

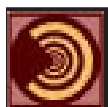


PROSPECTS AND PROBLEMS OF TOURISM

You know that the capacity of tourists from rich countries to spare their leisure time and money for holidaying combined with their business enterprise has led to steady growth of tourism industry. A part of the foreign exchange we earn from international tourists in addition to what our domestic sightseers contribute during their travel and stay is further spent to improve tourism infrastructure. In turn, it adds to the number of incoming tourists, generates more employment, foreign exchange brings people closer together and has a great impact upon area development within the country. The prospering tourism sustains the revival of traditional skills, local arts, craft work, activities of the performing folk artists.

As a result of greater marketability of the visible and invisible or intangible products, the reconstruction of regional as well as national economy has taken place in a big way.

In this lesson, we will learn in some detail the present and future prospects of tourist activities building up a travel and tourism industry and giving rise to a number of new professions for the people. But the massive number of tourists visiting only a few popular places, has gone beyond their carrying capacity. We shall therefore, take up the problems of mass or unplanned tourism and shall look into the possible regional as well as national policies for adopting measures to tackle them.



OBJECTIVES

After studying this lesson, you will be able to :

- assesses the existing position of the growth of India's tourism as a prelude to its further promotional programmes;

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- explain tourism playing its role as a service industry for the development of an area;
- analyze the impact of growth of tourism on employment and income generation through the promotion of its invisible exports, marketing of local handicrafts and activities of performing folk artists;
- discern the danger signals (i.e. negative impact) posed by hoards of incoming tourists;
- evaluate the national and regional policies suggesting measures for promotion of healthy people and area friendly tourism.

32.1 PROFILE OF TOURISM IN INDIA

It becomes convenient to understand the prospects of India's tourism after explaining the existing position of its growth in comparison with other countries. Since 1970s during the current period of its development, South Asia, to which our country belongs has not done that well to keep up its share in the tourist market of the world.

Though our travel and tourism industry has been prospering and the number of tourist arrivals has reached 3.36 million in 2004, even Hongkong and Singapore, much smaller in area, are ahead of us. Every tenth human being is a traveller in the present day world. With globalisation, the number of travellers has risen to 800 million in the beginning of this century. Yet our country is positioned poorly with its less than half percent tourist arrivals in respect of the global numbers.

At our own level, from mere 17000 foreign tourists in 1951 to over 3 million in 2004, it is a massive increase. Tourism is a key economic activity and is expected to contribute 5.3 percent to India's total GDP (Gross Domestic Product). India is now ranked as fifth top tourist destination—once occupying 35th position in the world. Tourist arrivals are expected to be 4.55 million in 2007 by further improving our infrastructure. Our annual growth in this respect will be 13.7% in 2003-07 period as compared to the current 7.8% in 2002-04. In contrast, our relative share of employment in travel and tourism is at present lower both in south east Asia and the world. While world's share of this employment is 7.8% that of India is just 2.6%.

Yet the tourists have not been staying for more than 6 days in Singapore because of its having only 1000 sq. km area and higher cost of living in our comparison. The longer stay in India may be due to its large size, an inexpensive standard of living.

Within the country itself, 2.3 million of domestic tourists (inclusive of 1.5 million pilgrims) in 1996, have increased to 3.5 million in the registered category (inclusive of about 1.9 million pilgrims) in 2004. No true estimate of our pilgrim tourists could be made so far. But a rise of 23.5% both in

foreign and domestic tourist arrivals has been noticed in the year 2004 as compared to the previous year.

It must be noted that international tourism is highly susceptible to any crisis in the country. It results in an immediate sharp decline in tourist arrivals. But pilgrim tourism is seldom the first casualty. The devotees follow their fixed schedule irrespective of any risks on the way. That is why, Rs. 200/- crores, 43% more than in the previous year, have been separately provided for the upkeep of domestic tourist destinations.

Foreign Exchange Earning

We earn a good chunk of our foreign exchange from what the incoming tourists from European countries spend in India. They form about 50% of all tourist arrivals

In practical terms, India's total foreign exchange earning in US dollars did rise was 4.122 billion dollars in 2004. It is an increase of 1.36 billion dollars in the last decade. In proportion to further increase in world's foreign exchange earnings from tourism over the year, the percentage share of our country remains at almost the same position in 2004 as it was about ten year earlier.

32.2 TOURISM THEN AND NOW

For the first time, tourism was mentioned in India's second five year plan in early sixties. Government of India took up a scheme for development of facilities at places frequently visited by foreign tourists. The state governments were asked to attend to the needs of middle and low income domestic tourists at places frequently visited by them. In early eighties of the last century, it was felt to correctly estimate the future needs of tourist accommodation and also to protect the environment in view of the increase in the number of visitors.

It was in 1985-90 plan period when the status of an industry was accorded to tourism by a number of states. The scope for the sale of handicrafts by opening new forms of tourism and to organise circuit tour suiting specific areas, was considered important.

From this plan period onwards, the emphasis has been on

- (i) generation of employment through its activities;
- (ii) inviting private and possibly foreign capital for its development;
- (iii) preparation of 15-20 year plan by the states for developing various segments of its infrastructure; and
- (iv) enhancing the co-ordination between related government departments and other agencies for its promotion.



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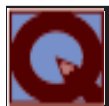
In the ninth plan period, the promotion of domestic tourism in support of international tourism was considered important. A list of 21 pilgrim towns all over the country has been drawn to provide facilities for the largest number of our low-budget people gathering there from different parts of the country.

Now the budget allocation for tourism has increased from Rs. 364.61 crores in 1990-95 period to almost its double at Rs. 786/- crores in the years 2005-06. Private funding of the schemes will be tapped in addition to it. The following break up of central government budget allocation for tourism in order to understand the current phase of its development :

	Provision of
(i) Improvement of India's tourism infrastructure	Rs 350/- crores
(ii) promotion of overseas tourism for publicising our tourist attractions through advertisements under the theme called "Incredible India"	Rs. 140/- crores
(iii) Promotion of domestic tourism under the publicity tag called "Atithi Devo Bhava".	Rs. 70/- crores
(iv) Improvement of tourist service like taxies, coaches, guides, tour operator, drivers and other human resource development	Rs. 226/- crores
Total :	Rs. 786/- crores

The need for the above budgeting is self explanatory.

