper briefing.
13. Must always reconcile his itinerary with the one that all clients are carrying and should immediately inform Delhi office about any changes.
14. During the tour, they have to be present at lobby/restaurant etc at least 15 minutes before the time given to the clients.
15. At the time of key distribution, should inform all the clients that he/she will be waiting in the lobby for next 15 minutes if in case any clients not happy with room or any other issues that they may have to report to him.
16. Should inform all the clients that telephone/drinks etc are more expensive in the hotel than at other public places.
17. Clients going for Nepal must be informed not to carry INR 500 and INR 1000 notes.
18. Take extra caution at Railway Stations.

19. To keep clients reasonably occupied during the drives by talking about Indian culture, geography, history, economics, education system etc.
20. Keeping Head office informed any special movement happenings of the group.
21. Avoid usage of cell phone while doing sightseeing.
22. At the end of the tour, collect the feedback forms each group member and duly handover the same to Kuoni Delhi office.
23. Escort should report to FHE staff about each coach condition including driver cabin and coach staff.
24. Escort should be aware about branding
25. Escort must brief/discuss in detail with clients taking extension.
26. Escort must brief the clients about attire specially while entering some religious place.
27. He should inform the fraud of credit card and insist clients to be present during the time charge slip is been processed.
28. Escort should inform the clients that they have to pay VAT for any purchase upon returning in their country.

DONTS'

1. Guide/Escorts should refrain from smoking/chewing tobacco and paan.
2. Alcohol while with the group.
3. Guide/Escorts should not leave any group member/or luggage unattended at any point of time during the tour.
4. Guide/Escorts must never discuss tour prices with the clients in any case.
5. Guide/Escorts must avoid giving sarcastic statements about any community religion etc
6. In on case, the guide can request to share the room with client.
7. He should avoid entering client's room unless required by client.
8. Guide/Escort should avoid contact with the locals while on the tour.
9. Guide/Escort should not involve into the activities like selling drinks, articles inside the coach or during the tour.
10. No personal feedback forms/home visits are allowed.
11. No personal advice on medication allowed.

CHAPTER - 63

GLOBAL ECONOMIC RECESSION & CHALLENGES MET BY INDIAN TRAVEL TRADE

The financial crises and economic slowdown in the developed countries which contribute international tourist traffic to India are likely to have direct impact on the future tourist arrivals in India. Infact this will bring transparency slowdown. Nodoubt, our efforts will continue to minimize the negative effect of the crisis. In such developments, there is a general psychology to exercise economy on travel expenses. Thus tourism becomes first causality. With the global news of retrenchment of staff, slashing salaries, not to pay bonus etc. do not augur well for tourism business.

Indian tourism industry already had been passing through a bad time with airlines, hotels due to cut of commission, challenges from on line tour operators, sky rocketing hotels rates and general safety situation in metro cities. This global economic showdown seems to have followed suit to make the matter worst. Cash crunch is the main issue and ripple effect of the global financial sector crises to continue for some more time. This brought tourist slow down from the year 2009 and proved to be worst year for the tourism industry. At present, our tour operators are just servicing the commitments of business they got earlier in the year and subsequent years. Good luck that there were not immediate cancellation but they had seeing a bit of softening in demand for the coming years. That is probably due to conservatism on the part of holidayers to the economic show down & uncertainty environment. People are looking very carefully at their economic investment, cash low flow and all the more no bank loans are coming forward easily. They are really cautions specially would not like to venture for long haul destinations. Insurance cost has also gone up due to advisories about visit to India on safety concern and nodoubt, increasing air ticket costs due to escalation of the cost of petrol.

With the rupee falling against the dollar, this would have been the time for overseas tourists to visit India now but it was not happening. Middle class travelers were not getting loans as banks in **UK, USA**, had tightened the eligibility criteria in order to ensure customers don't default when the going gets tougher. This was not so earlier & thus it was natural to have impacted large movements, even NRI's holding foreign passports who used to provide round the year movements were cautious on traveling expenses. Hospitality sector had been greatly impacted like the airlines sector in India due to the recent events in the financial market around the world. This got more aggravated with terrorist attack in **Mumbai**. This was amidst concerns of a cut down in corporate travel which provided business base for them even in slowdown of tourist arrivals from overseas. With airlines mull salary cuts, lay offs, there were many highfliers in other sector settling in new jobs at much lower salaries after being eased out of their previous position, cut in corporate travels, future of the travel industry/ hospitality sector drew a grim outlook and many sector like Banking, Insurance,

financial services sector which used to provide incentive clients, business from these sectors looked more grimmer.

Infact traffic from **USA** was greatly impacted till the new Govt. took over and new t fiscal measures were introduced to save the interest of borrowers for home loans, transport loan, how new loans were sanctioned with the changing dynamics in the global financial crises. Many new Mergers & Acquisitions took place and “**Wait & Watch**” was the general norm. As tourism professionals, we were prepared for a slowdown for at least the year 2009 onward for two-three coming years. It was just a matter of time to ascertain whether measures adopted by the respective Governments are right & can do away with worst happened. Accordingly they will go for future deals. One good thing, tourism has a big resilient power & it bounces back fast. People do not like to be bound in the four walls and venture out at least to Regional countries & slowly more toward long haul too. Now our tour operators must update their products and ensure the affordability part & the new experience. Put those packages on web so that customers have greater awareness. This will be first part of marketing and motivate to pay in staggering manner so that before 30 days of their arrivals, they can pay the full amount. Don't expect them to pay 50% at one go. We need to know the psychology & the paying capacity. Let them save & join. Conservative economic practice to continue till the situation improves. Thus the practical experience helped the industry to remain in the business with positive approach. India was not much affected with the global economic slow down and India has big domestic base approaching one billion mark.

CHAPTER - 64

INDIA EXPECTED TO SEE RISE IN INTERNATIONAL TOURIST ARRIVALS

The Government and the Tour Operators in India are very optimistic about positive growth in international tourist arrivals on the back of a strengthening economy and consumer confidence. Leading Market Surveys are also forecasting an increase in business of 8 to 12%. Infrastructures issues are much improved in India Hotels are less expensive. International flights are convenient for travelers and more in numbers now for India. Most of the tour operators in India have worked out all inclusive packages and are quite popular with tourists. Visa issues which suddenly cropped up are also streamlined, though the restriction of 60 days gap between the last visit and next visit to India still continues. How this can be withdrawn is also being discussed by the experts committee made under the leadership of Prime Minister's office (PMO). When tourism issues are being taken care by such high power committee of secretaries, tourism has to prosper. It is the pro-active approach of the Secretary of the Ministry of Tourism by involving all stake holders in every segment of tourism development and promotional programme and involving all concerned Ministries to give them support has made the difference Travel and hospitality industry have welcomed Ministry's move for re-branding of Incredible India Campaign with focus on thematic packages rather than generic awareness campaigns, tighten security aspect to ensure tourists feel safe, providing tourism development in circuit basis all over the country, specific religious circuits like pilgrimage circuit, Sufi Circuit, Buddhist Circuit, Hindu Pilgrimage Circuit so that with in limited time available with tourists they can see lot and visit places of their likings. Lot of PIO's NRI's will be keen to visit these Pilgrimage circuits and even foreigners of European origin. Already Bodhgaya, Pondicherry, Goa, Jain Heritage, Sikh Gurdwaras are in the tourist itinerary for tourists who are looking for mental solace in India and especially chosen India for holidays. Similarly sports tourism is also being focussed. This puts focuss on Golf Tourism, Trekking, Winter Sports through Skiing in Gulmarg (J&K) Solong Nalah (Himachal Pradesh), Auli (Uttarakhand) and water sports in rivers, seas and island locations. This has been specially packaged by the tour operators to attract youth. Earlier this segment was over looked. The youth also prefers to use our rail packages as this is very economical way to explore India.

“Beat the Heat” and Enjoy the Monsoon” in India are also being promoted to boost tourist traffic from the Gulf and the Middle East where people are looking for cool destinations during summer months. In May, at the Arabian Travel Mart, this aspect along with Medical Tourism opportunities will be the key marketing Strategy. Already in course of Road Shows in Saudi Arabia in February, the tour operators made a very impact oriented presentations in Saudi Cities and even had instant bookings. For them, packages with special cool destinations were worked out. The circuits included – Shimla –Manali, monsoon packages of Goa

and Kerala. The Nilgiri Hills of Ootacamund and Kodaikanal in Tamilnadu and Munnar Hills in Kerala and Coorg in Karnataka are also included in cool packages. The applications of US\$ against rupee is also attracting tourists to India and they can get extra days on the same budget. The dollar is going so much further due to rupee weakness. Visa-on-Arrival scheme of the Government is progressively showing upward trend. Ministry of Tourism is also now putting emphasis for increasing international tourist arrivals through Visa –On – Arrival scheme. The Government has improved facilities at the airport also to avoid delays through immigration which was reported earlier. Even the Government has added more countries with E- Tourist Visa 2013-2014 in the new financial year. Introduction of Online visa application service has also been facilitating tourists in obtaining visas from distant places.