- In terms of the numbers of international tourist arrivals, India has crossed 3 million mark in the year 2004. Foreign exchange earning has reached 4.12 billion dollar in the same year.
- Since the days of second five year plan, India has steadily added to a number of steps to develop all aspects of tourism, and providing greater budget outlays to get all benefits by making it a key economic activity of modern times.
- India has risen to top 5th position from earlier 35th rank among world's tourist destinations. Tourism industry has started contributing 5.3% of our GDP.



INTEXT QUESTIONS 32.1

1. Enumerate the four aspects of tourism emphasised since the status of an industry was given to it.
2. What have been the main reasons for India hardly earning even one percent of foreign exchange from tourism ?

32.3 TOURISM SERVICES INDUSTRY : MEANING AND IMPACT

Tourism is highly labour intensive industry of a unique type. It provides different services needed as well as expected by the incoming tourists. At the world's level, it is one of the largest in terms of money spent by tourists in the countries they visit. This amount is said to exceed the GNP of many countries with the sole exception of the USA.

According to the latest estimates of the world travel and tourism council, this industry is expected to generate about 6 percent of India's total employment.

In the year 2004, about 11.5 million person forming 2.4% of our work force are directly employed in the hospitality services related to tourism industry. These workers are employed in hotels, restaurants, bars, transport services running for tourists along popular trunk routes and in gift or souvenir shops at tourist spots. A major chunk of directly employed workers look after catering, all matters of accommodation and different modes of transport for tourists in the host country.

Indirectly, over 13 million people are also employed, part or full time, in numerous related services of secondary nature in this every year. In other words, 47 out of every 100 worker in this industry serve the tourists directly in hotels and 53 are absorbed indirectly either through an organisation or are self employed in related jobs within tourist areas. Looking ahead, the economic impact of all this is expected to generate a total of about 28 million jobs by the year 2014. It would give a jump of more than 2½ times to income over its total in 2004, based on growing demand for travel and tourism. Outside the direct tourism sector, indirectly available jobs are no less lucrative. They pertain to the plying of taxis or luxury coaches in local areas, provision of guide or interpreter, folk artists, craft dealers, other transacting financial services, the supplying of sports and photographic equipment of current tourist interest. Additional jobs come up



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in laundries, medical stores and shops dealing exclusively with tourists, in toiletries or cosmetic goods.

It is proper to say that tourism is neither a single nor a specific kind of industry strictly located at a particular site. It is the sum total of a host of services rendered to the tourists as soon as they start gathering information from the host country through any medium. Publicity services are run by tour operators of the host country to help tourists in preparing the plan schedule to visit the places of their choice. Trained chefs and other professionals look to their comforts during stay in hotels. Guidance services take up the duty of showing around the tourist sites. Salesmanship is no less important as a customer service supplied through a chain of stores selling articles ranging from jewelry, garments, furnishings, or decorative art pieces which tourists like to carry as gifts or for their own use.

Such a development of multifarious service industries is least expansive and for less difficult to manage as a part of economic activity. The biggest resource required to operate such an industry is human ingenuity and a creative skill. Compare it to the development of an area through agriculture or manufacturing demanding huge investments to exploit the required resources.

In course of time, tourism by itself starts contributing to further growth of infrastructural resources that it needs. There are the means of transport, communication network, transmission lines for electricity, generator sets or transformers and water storage tanks within the run of the local tourist area.

As an industry, tourism creates its demand by attracting tourists on the one hand. On the other hand, it starts providing market for a number of other industries. Agriculture, manufacturing, building and road construction works get boost from increasing demand of tourism. More of hotels and motels opened in an area mean multiplication of a number of interconnected service industries, one following another. Even a visit to old monuments, building a machine (engines) of historic importance are included in what is now called the “heritage industry”. The name is appropriate because we earn out of them just as we sell any other industrial product.

It enlarges the scope for the work of advertising bureaus and visual media as well as for the governments tourist departments to lure tourists in even increasing numbers. The side benefits create new sources of income and jobs for the people in an area. Both these outcomes become factors in the development of the area.

According to one estimate, an investment of one million rupees generated generally through the promotion of domestic tourism, creates 89 jobs in the hotel

sector alone. In comparison, the same amount creates only 45 jobs in agriculture and 13 job in the manufacturing sector.

As the network of tourist services grows, the distribution of casual or seasonal employment for a large number of self-employed people becomes widespread all over the area around the places of tourist interest. Travel and tourism is growing, twice faster, as the world's largest economic force in the Asia-Pacific region. As it has now caught our attention, its boom would no longer by-pass India. It stands as a hard fact that one million regular jobs in tourism sector can alone generate revenue to pay 40% of the entire bill of costly petroleum products of India a year. Foreign exchange earning through tourism will additionally meet this bill.

- As an economic activity, commercialised nature of modern tourism has converted it into an interconnected group of service industries running into large numbers.
- They provide direct and indirect casual and regular jobs, one feeding upon another, in hotels and related sectors and also for a large number of self-employed people.

32.4 INVISIBLE EXPORTS

The services rendered to foreign tourists visiting India are the invisible products of tourist industry. These products, i.e. hospitality services of all sorts for tourists turn into invisible exports because these are included in this category without turning Indian soil. More the foreign exchange earnings, greater is the gain. In the same manner more than number of visitors from foreign countries, more is our foreign exchange earning. The host country has only to provide all possible facilities to the quest visitors to keep them entertained and in a holidaying mood for the longest possible period in hotels. Longer is their stay, more money they will spend and their earning is passed on to us.

Though our services to the tourists are nowhere appearing as tangible articles in international trade, we succeed in getting cash from them just as we get from the export of other goods. As the same time, the creative items like art pieces fabrics in indigenous designs including heavy goods like carpets and a lot more, do not fail to carry an appeal for the sightseers. Their sale in India itself is an additional advantage. By exporting the same product through an agent, our profit gets reduced.

More the foreign trade of a country, more is the number of tourists, including a large number of business entrepreneurs and professionals by way of their frequent visits. This has given a boost to our tourist industry. Travel tourism



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creates its own market because many tourists are themselves traders. The money spent by a foreign tourist in India offsets the losses incurred because of an adverse balance of payment position. Export in the form of our tourist services has risen to 1.3% in year 2004 from a mere 0.6% in 1990. Among most of the developing countries of Asia and Africa we have become the second fastest growing tourism economy in the world.

Next to ready made garments, gems and jewelry, tourism is our largest export item in terms of its earnings. While in the case of jewelry etc., 75% is the import component, less than 7% is spent on promoting tourism by our overseas publicity bureaus. It clearly retains 93% of each dollar earned from tourism.

- Services rendered to foreign tourist during their stay in India are in a way the invisible products and export of tourist industry.
- Services enjoyed by every outgoing Indian citizen abroad become non-material items of our imports.
- The tourism industry in India accounts for the third largest share in our foreign exchange earnings. It can meet 40% of our yearly bill of imported petrol and petroleum products.

32.5 DEVELOPMENT OF UNDERDEVELOPED AREAS

The travel of foreign visitors in our country forms the basis for development of tourism as a kind of India's export industry. It is a key to raise the level of economic activity through the sale of products and services to travellers. Away from the centres of mass production, each local area is known for some specimen of its craftsmanship which catches the fancy of the tourists. More the number of visitors, greater is the demand for sale of a variety of such articles. Correspondingly it increases the opportunities of employment in local areas. These advantages are of special interest to the relatively under-developed areas within the country.

The non-industrialised or partly industrialised areas are largely populated by peasants practising subsistence type of agriculture. There is a general scarcity of alternate resources which can be utilised for productive economic activity in such types of areas. Such areas form pockets of various sizes widespread throughout the length and breadth of India.

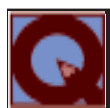
A part of the amount of expenditure spent by foreign tourists during their stay is left as a direct source of income for the local residents. The money paid by the visitors to business people turns into wages of workers used for their services.

The development of tourism provides at least seasonal employment to the young unemployed people and a side job to the women or the elderly persons. The craftsmanship gets revived. At the country level, the list of such products is very long. Even the articles looking just very ordinary arouse the interest of tourists. These are sold like hot cakes in the tourist markets, at a handsome premium.

The youngsters from these areas usually migrate to urban centres to seek jobs. In course of time, the sale of locally produced things and the jobs created for serving the incoming tourists halts the drift of the youth from underdeveloped localities. Tourism creates new sources of income for investors, landowners and banks. It increases the scope of more taxes for the government. This happens rapidly when projects of building or renovating the tourist resorts are undertaken. Money starts flowing in both from the public and private sources. Bank may go in for raising loans in order to take up such ventures. This money or the capital resources were earlier concentrated in a few highly industrialised regions. They start getting transferred to the underdeveloped areas.

Recreative tourism thus helps to filter down the growth of economy from national to lower order regions and to local levels. The trend corrects the regional imbalances of development considerably in the long run.

- The commonplace benefits of tourism are the creation of new sources of income and jobs. But it also plays a special role in toning up the local economy and raising the quality of life in numerous ways in country's under-developed areas.



INTEXT QUESTIONS 32.2

1. Name two types of invisible exports through tourism.
2. Out of the international and domestic tourists, who are the providers of foreign exchange ?
3. In what manner tourism raises the quality of life in coastal areas ?
4. What are the three alternate resources to develop the under developed areas ?
5. What for a tourism called a service industry ?
6. Name three things included in 'heritage industry'.



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**32.6 PROBLEMS OF MASS TOURISM**

We will discuss these problems under heads :

- (a) Effects on Environment
- (b) Effects on local economy
- (c) Effects on local cultures

A. Effects on Environment

Environment remains a source of tourist attraction as long as it is not damaged beyond control. But it needs a greater care to protect all its components from the harmful effect of mass tourism.

The soil particles get compacted or dislodged under an unbearable pressure of pony traffic or of human feet. Heavier vehicular traffic creates ruts on asphalt or on the soil of tourist trails. The run-off of water or snow melt from the rutted surface and from over the compacted soil increases. The valuable top soil from jungle tracks and along hill slopes once lost distracts the tourist. A greater run-off may even harm the roads and the foundations of buildings in the tourist area. The litter of non-degradable materials like plastics, tins or chemical pollutants are found scattered all over the sites, even on the seasonally important camping grounds. The general tourists and the trekkers need to be told to keep their routes and destinations clean. An unmanageable rush of tourists to any open space in the wilderness kills the grasses. Hardier and less desirable species start replacing the original plant cover.

A declining biodiversity as a result of all sorts of human activity is decried in the latest United Nations Report on assessment of ecosystems. The wild animals and the birds always move away to avoid human contact. If it is not possible for them to keep away, they may even die. The loss of ground shelter, bad quality of water, frequent dredging of silt from wetlands, silting of wetlands and an excessive noise disturb the wild life. In Jawahar Lal Nehru's words, "Man continues to be not only wild but more dangerous than any of the so-called wild animals in spite of our culture and civilisation."

The poor people also plundered the wilderness out of their compulsions. The habitats for surviving wild animals are now being preserved in a chain of sanctuaries. But current reports of development work in their core areas unfavourable to the conservation of wild life, are disturbing. For an example, instead of relocating all villages away from the core of Maharashtra's top tiger reserve of Melghat, tanned roads have been built in it. Tigers often burn their baws by walking on them in hot summer. Tiger not

a social animal is disturbed by the noise of moving traffic. Roads also give easy mobility to their poaches.

A good quality and sufficient quantity of water is equally essential for keeping alive the tourist industry. The use of swimming pools, and of water required for washing, drinking, sewerage and sanitation goes on increasing as the number of tourists increases. The shortage and the pollution of water adds to the prevailing insanitary conditions and the diseases in densely populated country like India. An unregulated inflow of visitors to tourist places in the vicinity are so affected by such conditions that they may decide to keep away from them the next time. The debris kept lying for long as a result of any developmental activity, kitchen sewerage unless treated, garbage dumps, land fills and fuel spills distract the tourists. A great quantity of fish raised in the polluted water bodies to meet an increasing demand in restaurants suffer a loss.