Experiential travel or the E-factor continues to be a priority for travelers. This segment often refers to vacationing while staying away from the usual travel spots and looking at more culture related experiences. This includes eating at food joints promoted by locals, participating in local festivals, purchasing local handi craft joining tours managed by local people etc. India offers hundreds of E-factor options and enhanced focus is on promoting Rural Tourism centers about 39 centers have been developed in some way and had ensured easy connectivity to the major developing rural tourism centers. Already six centers have been added in tourist itinerary viz Raghurajpur in Orissa very popular with tourists. India is now in international tourist itinerary for E-factor tourists with 18 world Heritage sites, tourist festivals of Pushkar (Rajasthan) Kite Festival of Gujarat, Craft Mela at Surjkund, Heritage Palaces, culinary tours, village farm tours, Yoga tours at Ayurvedic Spa Resorts with art and culture, visit to wineries. Ayurvedic experience, educational tours like learning classical dances visit to instrument music, Tea gardens, fishing villages etc are also very popular with tourists looking for unique experience. This E-factor tourism is now craze and also be termed as Responsible tourism and often forms a part of voluntourism where tourists would like to give their time for educating locals to the areas where they hold expertise. The focus of this segment is to give back to the local community where they had their holidays. Indian Tourism Policy is also putting emphasis on all these new trends in tourism sector tour operators are also working out such human and activity oriented tour packages in villages, agro farm, fishing villages, orchards to give real India experiences.

India is also geared up now for servicing clients travelling abroad for medical or dental tourism. The tour operators have educated themselves with skills they need to tap the growing health and wellness segment and including and medical travel destinations in India and regularly show casing India's medical opportunities in course of Road Shows in the Gulf and the Middle East, Africa, Europe. The Ministry of Tourism, Government of India is also offering marketing assistance in a big way. India's advantage is the cost effectiveness part (save about 80-90% of the cost which USA citizen pay in their own country) expert doctors (who even serve in US hospitals) no waiting and Post surgery care etc. Much of Indians Medical tourism growth has taken place through words of mouth and satisfied clients. The most important part is the availability of holistic

treatment in India. People go back after knee Surgery Plastic Surgery, Heart operations and talk about the savings they have made, how caring the doctors service from services of nurses, how they had some post operation reoperation travel experience etc and that has brought Medical tourism acceptable to tourists from Africa, Middle East, Sri Lanka, Bangladesh, Bhutan. Even developed countries of UK, USA, Germany also about come to India for medical treatments. It is understood that India received about had 300, 000 tourists on medical tourism purpose. Many Multinational company executives, combine stress Management Ayurvedic treatments along with business visits or General Medical Checkup packages. These tourists help to buildup positive for India. This is the segment which is not only paying but is showing positive trend since last two year when global economy was down and in Europe and USA, health budget was controlled. Following the success of religious and medical tourism, the new trend which is visible now in India is Educational tourism. There has been a rise in the number of corporate houses sending their executives especially mid- level and above to India for management programme offered by top B-schools, mainly because it means huge cost savings for them. It is one third of the cost of what are needed to pay in UK and USA. Even people are coming to learn dances, music, instrumental music, yoga and meditation etc. Rail Heritage journeys are India's major attraction and have been attracting up market tourists since the introduction of Palace – on – wheels as early as in 1980. Now many more tourists trains have been added the most known being Fairy Queen-Steam loco journey between Delhi-Sariska-Delhi Heritage express Rajasthan and Himalayan train Journeys. Railway enthusiast's form bee line for these trains.

Many tourists are visiting the places like I.N.A memorial, Cemeteries where their ancestors are buried (in Delhi, Kolkata, Lucknow) (dies while giving service during colonial rule). Earthquake affected areas, Tsunami areas. These are the sentimental and visit of remembrance. This has been named as Dark Tourism and in India many of such sentimental areas are there linked to generations of families links (by French, Portuguese and many more nationalities) INA memorial is very popular with Japanese tourists. War memorial visit to pay respect and time of remembrance, so now there is new orientation to tourism giving a new branding to Indian tourism products and it becomes more because of deep sentimental value and human relations.

Thus there is a feeling of optimism in international tourist arrivals in India as everything has been designed to match the delivery.

CHAPTER - 65

WHY INDIA GETTING ATTENTION FOR OUTBOUND TOURISM

Despite a contentious economic climate, a more robust consumer outlook is emerging in 2014 in India. Together with travel desire and sound economic stability (with double Income in each family) and emotional connect between travel and qualities of life are the driving force behind.

Consumers in India use the best technology to get information on destinations and decide travel preferences and this all is more useful with availability of instant personalized and on line services from overseas destinations and based on this facility, outbound is flourishing from India.

The global financial and economic crisis clearly has not dampened people's desire to travel. Many Indians travelled and spent so much money overseas with a travel of average 15% growth year-on-basis and at a last count is crossed over 14 million (though we do not have yet the outbound figures for 2014) India's continuing upward trend in the global travel industry is due to its economic growth as the main reason and has been observed by the destination promotion offices specially the emergence of a new middleclass in our country which have sparked the desire to travel overseas (which prevails even in times of crisis). So India's position is recognized in global market of Travel & Tourism in a big way, the position by rank cannot be indicated.

It has been seen that our Indian Travelers would expect from overseas destination Tourism offices/Agents for Indians (if they want to attract them to their respective destinations) as per details given below:-

- Relevant information and comprehensive data with visa facilitation, enchanting packages, availability of Indian food and lot of shopping discounts etc is made easy online
- Indians look for experiencing indigenous cultures ie local festivals, local to markets, Perfumery (in France), Silk Fabric Printing (in China/ Japan) Ikabena presentation and on hand training (in Japan), Soccer matches in UK, Edinburgh Tattoo etc.
- Indian travels for business and combines with MICE travel. Corporate focuses on cost optimization and innovative performance enhancement. This sector is driver for outbound from India as company meets the major cost and lot of discounts are offered in the package by the Destination Country.
- Indians have great likings for food. F&B heads should focus on food, (not on frills). Food on the table menus with healthy and organic

options, open kitchens customized food help guests a warm welcome feeling at the hotel and they have memorable experience.

- They like more functional hotel than loaded with extra facilities (which they may not require. Cost cut is the key word. Need savings for shopping. Technology the internet will attract more consumer not only travel search and information but also communicating with friends and family and for the purpose of selecting a destination for travel together. New age Indian travelers prefer transactions online. So go on updating with new offer.
- Indians will continue to travel to Europe and US. Among new destinations Myanmar is in their mind, provided travel access become easier.
- Family holidays will be the general rule for Indian outbound so customized tour packages are essential. Women group travelers will also be a new travel component is visible since 2013. Infact woman in the family will be the decision maker on selecting the destination use woman magazines for promotions or invite women Editors of the Journals under Media Relations Programme.
- Corporate houses/ Realty majors, Pharmaceutical firms, Auto industry, Insurance Agency etc will give the maximum business for outbound.
- The well-heeled Indian travelers will look for high end hotels and VIP treatments; Spa and beauty therapies, luxury brands and comfortable transport for movements. This burgeoning segment will be in demand. They are from Banks, Insurance, IT industry, Real Estate, Manufacturing of Textile, high profile Doctors, consultants and look for them.