How sensitive is the tourist industry to all the adverse changes in environment if it is not properly conserved is a moot question. It is aptly described that tourism = nature's beauty + wild life + cultural attractions + ecology. All these are the components of one single and indivisible system. They need to be conserved in order to protect the very resource base of tourism from destruction.

Many of our ancient monuments are not looked after properly to retain their age old attractions. Heavy rush of tourists day in and day out in Ajanta, Ellora and Elephanta caves is reported to be creating an excessive amount of humidity. It checks free circulation of air inside them. It has led to the deterioration of wall paintings and the rock frescoes. The choked sewers close to the popular tourist destination of Jaisalmer's fort town is a dirty sight. The temples and the statues of Hampi show a number of scars as a result of badly applied techniques of restoration. The vibrations caused by the taking off and the landing of aeroplanes at a runway too close to the Khajuraho temples are harming the sculptures. This air route was opened mostly for carrying the hordes of hurrying tourists. Even Jantar Mantar at Delhi is no longer functioning astronomically because the unchecked construction of sky scrapers around does not admit the required sunlight to its structures.

One such example is the successful effort supported through a court order to clear a 10,500 sq. km area surrounding the Taj Mahal at Agra to keep it an glimmering a site as it was earlier. There was the danger that the world famous monument would lose its charm because of the pollutants thrown in air around from Mathura oil refinery and thousands of factories nearby. Now the whole area



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called 'Taj Trapezium' extending right upto Bharatpur bird sanctuary and Firozabad glass factories has been cleared of factory and a green belt has been laid around it. The air pollution from Mathura refinery has also been controlled. But the riverside of Yamuna continues to be as much dirty as many other rivers and the cities around are turning to be.

Another success story is the resolution of Delhi's problem of air pollution caused by an uncontrolled increase in the number of petroleum using vehicles. Delhi passed through troublesome times for switching over from petroleum driven local buses and taxis to the use of CNG (condensed natural gas) as people friendly material. It has resulted in radically reducing the quantity of pollutants in air one feels the difference by breathing freely and safely while moving along the roads of the capital city. Still a number of gutter adding factory garbage and untreated sewerage to Yamuna river water remain to be brought under control.

It has been realised that pollution levels must be reduced to save people from badly affecting health pollutions and original appearance of the largest numbers of monuments in this centuries old city. Close to the national capital, illegal mining activity with dynamite in place of slow and steady manual digging has been reported. It is telling upon the age-old beauty of rocks in the Braj Bhumi of Mathura Vrindavan.

The above examples give us an idea of the increasing pollution of air, water and the land undermining the very resource base of tourism and also the change for the better where their ill effects could be checked.

It is an accepted wisdom that mass tourism, by and large is dreadful. It has physically ruined many a coastline by encroachments of second rate building structures or by wholesale destruction of mangrove forests. It has degraded the forested hill slopes reduced the normal discharge of surface water and the recharge of ground water. The mere check on inflow of tourists as an exclusive single step will not solve the problem. The participation of local people and of administration to protect their environment will be necessary.

An example of great annoyance of local communities with authorities controlling wild life sanctuaries making their conservation unsustainable stands witness to it. Villagers depending upon livestock have been moved out of the sanctuaries and even small scale agriculture has been banned with no other alternative means of living provided. Three local people could have been involved in cooperative tourism. They could have been trained for running the tourist jeeps, guiding the visitors or managing the cateries. Neither their incomes have been secured, nor

their villages relocated or settlement rights protected. Even after controlling the rapidly increasing number of tourists, efforts to conserve wild animals and birds are ineffective without resolving the clash of the interests of villagers and park management.

- All components of environment, the soil, flora fauna and water flower besides the monuments of heritage tourism need to be protected from adverse impact of large scale tourism.
- Merely controlling the influx of tourists in isolation fails to secure sustainable measures of conservation of environment in the absence of practising cooperative tourism with the participation of local communities.

B. Effect on Local Economy

An irregulated rush of visitors to areas of tourist interest also puts a great pressure on local resources. The first effect of tourism is in the transfer of money from one region to another through the travel of tourists. In itself, it is a welcome development. However, flow of money into relatively less developed region raises new issues. There is an hike in the price of land because of the greater demand for construction of hotels for the tourists. The prices of daily needs especially of perishable goods like milk, eggs, vegetables and fruits shoot up in the upcoming tourist place. A rise in the wages of labour occupied in the service of tourists takes place. The generation and rise in income are happy signs.

This situation soon after leads to the increase of a large number of working people from neighbouring areas of stagnant economy.

If they are constantly coming into a few already popular tourist destinations unemployment problem may cease to stop despite the creation of new jobs in initial stages. This situation goes on changing if the growth of new tourist sites or tourist industry in the existing one keeps pace with it.

Even a modest rush of tourists during the short peak season to mountain resorts puts a great strain on local supply of water and electricity. The provision of package tours by a separate fleet of buses fails to meet the increasing demands of the visitors in a developing country like India. The sharing of many of these amenities by the local people and the tourists leads to the suffering of the former by short supplies and higher costs. The gains in employment may result in loss of social welfare for the local residents in such a situation. Rising prices of land may force out small lands owners. The farming population may start declining slowly by the shifting of manpower to popular tourist spots to pick up jobs there. The productivity of agricultural land is likely to get lowered in the affected region.



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These and many others are essentially problems of transitional nature. The matching of massive numbers of tourists with the carrying capacity of major tourist resorts in terms of growth of facilities needs prior planning. The tourist resources, even unused ones, are perishable if the pressure of tourist traffic on local economy is not kept within its limits.

- Even a modest but unregulated rush of tourists raises the wages of labour, prices of land and of articles of daily use in the tourist region.
- More demand and less supply of water and power, shared by both the tourists and the local residents, creates shortages—the worse sufferers are always the indigenous people.
- Tourist carrying capacity of a resort needs to be matched to the growing tourist traffic and the increase in the number of incoming job seekers to check these problems

C. Effect on Local Cultures

Economic benefits of tourism are always welcomed in less developed countries like India. But its social effects are not easy to digest. They arouse reaction among the people living in the tourist regions. It is the result of the clash of two different sets of values. It was said by no less a person than Gandhiji that nations live neither on democracy alone nor on economic growth. They must retain a sense of their own identity by keeping alive the pride in their heritage. Needless to say that since Independence of India, a greater care has been taken by our people to revive their arts and cultures in a bid to sharpen the identities of different regions of the country.