CHAPTER - 66

A PEEP INTO MAJOR INTERNATIONAL TOURIST MARKET IN INDIA AND TOURISTS PROFILE FOR THESE MARKETS

US & German Travelers are prime international tourists to India. They are affluent and seasoned leisure travelers. Germans are very up market travelers and travel expenditure is more and spend more per traveler than any other nationality. There is thus aggressive marketing efforts to have Germans all over the world with several destinations trying to reach German market. India's variety is the main attraction and unique Palace hotels, Royal Rail Journeys and now with benefit of foreign exchange rate- they get better value against deutsche mark. They also like to enjoy food and India's rich cuisine experience is liked by them. They also like shopping in India as these are very affordable price wise but greatly unique. They also like India's unique cultural variety rural countryside (Rural Tourism experience) and wild life parks. Thus main purpose for them is leisure. They generally spend 15/20 days and fall in the income proper of \$ 80,000 plus and are in the age group of 40's to 50's. Thus they always are looking for some new experience. They are well-educated and computer savvy and their service of information is through website. They like to interact with locals and take flights within India to explore destinations within India. These are the unique characteristics of the German nationals. Whereas French are more classical tourists and have preference to see unique culture of the destination which is quite different from their own. They thus have preference to visit Delhi, Agra, Jaipur, Ajanta Ellora, Hampi, Mahabalashwar which hold unique architectural heritage of India. They also like to see unique festivals and fairs of India where they can feel the warmth and hospitality of the local people. These events are liked because these are very participative. They like to visit those places which are less frequented by general tourists rather off the beaten track like Hampi, Aihole-Pattadakal, Pudukkottai (because of French connection) Kerala – Green destinations – Yoga, meditation, Ayurvedic massage. Mandu-Orchha-Khajuraho in Madhya Pradesh and Buddhist trails. Thus they are mainly look for classical experience. There are also repeat visitors for India who like to come back, once they liked one place and like to spend even weeks at that place. Thus they are mature travelers. They are not worried about star hotels even hotels with basic facilities and cleanliness is fine with them. Experiential tourism is their major focus while travelling to India. They also like to have shopping in India but are not very big shoppers but they like to experience varied cuisines of India. French tourists keep a very open mind when they visit any destination and explore slowly at their own pace. At many places they do not even like to have any guide. They have their own study on specific destinations. They come prepared and fully read about the destinations they visit. Cleanliness is very important while having food etc at a place. In the emergent markets, Russian is very important and showing positive trend. Even charters from Russia are more in numbers as for them "Sunny India" is the main charm. They want to avoid cold in

their country and Sunny Goa thus holds preference. They also like to eat and food in Goa is also a big attraction. Exotic places of India specially Bangalore, Kochi (Ayurvedic massage) and natural beauty of India are very good attractions for them. They also like to visit Delhi's old city area for shopping and see shrines around and experiencing Delhi's various attractions. Outdoors are more attractive for than visiting monuments.

Similarly on our priority are the tourists from Japan and South Korea where a positive trend has been seen. They also have preferences on selecting a destination and India somehow matches with their mind set, though we need to do lot of home work to see that they go back happy and spread right information about India.

Japanese are also very up market clients for India, prefer high category hotels, A/c cars and more important is that they move in groups. They have very limited days for holiday at any destination and they want the best. Hygiene is their first consideration and on this account our country has always been in their negative list. Hotels are good but as they come out of the hotels, whole experience is very shocking. Contrary to the general feeling in India that all Japanese coming to India are mainly on Buddhist pilgrimage and more on budget, it is a mark difference that more professional visit India from multinational companies and has business relations in India and look for future investment opportunities. They are very calculative and always keep an open eye on every matter. They like to eat good food, good drinks and meet people of certain stature. Professionals are keen to meet professionals in India and exchange ideas (more about investments). They like to try Indian food as an experience but always prefer to keep their Japanese food continued all through and visit various Japanese cuisines restaurants. They like to shop stop at exclusive shops rather than open markets. They are very choosy and like to buy quality products, do not like bargaining and get shocked when the shop keepers suddenly bring down the price by 50% to get his things sold to a Japanese tourist. They lose confidence and never return to that shop again, so one has to be very careful about their shopping habits. They do not like to eat or drink from the establishment from where they are shopping and do not like to count money in public. They need a place where they can count the money and would like to tender exact amount.

They want to check/recheck before they finalize. Hence rushing them to buy will not help. One needs to have lot of experience. They want someone to accompany with them who is neutral and speak Japanese language. Whole group will visit and buy from the same boutique so we need to create confidence in them first. Previous visit experience or recommend by their friend who had been to that place make lot of difference – They carry such reference list with them and ask specially for those establishments. They are always in a hurry. They do not like long interpretation about monuments, very focused about the monuments they are seeing. They have Japanese guide books which they often refer – so it is wise to give right information. Guides have to be very careful. They like to photograph everything they see photo fanatics. Give them information about photo restrictions in India in advance. It will pay off in the long run. Similar profile

is also for South Koreans. They do not like to be seen together with Japanese. They think they are more knowledgeable and more important travelers than the Japanese. So never discuss about Japanese groups you have handled. Always satisfy their ego, talk about Korean investments and how we like to have them in India and how We have similarity in the culture. They also like outdoor activities and natural scenes. Kashmir is very popular with them and Bollywood. They like to have Korean food so keep the adresss ready with you. They also like Indian music and feel safe in India. Rail journeys are also very popular with them. Buddhist sites, archaeological sites and our joint family living are major attractions. Medium budget and clean hotels are liked as they spend 10/15 days time in a holiday package. They also like shopping in India and Indian textiles and fashion dress. Travelers are in the age group of 40's and educated, techno savvy and believes in activity oriented tourism including water sports Football (Soccer) is very fascinating for them. They also like shopping in India because of its variety and affordability. But they feel a bit stranger in India as they don't find any Korean speaking guide. We need more Korean speaking guides so that they go back and we get words of mouth to mouth publicity about India destinations.

I have plenty of ideas to share with you on the profile of the specific tourists and their likes and dislikes. I stop here till I write again on new markets – china, CIS Countries and Gulf tourist.

CHAPTER - 67

A TOURISM CONCERN: HOW TO MOVE FORWARD IN THIS COMPETITIVE AGE

The changing trends we need to carefully work into and these are mainly four big changes happening all over in tourism scene and one must adopt and operate accordingly

1. The travelers are becoming more 'environment friendly' and like to visit those destinations which are adopting global eco-sensitive practices.
2. Travelers are shifting from 5-Star luxury concept to more price sensitive clean and affordable holiday concept with accommodations which match with local surrounding, provide local experience related to food, culture and even local employment and all the more it is affordable pricewise.
3. How the tour operators are Adopting Technology, how modern they are in Information technology, internet friendly and service attitude. These tourists are looking into emerging markets like India, China and Brazil which are growth markets so focus is gone from mature markets of Europe, USA and Japan. We have to gear up to meet the need of the new generation tourists who have high hopes on India as a tourist destination and very demanding on their needs.
4. New marketing strategy to emphasis on 'Experiential Tourism' Products which are not available in their own country.

India with its 5000 years of culture, varied monuments, Festivals and fairs, Rural Tourism and Tribal Heritage can offer unique experience and we must harness this variety to our advantage and use effectively by drawing out packages. Thus how we can come with the best customer experience will be the leading factor and not necessarily with price or adoption of technology.

Also in respect of India, removal of bottle necks is a must to meet the targets announced by the Ministry of Tourism, Govt. of India. In this area as a country, we have to ensure how tourist friendly we are while giving visas, the taxation wise, India is very tax loaded specially for tourism sector. This is very annoying for tourists. This also is the reason why our holiday packages are cost prohibitive. Nearly about 40% is the tax component in our holiday packages.

Similarly there is lack of commitment to professional excellence. A wishy- washy approach and irresponsible mind set and lack of zeal to make a definite mark by the people in the tourism business has given a bad name to our industry. Fly by night tour operators are taking tourists for a side and government is just an on looker and can't take timely remedial action. The industry need to rejuvenate with collective approach. Pro-activeness of all in this business can make affairs

remarkably better. This is the need of the hour to see success continues. Civic governance efficiency can create confidence of safety for travel to a destination.

India as a country is also facing challenging times related to infrastructure in all segments of the tourism industry, be roads, airports, budget hotels, amusement parks, trained guides, evening entertainments, convention centre, transport and inspite of its high contribution in earning foreign exchange and creation of jobs, tourism never gets a priority in government plan allocations. There has to be jointly agreed strategy for the industry by all the stake holders and take coordinated action over the next ten years and impress upon the government to favour tourism with financial benefits.

To conclude, the taste of pudding lies in its eating. Tourist flow is increasing year on basis and this quantifies, we are moving at the right direction. But we are not getting our due in respect international tourist arrivals and we must strategies our marketing plans with Government with tax incentives, easy visa norms, better air-connectivity from international markets and people in India should also be trained to welcome tourists as its benefits all.

CHAPTER - 68

WE NEED TO OVERHAUL OUR EDUCATION SYSTEM

The emergence of a knowledge driven society demands that we need to usher in an educational revolution and not just focus on evolution of teaching techniques.