But there was an attempt to hurt the pride in our heritage and culture. It crossed its limits when there was once a talk to take over the popular beach town of Mahabalipuram near Chennai for converting it into an wholesale tourist place. It has been historically more famous for its ethnic art and sculpture. The international intervention would have virtually led to the moving out of local people, dedicated for long to express their legends into stones through sculpture. It would have paved the way giving full freedom to foreigners including their females to lie freely on its beaches. A fashion craze which does not fit in with Indian custom. By accepting it as an international tourist town, the expected clash of cultures between the visitors and the locals could have been avoided in one stroke. Those who were the proposers or the supporters started telling that it will boost income earned from recreative tourism. But there were others calling it a cultural coloniser coming back to an Independent India. Such culture clashes at different stages are reported from a number of other tourist resorts in the country.

The adverse social effects of mass tourism are the result of encounters between the visiting guest-tourists and the local hosts. Such encounters take place in three possible ways :

- (i) Where tourists purchase goods or services which are offered to them as commodities in the market, many persons in the host region are frustrated because they do not share the economic benefits earned from the sale of these services. Hospitality offered to the tourists is just a technique of selling a set of good or services at best of the prices. The reception to the tourists is not traditional but is purely commercial. Its style does not any longer reflect the personal lives of the locals.
- (ii) Where tourists and the hosts are face to face with each other much more directly, such contacts often lead to taking an uncalled for photo of local families including the females. It raises doubts because of the ignorance of tourists about the lifestyles, aspirations or social practices of the hosts. A local person in such a contact is generally treated as an object of curiosity. Sometimes tourist free entry in temples, festivities or ceremonies without observing the required decorum causes irritation. It is likely that frequent visits or longer stays of tourists may eliminate such suspicions.
- (iii) Where the encounter between the two is side by side for seeking or exchanging information and ideas, such a contact is the least harmful as it aims primarily at mutual understanding of each other cultures.

The incoming tourists arouse new desires among the local youth particularly among the young girls to come out of their home-bound traditional lives. The elders of the local society lose their control over the young ones. The youngsters start imitating the lifestyle of the tourist visitors. By staying in hotels, the tourist get a very rare opportunity to participate or observe the lifestyle of the local people from close quarters. Today's mass tourism generates an holiday atmosphere because the visitors are mainly pleasure seekers. An all time free mixing between the males and females of the guests and their scantily dressed young ladies attracts particularly the local males. In course of time, there is a change in the local youth's pattern of consumption, styles of eating out in hotels and new aspirations to enjoy life as the tourists do. The presence of tourists weakens the hold of their own family traditions in course of time. Even a large part of what the youngsters earn from their services to the tourists is spent in their own pleasures without bringing any benefit to their needy families. This change is called the phenomenon of 'cultural alienation' of the local youth. Such a negative impact of tourism is greater



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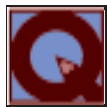
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in a small sized area with a lower density of population and a lower level of development.

This is the situation we meet in our islands, in remote and small valleys in the mountains. Such effects are relatively lesser in a large sized tourist region with higher density of population, a better infrastructure or where a large fraction of people is employed in this industry. The reason being that the contacts between tourists and the hosts become more frequent arousing little suspicion in a large and a developed tourist resort. At the same time, the cultural gaps or unhealthy social changes may gradually disappear with higher educational levels of the local residents. The host area may not be harmed by the negative effects of large-scale tourism when there is a wider distribution of wealth and skills among the local population and their traditions become flexible.

- The encounter between foreign tourists and the local people is a clash between two sets of cultures observed at a number of tourist resorts.
- There is only a commercial relation between the tourists and their hosts just as is between the sellers and buyers of goods and services in the market.
- Treating local people as objects of curiosity by the tourists cause irritation among the former.
- Tourists are generally members of a high consumption society of pleasure seekers landing in the midst of a society suffering from wants.
- Youths of the host area suffer from cultural alienation by imitating the behavior pattern of the tourists and losing the hold of their family traditions. It is the major negative impact of mass tourism, more harmful in the stages of its early growth.



INTEXT QUESTIONS 32.3

1. Cite three major negative impacts of mass tourism on the local outh alienating them from their own cultures.
2. Give one example each of pollution of air, water and land around tourist places ?
3. What affects badly the temple sculpture at khajuraho ?
4. Give two examples of the force of public voice successful in protecting the health of their environment for tourists.

**Notes****32.7A A RESUME OF PLANNING POLICY—ITS NEED AND STRATEGIES**

The prospects for future expansion of tourism in India are limitless. Our advantages for developing an all purpose tourism have already been outlined. A market relation developed between hosts and the tourists when a large number of them are ready to pay for the goods and services which we supply. This relationship has now developed to such an extent that the term “tourist mart” is used for today’s growth of tourism.

In early travels of individual explorers or drift tourists, there was an intense relationship between the visitors and the hosts. But the current mass tourism mostly in the form of large groups is organised as all inclusive package tours by certain institutions on commercial basis. For this reason, these are the days of an “Institutionalised tourism”. Such a package tour is pre-planned by a travel organisation for members of the group. It covers a large circuit in a hectic travel in the shortest time. It offers a sort of protective environment to the tourists by taking care of all their needs. But it leaves no freedom of movement for the individual members to travel or stay as they like, taking their own time or opting for a particular type of activities.

A change over is complete from gradual to rapid mass tourism, from exploratory travels to commercial or purely recreative touring. From individual or family tourist all inclusive package tours planned by travel organisation or institutions. Hence it is named as “institutionalised tourism.” It is a turning point in the history of travel promotion. In view of such sea changes in all aspects of tourism, a planning policy at national and regional levels has become imperative for laying down the goals, choice and the strategies for its promotion suiting a country like India.

Detailed surveys about the character of the area, its tourist potential and scope for development of tourist resources is the first task. Then we must have an idea about the present number of tourists and a forecast of the expected numbers in near future. We must identify possible attractions we can add to prolong their stay. Expected changes in the attitudes and interests of our customers also need to be investigated. This data can help us to assess the carrying capacity of the tourist centre for the maximum numbers.