1. New scientific discoveries and technological innovations have become an integral part of our everyday living. But only consideration is that one has to be bold to accept the change. To accept the rapid changing educational needs and respond favorably. This is called acceptance of KNOWLEDGE ECONOMY. This is mainly based on the fact that the quality of education is the principal driver of the growth engine and also such education leads to employability in a globally competitive environment. Education should be the platform for fulfilling the wish of the student's community and end objective for students is Sustained Employability. For government it will work very well as this translates into contributing to GDP.

2. Thus EDUCATION SYSTEM needs a shaking up as present system fails to provide employment as these entrants are not worth employable at least as has been reported by our Tour Operators and corporate Sector who feel that course contents are not consonance with the expectations of the industry.

- So this need to see that the system be reformatted to achieve the 21st century objectives i.e we need to usher in an educational revolution and not just an evolution of Teaching Techniques.

- The curriculum has to focus on future needs and requirements of present day demands of an ever changing environment.

3. India is at the steps of Transformational change. Global perception of India is totally changed since last decade. It is upbeat India which is visible at global decision making platforms.

- This inter-allia puts a question whether India would be able to deliver on presence and expectation will it be a safe bet.

- The attractiveness of the Indian workforce would thus be a key force for corporate investors. This means that education would need to produce a world class workforce that is in CONSONANCE OF THE GLOBAL INVESTORS

- Students need to be taught uncertainty and not to be intimidated by it indeed the job they would end up doing has not yet been created. How many of us realistically believe when we were students that living could be made designing apps. But it is now Similarly education needs to inculcate Learning Ability i.e education must craft people who are open to new ideas who are constantly learning new skills and willing to apply them but importantly learning from

experience and failure. Also, we need to learn the importance of TEAM WORK and FOCUS TEAMS are not a collection of SILOS but an integrated circuit with a clear objective.

- Similarly Education Administrators need to recognize that the teacher is simply a facilitator.
- Useless education is revamped. We would embrace the 21st Century with a 19th Century mindset. Naturally result will be a big failure.
- So Restructuring approach towards contemporary education needs to be formulated with some criteria like

a) Learning about learning: The teaching community and education administrators need to recognize the need to recognize the need to shift from teaching to learning i.e like co-learner Chalk and talk methodology to be abandoned.

b) Shifting the mind set of education providers. The fundamental paradox is that teaching is provided by an older generation to a younger one leading to a credible likelihood of mismatch and disconnect in thinking, understanding and communication. Education is all about connecting and this inter-personal relations. Students need to be able to relate to their leaders. If this is lacking education would fail to meet the high social expectations.

c) Embrace the internet:- has made leaning possible 24x7 without the leaders. Unfortunately while the teaching community acknowledges the transformative impact of the internet the wholehearted embrace is perfunctory. Consequently educational institutions are unable to take full advantage of the incredible world the internet opens up, which for the most part is entirely free.

d) Redesigning space:- Design has assumed significance and rightly so, studies demonstrated how design impacts thinking various corporate offices are moving into open style functioning and a fluid utilization of space with funky designs that are immediately attractive. Schools and classrooms have similarly started changing indeed even the term classroom is being replaced with learning centers. The consequent requirement is for the campus and the learning centers to become interactive engaging and functional. They play a dramatic role in shifting pedagogy to a modern mindset.

e) Globalization is multiculturalism:- a rapidly integrating world has substantiality diluted geographical boundaries. The role of the educational institutions needs to recognize this dramatic new requirement and help open minds, so that we are sensitive and welcoming of other cultures.

The future is hurtling towards us at an extraordinary pace. Unless education is refashioned by a visionary leadership. We face the dire consequence of being left out of the mainstream.

CHAPTER - 69

KEY TO A BRIGHT INDIAN TOURISM

The expected recovery in the international tourist arrivals did not take place and the year is expected to end with just 10% growth over the year 2013 and the expectation was for 14 to 15% growth. So how we expected 2014 will be better. But it did not happen because of stringent visa norms and general perception of India was not very good. Only one indication was that, economic recovery was visible in traffic generating markets. Because of burst of reforms FII flows have resumed since new Government came to power and quantitative easing of economy in USA is also a good indication. But instead of extraneous reason, we have to revamp our tourism strategy and look for new alternatives. We have to make determined efforts with eye on delivery and not coffee table discussions. In recent development since November 2014 with the introduction of E Tourist visa from Australia, Brazil, Cambodia, Cook Islands, Djibouti, Federated States Of Micronesia, Fiji, Finland, Germany, Indonesia, Israel, Japan, Jordan, Kenya, Kingdom Of Tonga, Laos, Luxembourg, Mauritius, Mexico, Myanmar, New Zealand, Niue, Norway, Oman Palestine, Papua and New Guinea, Philippines, Republic Of Kiribati, South Korea, Republic Of Marshall Islands, Republic Of Nauru, Republic Of Palau, Russia, Samoa, Singapore, Solomon Islands, Thailand, Tuvalu, UAE, Ukraine, USA, Vietnam, Vanuatu, Anguilla, Antigua & Barbuda, Australia, Bahamas, Barbados, Belize, Brazil, Cambodia, Canada, Cayman Island, Chile, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Estonia, Fiji, Finland, France, Georgia, Germany, Grenada, Guyana, Haiti, Honduras, Indonesia, Israel, Japan, Jordan, Kenya, Kiribati, Laos, Latvia, Lichtenstein, Lithuania, Luxembourg, Marshall Islands, Mexico, Montenegro, Montserrat, Myanmar, Republic Of Korea, Republic Of Macedonia, Russia, saint Christopher & Nevis, Samoa, Singapore, Solomon Islands, Sri Lanka, Thailand, Tonga, Tuvalu, UAE, Ukraine, USA, Vanuatu, Vatican City Holy See, Andorra, Argentina Armenia, Aruba Belgium, Bolivia, Cuba, East Timor, Guatemala, Hungary, Ireland, Jamaica, Malta, Malaysia, Mongolia, Monaco, Mozambique, Netherlands, Panama, Peru, Jamaica, Malta, Poland, Portugal, Seychelles, Slovenia, Spain, St.Lucia, St. Vincent, Suriname, Sweden, Taiwan, Tanzania, Turks, & Caicos Islands United Kingdom, Uruguay, Venezuela.

With this addition, the total count of countries under the scheme will go upto 113. Simultaneously, the Centre has added 7 more Indian Airports as designated airports for entry on E-Tourist visa from August 15, 2015. New Airports included in the scheme are:

1. Ahmedabad
2. Amritsar
3. Gaya
4. Jaipur
5. Lucknow
6. Trichy
7. Varanasi

This enables so that tourist do not require to queue at our Indian Missions overseas for obtaining Indian Visas. They can apply online from the comforts of their homes and can apply from deep interior and far flung areas. So this facility has increased the visa application spread all over the country. But still being with one entry, only those who are just covering for Medical, Business Incentives or

specific reason period say 10-30 days find it worth. For tourist who would generally add neighboring countries like Nepal, Sri Lanka, Maldives, Bhutan, etc to do not get the advantage of E-Tourist visa as it doesn't allow multiple entries. Normal visa need to follow Bio-metric process which is cumbersome so tourists prefer to drop India and visit our neighboring or competitive countries like Singapore, Thailand, Malaysia, etc. who have tourist friendly visa norms. We took this matter with all sincerity and till date we have not got any positive reply. We have lost quiet lot of business on account of this problem and will continue to lose as this may not take place soon as Ministry of Home Affairs have overruled our proposal on security reasons.

But there are some inherent problems which need to be taken care urgently to ensure International tourist take advantage of E-Tourist visa.

1. Request to increase window of E-Tourist Visa application from 30 days to 180 days.

Reasoning-

- All the airlines ask upfront payment for making booking for travel and also last moment booking cost is very high. As travelers are concerned of not getting a visa, they do not want to take a risk of re-purchasing their tickets and are discouraged from the destination. Therefore, tourists are not opting India as destination.
- Hotels and suppliers in India need confirmations and guaranteed payments 35-45 days prior to arrival. Travelers will not make any payments unless they have visas or they are sure of getting them. The 30 days outer limit restricts the use of the system. We are discouraging visitors and making them go through the much disliked traditional visa applications process using international processing agencies.
- The earlier we allow the traveler to get their visa, the more strongly they are committed to the trip. If we make them get a visa very late, it lets them change their mind in the interim and go to a different country instead of India. Our feedback from our members is that has been happening. Travelers are very fickle and change minds often. Allowing them to get their visa much in advance is to our distinct advantage.
- Foreign travelers like to plan, book and confirm all arrangements much in advance for their holidays. They have to apply for leaves accordingly.
- India has encouraged longer term visas for visitors. So it is only logical to allow them to apply well in advance.
- Therefore we strongly recommend making the online application valid from 6 months before date of arrival.

2. Making the visas from Single entry to Multiple Entry. Our reasoning for this favor is based on :

Reasoning-

- Many travelers combine their trips to India with other neighboring countries like Nepal, Bhutan, Sri Lanka and Maldives.
- This pattern of travel is very common.
- The single entry visa totally excludes this segment from applying through the online system. Travelers to multiple SAARC countries are very large portion of visitors to India. Therefore we are not catering to our core market with e-visa system. In this era of consumer flexibility and ease, allowing for a multiple entry visa for our SAARC neighbors (excluding Bangladesh and Pakistan if needed) will be to our distinct advantage. Moreover neighboring countries are becoming more flexible for Visa.
- Therefore we strongly recommend making the e-tourist Visa with multiple entry visas as soon as possible.

3. Duration of stay under the E-Tourist visa scheme to be increased from 30 days to 60 days.

Reasoning-

- India get many visitors who like to spend 3-4 weeks. We need to encourage longer stays as they bring some more revenue.
- Long halt tourists always prefer to combine India tour packages with neighboring countries, hence the increase in duration of stay is very essential.
- Under E-Tourist visa, double/ multiple entry visa should be allowed so that members selling combined packages of India, Nepal, Srilanka etc. can also ask their clients to apply for E-tourist visa. Presently all such tourists are avoiding India due to constraint of single entry and less duration of stay. The duration of multiple or double entry visa should be extendable to 60 days and visa fee may charged on pro-rata basis incase if it is necessary to increase. This will increase international tourist arrivals in our country.

4. Bio-metric process for visas to be done only on arrival at international airports in India.

Reasoning-

- Bio-metric process done in overseas countries has negatively impacted tourism business led to discouraging group movement, cancellation of groups.

- It involves travel from distant locations to Indian Missions (locations of biometric) and also sometime hotel stay which becomes cost prohibitive. Sometimes this additional cost of this extra travel are 10- 20% of what they pay for package to India. Tourist prefer to avoid hassle and costs and there they avoid to visit India.

- They often visit our competitive countries who have visa friendly policies.

- More and more competitive countries especially are neighboring countries are offering E-Visas or visa on arrival therefore, we are at loss.

- Even the security conscious countries like Israel do not have Biometric.

5. To extend E- tourist visa facility at sea ports.

Reasoning-

- Biometric facility is not available at any of the Indian Ports where big cruises, ships are coming with 2000-3500 tourists at a time. Due to the fact India is losing overland tourists visits and just day's excursion are conducted by the ship companies. If the facility is Biometric, it can be provided at major ports of India, so that India can get the benefits of extra foreign exchange earnings with longer duration of Cruise tourists spending more time in India and fly out from other cities to catch the cruise in other country. Therefore at all major ports like Mumbai, Kochi, Kolkata, Chennai Goa etc. where cruise ships are coming with full of tourists facilities of Biometric should be made available. This will help get ETVOA for the cruise passengers also.

We have seen the visa issues have been streamlined. Visa was the single factor that is ruining Indian tourism and not the lack of infrastructure which we always go on blaming. Infrastructure wise we are far better than many countries. Visa system is torturous and very bureaucratic and behavior of officials at Indian missions overseas was not acceptable to international tourists (one thing we hear as trade partner in tourism from our friend is that why India can't start do Biometrics on arrival at International Airports as for Multiple). Visas one has to go through Biometric process in the country.

The tourism need immediately to be given "Export Status" and all facility which is given to be other export oriented industries be given to tourism industry. Full exemption of service tax against foreign exchange earnings will be a big booster for tourism. Taxes need to be rationalized and more incentives had to be given to tourism industry. So that, more people could come forward for tourism entrepreneurship. Now investors are running away from investing in tourism business because of heavy tax burden and strict regulatory norms without any commensurate benefits.

In the strategy we need to promote new products which offer unique experience like Spiritual Tourism (Yoga meditation-Ayurvedic healing etc), Spa holidays including various healing therapies at Ayurvedic centers in Kerala, Goa,

Karnataka, Tamilnadu, Ananda Resort in Rishikesh; Adventure experience specially, Trekking in Himalyan routs (Himachal, Garhwal, Sikkim etc) Medical Tourism (for specialist treatments in Indias, leading hospitals of international repute), Cruise Tourism (as more and more cruise have included Indian Port in the itinerary) and of course festival tours (including film shooting in India) A total new look to be given to tourism image beyond Delhi-Agra-Jaipur-Varanasi. We must cover all over India, even the North East as unexplored paradise.

Instead of releasing advertisements, let the support be given financially to overseas tour operators to bring out India special holiday brochures and hold promotions with India tourism offices overseas. Infact, they are going to generate business. We must pay them to undertake advertisement of those packages in local media in local language. Let our tour operators be given free tickets to invite the leading tour operators/New contacts to come to India show them the new products and on return motivate them to offer special packages. Without any India experience, they can't sell with confidence. Thus tour operators be involved who mean business. This support to Tour Operators is a must. This used to be there for quite some time but now every proposal has to come to Delhi for approval. By the time approval reaches, the tour operators change the mind and mainly Asian countries take the advantage, as they take good care of these overseas tour operators and national airlines also support them with special fares, where as in India, Air India as a national carrier fails to give any supportive service. This areas need to be revamped immediately. Air India has to play a very positive role in creating India awareness and providing air-connectivity.

We must also help the International Trade Bodies, Tour operators Associations/ Clubs to hold their Annual Convention in India by offering tickets, discounted hotels so that they all act as Indian ambassadors in their respective countries and boost India holidays. Also we need to have language brochures specific to each market, CD's and language guides to service the industry. We are really lacking in this field. We can't even give city maps or even India map (as a bulk supply to those who are promoting India or for their group coming to India. Our overseas offices have hardly any literature stock.

We have to promote private investments in infrastructure which drove the growth rate of 8.9% during the global boom. Now this is constrained by too many regulatory and legal issues and fiscal deficit continues to be high which resulted in inflation growth. High imports of gold will keep the currency weak which again will add to the inflationary pressure. It is expected that recovery in the world economy will be slow. So long haul travel will be under pressure. We need to promote tourism from neighboring countries. Sri Lanka, Nepal, Maldives, Bhutan, UAE, Kuwait, Saudi Arabia, (GCC countries) and S.E Asian countries, Singapore, Malaysia, Brunei, Thailand which are also not affected by the economic recession.

One of the biggest obstacles for growth is high air ticket costs and tax on Air Turbine fuel (ATF) which is varying from 4% to 30% from state to state. They need to be rationalized. Even more worrying part is the high taxation for tourism sector

through successive government year after year. How much you can tax only one Sector. Our marketing efforts need to be revamped as per the need of each market, followed by “Know India” Seminars, Road shows (more businesslike and not political satisfaction) and Food festivals cultural festivals etc from time to time to give India experience in those countries to local clients and keep them motivated towards India.

We have to do our home work and we have to be business like not “Bureaucratic babus that is good for India but tourists look for service and satisfaction. If we can make visa process courteous and easy, ticket costs a bit competitive, hotels affordable, monuments tout free, country and places clean, we are the right destination choice for tourists.

CHAPTER - 70

MID – TIER CONUNDRUM DIVERSIFY BECAME THE KEY WORD

Since the last few years tourism business was greatly impacted by the global economic recession. This forced the tours operators to keep a low profile as they felt it was not the right time to spend money on exploring markets, do publicity or go in a big way. As these efforts would not have helped in improving the business. May be a few big tour operators would not have cared for spending money but the general feeling was to have a depressed sentiment.