Next are the tasks to assess the provision of basic essential services that tourists would need, the sources of investment, private or public, to provide for them. The promotion of travel-tourism on right lines cannot be planned without estimating the amenities to be made available at right time and in right places. These are the two important side questions before the planners. The development of tourism will have to be fitted in the overall goals of our plans for national and regional development.



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Should the tourist industry be treated in the same way as other industries? The seasonal nature of jobs that tourism generally offer, results in under utilisation of resources and efforts for a part of the year. There is the need to search out some alternate sources of employment such as small scale industries to absorb the workforce fully during the off-season.

B. SUSTAINABLE TOURISM

A rapid and massive movement of tourists within a shorter span of tourist season puts a heavy pressure on tourist resources. The usage of tourist attractions is likely to be damaged beyond repair and their life span may even get shortened. Their popularity suffer a loss, the number of tourist arrivals gradually falls and generation of job comes to a halt. As we keep on taking some measures to restore the charm of tourist sites this stage of decline does not seem to have set in fully. But there are many hill stations, beaches and monuments which we have not cared to see that they shine and provide some job opportunities to the people.

In both situations, either there is the degeneration of tourist spots because of the overuse or misuse of their resources or an unmindful neglect of their premise has left them underused. The growth of tourist culture demands to practise tourism on sustainable basis. **A sustainable tourism allows to exploit tourist resources for a long time and never brings a fullstop to the creation of job opportunities.** Sight seers in summer tourist resorts keep people engaged in tourist occupations. In high altitude areas of the Himalaya, the induction of winter tourism and keeping people occupied in replenishing the stock of the cottage industry products for sale in the next peak season have offered them sustenance all the year round. To keep alive the tourist friendly activities in all tourist areas is the life and blood of sustainable tourism. Prolonging the conservation of environmental attraction by avoiding anything which is fatal to it encourages people to derive their living continuously from tourist occupations.

Eco-tourism or environment friendly tourist activity forms a core segment of sustainable tourism. It requires to preserve the ecology and local cultures of an area. A good quality of air and water, well maintained biodiversity and organised human efforts are the major components of **eco-tourism**. Keeping up harmonious relationship among them is the growing need because a chain of interactions lock them together. The location of cement factories were started with full force in tourist regions of Himachal Pradesh and Kashmir valley some years back. Extraction of limestone, emission of dust, fumes and noise disturbed the ecological balance and were least eco-friendly in these states depending largely on tourism.

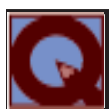
A hard decision may soon be required in regard to the promotion of regulated or an area-selective type of mass tourism to let it not develop haphazardly anywhere and everywhere. It is a strategy to regulate the tourist movement to see that it does not exceed the carrying capacity of a tourist resort in terms of its environment and infrastructure.

This approach keeps the cultural legacy of the areas under check from getting harmed and protects our youth from cultural alienation.

The important task ahead is to make our people accept tourist culture as an instrument of development social change and national integration. A three point strategy has been framed to living home the full potential of travel tourism. The first step is to create 'Awareness' for tourism within the community. We as hosts must be aware of our identity while welcoming the guest tourists. The second is the step to tone up the 'Infrastructure' by providing adequate and easy transport, all type of formal and informal accommodation as well as other amenities. Third is the step to awaken people for effective 'marketing' of regional attractions of the landscape, area's heritage and varied services to the tourists. Tourism is rightly described as an extremely complex product of the combined efforts of numerous organisations formed for carrying forward the aforesaid strategy.

- The turning point in history of travel promotion is the change over from gradual to mass tourism, and individual travels to commercial purely recreative and all inclusive packages tours.
- Tourism is to be developed on a sustainable basis to provide work in small scale industries for absorbing the workforce during off season and during slack period occurring on any account.
- An area selective (gradual type of tourism) tourism in all possible forms is a strategy to minimise the influx of tourist traffic.
- Three point strategy, inclusive of awareness of tourism among people, provision of infrastructure, marketing and management facilities is important for making an area tourist friendly.

Let us now refer back to what we have discussed in these lesson for summing up the policy measures for promotion of tourism at two different beech.



INTEXT QUESTIONS 32.4

1. Define the following:
 - (i) A tourist mart



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- (ii) Sustainable tourism
 - (iii) Eco-tourism
2. Give reasons for the following
- (i) Pre-planned package tour and its disadvantages
 - (ii) Mere provision of seasonal tourism results in under utilisation of resources.

32.8 POLICY MEASURES AT NATIONAL LEVEL

The national authority of the union ministry of tourism and the apex body like India Tourism Development Corporation take policy decisions on the basis of periodic survey reports. The necessary feedback for drawing the guidelines is also supplied from state tourism authorities, regional bodies of hoteliers and travel companies.

The trend in respect of the number of incoming foreign tourists generally exceeding the numbers of outgoing Indians has reversed during the last couple of years. If Indians going abroad are more than the tourists coming into the country as it happened in 2004. Our foreign exchange earnings tend to get reduced. The National Tourism Authority has to re-examine such a change in order to keep it within limits in country's larger interest.

All aspects of the current status and changing trends of tourism are monitored while laying down guidelines for regulating the tourist traffic and for incorporating the amenities or incentives required for its promotion. Budget outlay for different segments of tourism and travel industry are proposed accordingly.

A. Concessional Fares and Amenities

Now-a-days, a number of travel promotional schemes are advertised to catch the fancy of tourism conscious people through print and electronic media. At first the whole lot of literature on tourism produced for its publicity at the country level proves handy for the international tourists. Incentives in the form of discounted holiday packages for air and rail travel are made available for different age groups, members of families or group travellers for high and low tourist seasons. Privatisation of air lines both for domestic and international flights included in the national policy has become a reality in India. A good deal of publicity for the sale of tickets at reduced rates both by official and unofficial agents is the result of growing competition among the air companies.

‘Apex Tickets’ are being sold between 50% and 60% cheaper than full economy class fare, with certain condition. “Apex” stands for Advance Purchase Excursion Fare. These low cost fares increased the number of domestic tourists by 30% during the year 2004. Another concession is known as ‘stand by’ discounted ticket. It is directly available at the airport in case there is a free vacant seat declared at the last movement. A ‘round the world’ ticket giving more discount allows a tourist to make several stop overs into India.

The policy adopted for allowing private airlines to fly, not only gives a choice of flight on many routes but also cares more to provide efficient services during the travel. As concessions in air fares multiply, even the review of rail fares in air conditioned coaches and luxury trains has become unavoidable to stand in competition.

It is the job of the National Authority to facilitate easier air connections from selected air ports for neighbouring countries in Africa and Asia for international tourists. While the provision of travel services promotes tourism, the concessions and rebates in ticketing are the real incentives to add to the numbers of tourist arrivals. The upkeep of travel infrastructure also includes certain follow up steps, equally the responsibility of the central authority. This refers to cover up the gaps and to remove the lacuna noticed in its operation. In cite one instance, travel from Delhi to Bhubaneshwar is highly popular among tourists but there is only one flight a day for this side. It is less costlier to reach Bangkok in Thailand than this important destination in Orissa.

The need for development of airports to the highest international standards and expansion of their network in these days of speedy travel is an admitted fact. The coming up of international airports at Amritsar and Srinagar is a great step forward to boost traffic to tourist hubs in India’s north western region. Bringing Guwahati on the international air map is a boon for the central corridor of Assam valley, so for untouched by active tourism. It will allow it to act directly as a traffic feeder for all our north-eastern states. Even the opening of more foreign consulates in these areas can swell the number of international tourists by prompt issuing of the visas. Another policy proposal to re-emphasize the opening of selling outlets at subsidized rates will be worthwhile for promotion of tourism.

Such facilities are of greater advantage not only for the tourists but for the host community as well. It creates a booming employment for the local people and is bound to make them gainfully enterprising in days to come.



**Notes****B. Imbalances in Tourism**

India, because of its vast size and a very long history, has a great scope for vigorous tourism to countless types of its attraction. So far, we merely come across a few 'islands of developed tourism' scattered amidst many areas of stagnant tourism. The area of active tourism are too small in proportion to the country's size and its diversities. Down south, Mysore-Bangalore round about is overvalued while northern Karnataka lies neglected for tourism. Along sea beaches of Goa, Kerala and Orissa are famous tourist destinations while beaches of Karnataka, Maharashtra and Andhra are yet to pick up. Hill tourism in the newly carved states of Uttaranchal and Jharkhand and tribal tourism in Chattisgarh or in Arunachal Pradesh are yet in infancy. Aggressive marketing of these tourist states is required to bring them to the level of what Kashmir and Himachal Pradesh have achieved.

There are wide gaps also between the arrivals of international and domestic tourists in a number of areas. Foreign tourists formed 75% of the total number of tourists in Jammu and Kashmir and 55% in the tourist friendly Rajasthan. But their proportion has been 10% in Goa and only about 3% in Himachal Pradesh. How can anyone agree that Himachal Pradesh would fail to attract them in larger numbers if practical steps are taken in that direction ? On the other hand, a good number of foreign visitors comprise over 3 million of tourists coming to see the Taj Mahal every year and a very few going to equally attractive Ajanta-Ellora caves. Surprisingly, relatively more foreigners are reported to be visiting Macleodganj (Dharmasala) in Kangra district of Himachal Pradesh where Dalai Lama resides. Lesser Numbers of them are seen in Kulu-Manali region of high Himalaya blessed with for richer natural attractions and organised adventure sports. The lack of an adequate and focussed publicity seems to be the cause of this current trend.

Rajasthan could allure the highest numbers of high spending foreign visitors by publicising the places and Havelies of erstwhile Maharajas and rich traders of the desert state. Kerala succeeded by becoming the poster boy of beach tourism combined with Ayurvedic practices

A national policy is better fitted to reduce such an unfair distribution of tourism by publicising integrated tourism circuits. These circuits can take off across all states and atleast one destination in each of them can be developed as a base station. The re-designing of inter state package tours may be proposed to the states for taking them up jointly.

For example, Kerala and Tamil Nadu up and down their forested hill divide, Himachal Pradesh, Jammu and Kashmir and Uttranchal along their tracks of temple tours and Buddhist monasteries hold a great promise. An extension of tour of the 'San box' of Rajasthan upto Gujarat coast provides a diversity of refreshing experience. Already India's Central Tourism Ministry has earmarked Guwahati-Shillong and Arunachal Pradesh in three north-eastern states as an interstate circuit of eco-toursim and another of the Buddhist destinations in and around Bihar. The question of providing even the budget accommodation at prime sports in many wayside halts in undeveloped tourist areas has also been taken up.

C. Management of National Disasters

Major natural or man-made disaster are termed as national disasters when they extensively cover a number of regions or states of the country. At one stroke they snatch the livelihood of people depending on tourism. The recent destruction brought about by Tsunami seismic sea waves over large areas of our coastal regions has been a national disaster. The continuing terrorists activities of militants in many other parts of India are also man-made national disasters. Whenever the very existence of Sea beaches has been washed away, beach tourism is lost completely. Similarly, in many of our tourist area, the highly sensitive tourist industry has suffered large scale wastage of amenities because of the militancy. Kashmir is a singular example of such a region. Such disaster can be managed by adopting a national level strategy to restore tourist industry and heal the wounds of the local people depending upon it. More than the funds, active participation of the local people of lending a helping hand by their sympathiser go a long way in reviving the tourist activities. An important example is the supply of bamboo to the victims of Tsunami disaster from the state of Mizoram. So far away from the scene of the destruction. The freight for carrying them to Tamil Nadu was borne by the north-eastern railway. This instant wave of sympathy for the suffering community resulted in re-building of living structures for them so that they could re-start earning livelihood from tourism.

A single national agency could instantly pool its resources for evacuating all international tourist not only from tsunami hit areas in our own country but also from such areas in the neighbouring countries. Even visas were issued overnight to the stranded tourists in our neighbourhood. It has been an example of best crisis management by national agencies working under the Govt. of India. Developing the ruined sea beaches was no easy task. Still the base minimum was

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achieved to begin the restart of tourism as a booming industry once again Cheap packages and incentives helped its revival to such an extent that Port Blair was reported as one of the most sought after foreign tourist destinations in the world. It is possible for a National Agency to take up the launching of an awareness campaign all over the country to extend an helping hand for the sufferers.