Infact, Mid Tier tour operators don't have the resources to invest in diversifying the new tourism products and look for new opportunities and most of them continued with the safe and traditional saleable Circuit of the golden triangle of **Delhi – Agra – Jaipur** with some extension to see **Madhya Pradesh Wild Life sanctuary** or **Delhi – Agra – Gwalior – Orchha – Jhansi - Khajuraho** - another traditional circuit. There was very cautious approach to ensure safety in business operations. A few enterprising one added **Sri lanka, Bhutan** and **Nepal** also. But revision in the **Visa** norms created so much of confusion that the mid-tier tours operators nearly avoided such extended tours to neighbouring countries temporarily. Good that, there is some relaxation in visa norms for visit to neighbouring countries, though some confusion still continues. But these small tour operators did try to provide value additions in the packages which made many overseas tourists to come to India. This made mid-tier operators to have their revenue earnings continued. But one good thing happened, many of these inbound tour operators arranging promoted Domestic Tourism packages as foreign tourist movements were limited. During the recession, these tour operators also realized the importance of diversifying beyond tourist business by putting consultancy services through their service expertise like amazing Nightclub shows in **Europe/ USA**, Gourmet specialties etc some of them also offered thematic tours on Dance, Music, Photography, Rail tours. But a few selected one put themselves into **Niche Segment of MICE, Medical Tourism, Golfing Holidays, Rejuvenation packages** through **Ayurvedic massages, Pilgrimage tours, Wellness, Wilderness trails, Gourmet, Royal Heritage** experience and really came out of “**Golden Triangle**” Cocoon. This really attracted up market traffic and the rich clients, who were not affected by economic recession, took advantage of these unique offers. This worked out very well for our tour operators and as country, we bounced back in international tourist arrivals with 10% plus growth where as global coverage was 4% to 6%. Our tour operators started investments in tourism products and even took greater risks. They developed selected niche products based on market demand and kept **Middle East, South East Asian countries, China** etc than traditional market of **Europe or USA** for focused marketing.

Infact, Medical tourism segment worked wonders as this segment does not care for recession. It is life & death question and affordability was the key factor with value additions in our services. Such treatments are also time bound. India

had developed infrastructure and expertise with doctors and hospitals of international repute and all the more one could visit from any international entry points of India to get medical treatments.

Many tour operators also became specialized for pilgrimage packages mostly for Buddhist circuits, Eco-friendly packages or pilgrimage packages for NRI's/ PIO's to Hindu Pilgrimage centers.

Products on Rural Tourism, Horse Safari, Rail Tours (Luxury Journeys), Festivals and fairs, High Attitude Trekking - which in course proved high reward products. There were special educational packages for IT operations, Dance, Music, Yoga, instrumental music etc.

Specialize was the buzz word during the recession time and small/mid-tier tour operators made best use of it; "Specialty" became the key word of success. In the changing phase, it is essential to package it well and show benefits to customer and churn out business from selected markets. Good, our mid – tier tour operators showed their professionalism.

CHAPTER - 71

PASSION TO PERFORM

Indian Tourism sector is passing through "Metamorphosis" and is visible in improved infrastructure, working and aspiring in people in the tourism business inspite of growing challenges, global economic recession, high inflation, competitions, high cost of fuel/petrol, loads of taxes and even lack of civic governance. All these are significantly impacting tourism business. We have failed to offer cheap packages that are on offer from our competitive countries like Malaysia, Thailand, Hongkong, Srilanka and we can never match pricewise.

But still our stakeholders are smiling and happily running the business. The key behind all these smiling faces is the passion to perform. They have understood that there is a need to have a holistic review and having an Action Plan. All stake holders need to pro-actively collaborate and take concerted and co-ordinated action over the next ten years. A structured strategic approach is needed instead of short term measures. Capacity building ie Skill Development and talent enhancement are the key areas in tourism as the tourism business is purely service oriented. More the efficient service, better the prospects.

Earlier the sales visits were just routine and impact was negligible. Even overseas tour operators never had much confidence in the Indian operators as they could not give any definitive answer or had any concrete proposal. But now business to business meetings between our trade partners and the trade partners in overseas, participation in exhibitions and road shows are conducted much professionally. Now the trade voluntarily adopts Code of Ethics and good practices related to business operations. They seriously follow the principles of Responsible tourism and matters of general safety of tourists while operating tourism business. They understand that it is important the industry to actively engage in emerging standards. Special interest tours encompassing niche areas are now most sought after as these are more experiential and give deeper insight into a destination. Thus clients destination preference is changing from the traditional circuit of Golden Triangle Tour Operators have worked out special circuits that capture the real feeling of India. Passion to perform is visible through TEAM spirit (Together Everybody Achieves Work) which was earlier a very individualistic approach. This itself has proved very successful for all stake holders in maximizing in international tourist arrivals inspite of intense economic recession in traffic generating markets. The passion to perform is visible through the effort.....JUICE – JOIN US IN CREATING EXCELLENCE" ie there is Positive Mental Attitude (PMA) now which motivates for Performance. If there is sincerity in performance and a desire to deliver nobody can stop. This is the real success story of our tourism industry rest will follow in line. Have a great attitude and take

control.

CHAPTER - 72

10 TIPS FOR ENTREPRENEURS GOING GLOBAL

They are as follows:-

- 1 Change your mindset and think globally
- 2 But when it comes to business strategies, think what works and sells in India might not local work in the market you are about to enter.
- 3 Internet is the first people go to checkout your brand. What is in your website should be relevant to someone in Japan as in your own country.
- 4 In many nations, introduction by a local person is the norm for setting up meetings.
- 5 Get a local partner to guide.
- 6 Be sensitive to how other cultures communicate. Some believe in direct communications. While others are more comfortable with indirect communication.
- 7 Do not demand study in the market, get an idea of what competition is up to, and most importantly, visit the market and have face to face meetings.
- 8 Be patient, give enough time for good market penetration.
- 9 If you are going to export your product, understand the rules regulations clearly with clients in new markets, be clear about payment times.
- 10 Consult local financial and legal experts.

CHAPTER - 73

TIGER: LET TOURISTS CARRY LASTING MEMORIES

Experiential tours are now increasing and looking for such destinations where they are open to all the surprises that are awaiting them. Today travel is not about logistics, sightseeing or shopping. It is about experience you give and the memories you help create whether glimpse of a tiger in its natural habitat or wine tasting at the vineyard or challenging white water rafting in the up Himalayas. Experiential tourism draws a visitor into cultures, communities and outdoor activities by way of allowing them a firsthand feel of things at holiday destinations. This is more happening now towards India specially related to wildlife viewing specially Tiger viewing.

Africa which is well known for 5 big animals but do not provide opportunity to see tiger so India stand unique and there is a demand to see tiger from close quarters. There is a specialized body namely the Travel Operators for Tigers (TOFT) an international group of wildlife operators who felt totally disheartened with the recent government orders to see that tourism is disallowed in the core zones of tiger reserves – where tigers breed. They are pleading to the government to allow tourism to continue in the core areas of tiger reserves across the country. The National Tiger conservation Authority (statutory body under the wildlife protection act) wants total “BAN” This body which is mandated to provide Safe habitat to 1706 tigers in 40 tigers reserves wants these reserves free from human interference.

But the promoters of wildlife tours are also very sensitive to tiger preservations and have rightly mentioned that regulation and tourism has helped better conservation and locals have benefited specially tribals as stake holders. They keep strong eye on the poachers. Most of the tourist accommodations are in buffer zones. Tourism money can be better utilized for tiger conservation work. Let there be some regulation but not total ban. It is high time we think over this burning issue and look out a formula. Let the tribals in the core Area be shifted to a safer place as they create regular human interference and not tourists. They like to see the tiger and go back with happy memories. They take elephants ride or jeep ride from distance and do not disturb the animals. It is the fact which can be certified by tourists.

Also if Africa can promote wildlife Tourism even in core area, India also can do the same. We also have all the expertise and sensitiveness to tiger.

CHAPTER - 74

NATIONAL TOURISM POLICY & PROGRESS MADE SINCE THEN

A Tourism Policy was announced by the union Government for the first time in 1982.

- For the first time Tourism was recognized as an industry in 1986, making it eligible for benefits like Subsidy and Loan facilities on priority.
- In July 1991, tourism was declared as a priority Sector for foreign investments with the opening of Indian economy.
- A National Action plan for tourism was formulated emulated in 1992 in the wake of liberalization and globalization of the Indian economy and the changing world Tourism scenario this was put in force the recommendations of National committee on Tourism which submitted its Report in 1988.
- The draft tourism policy which was formulated by the united front Government and it was badly timed. When the Lok Sabha was dissolved and Fresh elections ordered tourism lost its priority which it was getting since 1992 and momentum became slow.
- In 1997 the Government again revised the tourism policy and prepared a new draft tourism policy where in the inputs were given by state Governments, industry associations and professionals.
- This was never passed in the Parliament till date – it remained only Draft Policy Document and cautiously updated with changing global scene in world Tourism.

TOURISM POLICY – 1982 – Main Features

- The Policy specified the responsibility for tourism development as a common Endeavour of public & private sector enterprises, municipal and local bodies as well as cultural and educational institution.
- It for the first time focused on integrated development on a travel circuits concept about 300 plus circuits were identified in consultation with state Governments/ union Territories.
- It sought to curb the tendency of concentration of tourist attractions in a fewer urban areas.
- The objective was to open economically backward areas having a places of interest hither to not promoted.
- Weightage was given for manpower development and training to ensure better management of tourist facilities. This is to combat the shortage of man power in the tourism sector.
- Ensuring easy international access to India and enhancing capacity load in aviation sector.

- Encouraging product development by diversification of tourism products as India offers excellent opportunity in other areas beyond cultural tourism viz Adventure, Pilgrimage, sports etc.
- Facilitating Domestic tourism and infrastructure development keeping in mind budget tourists facilities provided for budget tourists in India can be equally utilized by tourist from overseas.
- Study of the trends in tourist arrivals and open up new markets through market Research Surveys
- Set the standard of Various Service Provider- Norms for regulations for quality in hotels/ tours operators business.

NATIONAL COMMITTEE ON TOUISM – 1988 Headed by Mohd Yunus.

The National Committee on Tourism was constituted by the planning commission which worked out a comprehensive frame work for the development of tourism. The report submitted in May 1988 incorporated some major recommendations which were later guided the formulation of revised National Tourism Policy in 1997.

- It observed the role played by the Public Sector during last 3 decades and the role needs to be played by state Governments in the development of tourism. As tourism is primarily a state subject, state Government hold land, which is most essential for infrastructure development as also law & order states should be catalyst.
- Private Sector needs to be patronized as Government has many other priorities. The state Government should concentrate on planning broad strategies of tourism development & providing fiscal incentives to motivate private sector investment; devise effective regulatory mechanism to protect the interest of the industry and the consumers.
- Development strategy for the tourism sector should be based on the principles of low cost economy, higher levels of productivity improvement in efficiency of infrastructure and providing healthy competition.
- India is a multi declinational country of continental dimensions. Hence for development, we need to adopt a very selective approach as money available for tourism sector is very limited.
- India's international tourism share is only 0.33% and tourist generating countries are restricted to UK, USA and Western Europe. And these destinations have nearly reached a saturation point. We must look for newly emerging markets like West Asia, Japan, Australia, and Eastern Europe with these a better growth in tourist arrivals can be expected with so much potential in India. An over age 7% growth should be realistic during Eighth & Nineth Five year plans and efforts should be made to make this a reality.
- For balanced development of tourism in India it is essential to adopt.

a) Selected tourist circuits instead of spreading limited resources thinly over a large number of circuits. (where potentials are great to attract foreign tourists.)

b) Diversify tourism to India from the traditional sight seeing (Golden Trinagle) and develop non-traditional areas-Trekking, Winter Sports, Wildlife so as to attract more tourists & to lengthen their period of stay.

c) Develop heritage projects and utilize tourism as a major force for conservation of national heritage. Launch special "Discover Your Roots to boost NRI visits and this will ensure year round visit as NRI's movements round the year on social festivals.

- **Accommodation constitutes:-** the most & visible segment of the infrastructure facilities which need to be given priority in sub segment plans with proper incentives.

- **There is a high degree of seasonal** factor in the occupancy rates- so off season packages need to be worked out along with National carries to beat this seasonality factor.

- Taking in view the possible tourist arrivals, there will be a need of 100,00 units of hotel rooms which means doubling the rooms from present level (Of 50,000 rooms apex). Thus a package of incentive was recommended to provide desired impetus. Various recommendations mainly focused on tax incentives & subsidies to hotel sector.

- Tourism Finance Corporation with an initial equity of Rs 100 crore should be set up to provide loans to the tourism industry (This recommendation stand implemented & TFCI is doing on excellent job in this field.)

- Hotel should be classified – Deluxe Standard and Budget Hotels as this is more relevant to the requirement of tourists and overseas tourists immediately understand the quality of service this can expect.

- Boost supplementary accommodation which will provide employment – Yatri Niwas, Yatrikas were out come of the above recommendation.

- Youth tourism should be encouraged by providing Youth hotels, Youth packages and can bring awareness & pride.

- Marketing strategy was talked about in detail use of technology focused that this development should be utilized maximum possible.

- MICE Promotion was focused and emphasis was given to promote conventions & exhibitions & build convention centers.

- Airport facilitation with international standard, tourist friendly customers/ Immigration etc.

- Road Transportation / Surface Transportation more on rationalization or road taxes to promote seamless travel.

- National Tourism Board need to be setup for better efficiency in decision making process.

- Role of India Tourism Development Corporation was maintained to be more business oriented and role of state Tourism corporations Govt. corporations HCI, AI, IA, etc.

India Tourism Scene:-

Towards Inclusive Development with a Tourism Policy on Track National Action Plan for Tourism -1992—————Part II

The main features of the National Action Plan for Tourism consisted of:-

- Improvement of Tourism Infrastructure.
- Creation of Special category of heritage Hotels/ Health/Spa resorts and providing them technical and financial assistance.
- Re-structuring the existing and strengthening the institutions for human's resource development.
- Starting tourist trains on important tourist routes.
- Operating river cruises in specified circuits.
- Revamp overseas India tourism offices and making them accountable for achieving specified targets.
- Using new and technological information system to provide positive projection for India in all leading overseas markets.
- Formulation of special airline-hotel package for selected tourist destinations.
- Following an open Sky Policy for routes on which Air India does not operate or operates in a limited way.

National Strategy for Development of Tourism -1996

To boost tourism further in systematic manner, the Govt. evolved a national strategy for the development of tourism in October, 1996. The strategy emphasized tourism as an instrument for economic Development and employment generation.

The proposals included the areas covering the essential and where other ministries were concerned as tourism alone can not come up as it is linked with other areas from where due support is needed VIZ, Airports, Airlines, Ministry of Home, Ministry of External Affairs, Ministry of Environment and many other stake holders and this led to Series of interaction meetings with those identified organizations. The focused areas in the strategy plan are:-

Airports:- Modernization of atleast 12 airports on a top priority basis.

- Conversion of Six airports (Bangalore, Trivandrum, Calicut, Cochin, Goa, Hyderabad) into international airports.
- Up gradation of Agra, Aurangabad, Chandigarh, Dehradun, Jaisalmer, Jodhpur, Jorhat, Khajuraho airports to allow landing of wide bodied aircrafts.
- Revival of airstrips near important tourist centers.

International Air seat Capacity:-As this was one of the biggest bottlenecks to get tourists to India.

- Allow charter flights to non-designated airports.
- Allowing capacity expansion of international airlines.
- Addition of capacity by Air India and Indian Airlines.
- Direct flights from new potential tourism markets (like Spain, South America, and Africa etc.)
- Allowing private airlines in India to operate with international flights (which is now a reality)

Domestic Air Services:- Encouraging private airlines to connect tourist centres in remote areas even by operating with small aircrafts.

Railways:- Extending railway net work to important tourist centers like Khajuraho, Diu etc. Improving in passenger facilities and environment in & around the main railway stations; providing air-conditioned coaches in the trains connecting tourist centers.

Road Network:- Strengthening road infrastructure and putting up road signage's of international standard along the routes.

Water Transport:- Providing incentives for development of inland water transport arrangements. With private sector coming forward, we need to utilize our river net work to boost tourism.

Telecommunications:- Providing telephone facilities at all the identified tourist centers (especially at distant locations)

Integrated Infrastructure Development:- Identify tourist centres, prepare master plans, micro-plans and indicate areas of development in the centre, state and private sectors by pooling resources; take care of environment; internal roads, Sewage, Water supply water disposal etc for sustainable growth, put special infrastructure keeping in mind the needs of domestic tourists and physically challenged people.

Product Development:- New products like Inland Water Tourism, Beach Tourism, Adventure Tourism, Sports , Spiritual tourism etc. be developed.

Human Resource Development:- Modernization of exiting hotel management institutes & food caters Institutes.

- Set up new institutes in every state & advanced Hotel Management Institute for training the trainers.
- Opening of new chapters of India Institute of Tourism & Travel Management, Indian Institute of & Mountaineering National Institute of Water Sports and emphasis on capacity building programme for all those who come into direct contact with tourists.

Facilitation Services:-

- Short term visa for charter tourist's which to be given on arrivals at the entry point on payment by tourists.

· Visa request to be waived in respect of nationals of those countries with which India has bilateral tourism agreements.

· Smooth Immigration & custom services at airports.

· Keeping airport free from touts, designated airport taxis with electronic meters, Airport-City Rail connectivity, Transport services between Airport – Hotels, Tourist information & assistance service at airports.

Market Research:- Constantly updating data's of tourist arrivals so that based on data, planning for development and marketing strategies can be drawn up.

Promotion & Marketing:-

· Focused marketing strategy- drawn up based on Market need.

·Creating awareness about the importance of tourism in domestic market.

·Use the service of professionals and use new technology.

Environment Protection Cultural Preservation:- Draw out guidelines on Eco-tourism as part of policy (guidelines drawn up in 1997 and adopted for implementation.) Ensure clean environment around tourist spots as Hygiene is very important.

Coordination:-

·Form partnership in this field with all stake holders.

·Setting up of Board of tourism Industry & trade (as recommended by committee or National Tourism.

Monitoring & crisis Planning:- workout monitoring & enforcement norms and periodical reviews. Also in the policy paper various bottleneck areas were identified so that continuous efforts are made to do away with those issues.

DRAFT TOURISM POLICY – 1997

Based on the experience in course of the period 1992-1996, in 1997 the Government once again revised the tourism policy and prepared a new tourism policy in consultation with the state Government industry associations and professionals and these were discussed in subsequent segment tourism Ministers conference so that states can give support and the policy is moved to the parliament for giving approval.

The salient features of the Draft Tourism Policy are 1997.

- Creating greater awareness about the socio- economic benefits of tourism – A National focuss to tourism to be there.
- Diversification of tourism products and tourism development as part of over all national development plans.
- Peoples participation and distribution of benefits to public in general.
- Awareness about Eco-tourism & need for preservation of Environment and Heritage.
- Motivate private sector in tourism development programme and provide incentives –both tax & fiscal.

- Coordinating with different Government Ministries so that with everybody's efforts India is presented in the world as tourism friendly country.
- Improve air- connectivity for making India accessible from major tourist generating markets, new emerging markets – enhance air seat capacity and quality services keeping in view the growing demand.
- Enhanced attention need to be given for Domestic Tourism & provide facilities which are affordable for domestic tourists.
- Integrated development of identified tourist circuits & involve state Government and the private sector & let them be stake holders.
- Development of North East, Himalayan Region, Jammu & Kashmir, Andaman & Nicobar Island and Lakshadweep as focused areas
- For achieving effective coordination, Board of Tourism industry & Trade be set up (in the lines of Railway Board)
- Strengthening Market Research Machinery and obtain database for measuring the socio-economic benefits of tourism, formulating proper marketing strategy and development plans for future.
- Encouraging foreign investments with single window clearance facility.
- Helping states to prepare master plans and indicating suitable forms of tourism & which integrate with National Tourism Planning.
- Introducing regulatory measures – for Hotels, Tour Operators, Travel Agents, Adventure Operators, Restaurants etc. and enforce them it with sincerity and realistic basis.
- Setting up a legal cell in the central Tourism Department to prosecute offenders of various protection laws and to deal with complaint from tourists.
- Sustainable tourism principles for applicable nation wide – identifying each stake holder's responsibility and each sensitive area and segment of tourism.
- Fiscal Incentives for private sector with Tourism Finance Corporation giving loans for tourism projects.
- Easing the customs & Immigration bottleneck.
- Linkages with other industries aviation Railways etc.
- Tourism must grow at par with the world tourism industry.

Purpose of the Policy was that tourism be the vehicle for individual and collective fulfillment, it be the force for sustainable development and national economic development with employment and real vehicle for PR alleviation.

2014 April This old tourism policy is now being revamped with inclusions of the new segments of Tourism and meeting was held under the chairmanship with Hon'ble tourism minister to get inputs from all stake holders and state governments.

KEY STATISTIC TOURISM 2016

No. of Foreign Tourist Arrivals in India	8.80 Million
Annual Growth Rate	9.7%
No. of Indian Nationals Departures from India	21.87 Million
Annual Growth Rate	7.3%
No.of Domestic Tourist Visits to all States /UTs	1613.6 Million
Annual Growth Rate	12.7%
Foreign Exchange Earnings from Tourism	
1) In INR term	Rs 1,54,146 CR
Annual Growth Rate	14.0%
2) in US\$ term	US\$ 22.92 Billion
Annual Growth Rate	8.8%

India's Position in International

Share of India in International Tourist Arrivals	1.18%
India's rank in International Tourist Arrivals	25th
Share of India in International Tourism Receipts (US\$)	1.88%
India's rank in International Tourism Receipt	13th

Source Ministry of Tourism Govt of India - <http://tourism.gov.in/>

FOREIGN TOURIST ARRIVAL AT A GLANCE

Foreign Exchange Earnings (FEEs) from Tourism in India in Rs and US\$ terms

Foreign Tourist Arrivals (FTAs) from Tourism in India during June 2017 and comparative figures of 2016 and 2015

Month	Foreign Tourist Arrivals (Nos.)			Percentage Change	
	2015	2016	2017 @	2016/15	2017/16
January	7,90,854	8,44,533	9,83,413	6.8%	16.4%
February	7,61,007	8,48,782	9,56,337	11.5	12.7%
March	7,29,154	8,09,107	9,04,888	11.0%	11.8%
April	5,41,551	5,92,004	7,40,275	9.3%	25.0%
May	5,09,869	5,27,466	6,30,438	3.5%	19.5%
June	5,12,341	5,46,972	6,69,989	6.8%	22.5%
July	6,28,323	7,33,834		16.8%	
August	5,99,478	6,52,111		8.8%	
September	5,42,600	6,08,177		12.1%	
October	6,83,286	7,41,770		8.6%	
November	8,15,947	8,78,280		7.6%	
December	9,12,723	10,21,375		11.9%	
Total (Jan-Dec)	80,27,133	88,04,411		9.7%	
Total (Jan-June)	38,44,776	41,68,864	48,85,340	8.4%	17.2%

FTAs on e-Tourist Visa (e-TV) in India during June 2017 & comparative figures of 2016 & 2015

Month	FTAs on e-Tourist Visa			Percentage Change	
	2015	2016	2017	2016/15	2017/16
January	25,023	88,162	151,598	252.3	72.0
February	24,985	117,210	170,205	369.1	45.2
March	25,851	115,677	145,511	347.5	25.8
April	19,139	70,045	114,469	266.0	63.4
May	15,659	43,833	68,092	179.9	55.3
June	15,557	36,982	67,201	137.7	81.7
July	21,476	68,487		218.9	
August	22,286	66,097		196.6	
September	31,729	68,809		116.9	
October	56,477	105,268		86.4	
November	83,501	136,876		63.9	
December	103,617	162,250		56.6	
Total (Jan-Dec)	445,300	1,079,696		142.5	
Total (Jan-June)	126,214	471,909	717,076	273.9	52.0

FOREIGN EXCHANGE EARNINGS (IN RUPEE AND US \$ TERMS) THROUGH TOURISM IN INDIA IN JUNE 2017

Ministry of Tourism estimates monthly Foreign Exchange Earnings (FEEs) through tourism in India, both in rupee and dollar terms. Based on the credit data of Travel Head from Balance of Payments of RBI.

The highlights of the estimates of FEEs from tourism in India for June 2017 and Jan-June 2017 are as below:

Foreign Exchange Earnings (FEEs) through tourism (in Rs. terms)

- FEEs during the month of June 2017 were Rs.13,088 crore as compared to Rs. 10,677 crore in June 2016 and Rs.9,564crore in June 2015.
- The growth rate in FEEs in rupee terms in June 2017 over June 2016 was 22.6% compared to growth of 11.6% in June 2016 over June 2015.
- FEEs during the period January- June 2017 were Rs. 87,096 crore with a growth of 19.7%, as compared to the FEE of Rs.72,749 crore with a growth of 13.6% in January- June 2016 over January- June, 2015.

Foreign Exchange Earnings (FEEs) through tourism (in US \$ terms)

- FEEs in US\$ terms during the month of June 2017 were US\$ 2.031 billion as compared to FEEs of US\$ 1.587 billion during the month of June 2016 and US\$ 1.498 billion in June 2015.
- The growth rate in FEEs in US\$ terms in June 2017 over June 2016 was 28.0% compared to a positive growth of 5.9% in June 2016 over June 2015.
- FEEs during the period January-June 2017 were US\$ 13.230 billion with a growth of 22.3% as compared to the FEE of US\$ 10.818 billion with a growth of 6.0% in January- June 2016 over January- June 2015.

Note: Estimates of FEEs are based on following factors:-

- Per capita FEEs during April-June 2016= RBI's credit figure for travel (April-June 16)/FTAs (April-June 16)
- FTAs for June 2017.
- Inflation factor based on CPI (U) for June 2017.

Source Ministry of Tourism Govt of India - <http://tourism.gov.in/>