32.9 POLICY MEASURES AT REGIONAL LEVEL

In plain terms, the whole tourist region by itself is an outlet for selling its visible and invisible products. The region markets its natural scenes and cultural landscape it inherits. Right from the hills and dales, multi coloured rocks, smokes, sands, water, trees and lush green fields to sunny skies, cloudy shadows or dripping rain are the assets for tourism to cash. An attraction of a tourist site, its sounds smells and seasonally changing colours invite the visitors towards it. Its marketing fetches good returns for its host as well. Obviously, measures to be taken for its upkeep are the first item of a regional policy. There is the continued need of exploring new attractive spots through area studies. The site environs accessibility and the scope to impart or improve upon its ethnic imagery would determine its choice.

A. Case Studies from States

The states known for their hill tourism fail to cope with the rush of tourists in accommodating them suitably in hotels although a number of good hotels have been made available at all major hill stations. Himachal tourism has proposed to develop three new small sized hill resorts at medium altitude in outer part of the state where the greatest rush is noticed because of its locations close to the plains. This measure is expected also to maintain the tourist appeal of old hill stations by reducing the unbearable rush from there. The state also looks forward to build a tourist city to suit NRIs in distant future, in a bid to earn more revenue.

At present the tourists in peak season get concentrated in the three popular hill resorts of Shimla, Manali and Dalhousie. By making the new sites attractive by providing all facilities, they will be more than pleasant wayside halts. The sites lie undeveloped not because they are less appealing for sight-seeing. Mostly the general unawareness or the notion to measure the worth of a resort by the crowds it draws in are the causes for ignoring them.

Himachal tourism also thought of the possible steps for raising the tempo of tourist activities in Kinnaur and Spiti areas in the northern inner parts of the state. These are areas of high and difficult mountains having fewer facilities expected by tourists. It has been decided to ask the tribal people of villages along Hindustan-Tibet Highway and Spiti valley road to spare accommodation for incoming visitors

within portion of their commodious houses. These areas are known for scenic views of high snow clad range and age old frescoes related to Buddhist theme inside the monasteries. The serious tourists interested in adventurous trekking, mountaineering or in unique culture of this little Tibet inside India would like to pass through these areas. There is an hope that tourists of this kind would come forward to experience staying with the indigenous people in their homes even in the absence of high level of amenities.

The state of Jammu and Kashmir is also thinking of opening up 21 new tourist destinations for making a fuller use of its numerous attractions. The underlying purpose is of scattering the tourist traffic away from a few popular places to unfrequented yet unforgettable sports. In the like manner the maharashtra tourism can no longer afford to neglect the hill resorts on Satpura hills and over a dozen undeveloped tourist places on the Sahayodri ranges. In order to keep alive the charm of a four excessively visited hill stations during peak season, it would do well to reduce the abnormal rush of tourists from there. The only need is to publicise the so for neglected hill resorts by providing more facilities and easier access. It will serve a double purpose of gaining from carrying tourism to new parts of the state and keeping older hill stations tourist worthy for long. The state of Uttar Pradesh also proposes to develop and publicise 10 relatively unknown tourist spots mostly in its eastern and southern parts to achieve a balanced distribution of the benefits of tourism.

In an around Hyderabad in Andhra Pradesh, Buddhist monuments, great mosques, archaeological sites and museums are found. The southern tirupati zone is the gateway for the largest numbers of Hindu pilgrims worshipping in the temple of Lord Venkateshwar in the Tirumala hills. The northern Vishakapatnam zone is labelled for beach tourism, prehistoric caves, hillocks, most ancient temples and for proximity to tribal life in the beautiful Araku valley. The Eastern Ghats, rivers and the lake reservoirs have been made public for experiencing the thrill of adventure games.

Tour schedules are planned for regulating tourist traffic to areas of their specific interest by opting for either of the two approaches. They may like to pay short wayside visits adjusted to festivals and other events arranged generally on different days at different places. Another option is to go to a specific zone to participate in the activities ascribed to it. The underlying aim is the dispersal of tourists for different parts instead of their unmangeable overcrowding. It is achieved by means of an appropriate publicity to popularise infrastructural facilities along convenient circuit routes.

B. Innovative Tourism—Its Forms

Single track tourism is confirmed to a few sites once developed or a few



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performances repeated time and again without varying them in anyway and anywhere. It may fail to sustain interest for long. In the absence of innovations or added sources of recreation, the regional tourism soon reaches its saturation point. If such a plateau stage of tourism gets prolonged, it starts cutting short the prolong stay of tourists. Some of them may not like to repeat their visits or may go elsewhere. Innovations are being talked about to pass over this stage. Various forms of innovative tourism can be labelled as follows :

- (i) Rural tourism
 - (ii) Weekend tourism
 - (iii) Farm house tourism
 - (iv) Health tourism
 - (v) Hatt tourism
 - (vi) Festival tourism
 - (vii) Museum tourism
 - (viii) Medical tourism and
 - (ix) Tiger or elephant tourism
- (i) Idea of rural tourism has come from Himachal Pradesh. It proposes to set up ideal tourist villages, providing all the urban amenities, located close to already existing villages. A tourist village will seem to be merging in the rural setting. It is looked upon to use the best of region's rural scapes to usher in ethnic tourism. It will help the tourists to get absorbed into the lifestyle of an hill village but in an entirely fresh surrounding.
- (ii) Days for enjoying long vacations are no longer available to many busy tourists. In these days of internet facilities, a tourist resort has to fix up with them for this catering and vacationing for short breaks at the weekends. A weekend tourism is an example to integrate tourism to a fast urban lifestyle. Matheran in Mumbai has successfully re-shaped to tourism industry by erecting 100 resorts today while their number was 5 in 1980. It also retains its reputation as the only place not allowing any non pedestrian traffic in it.
- (iii) Prosperous agricultural states like Punjab and Harayana can give a new lease of life to tourism by inducting 'farm house' or 'canal tourism'. In these lands of emerging farm houses, these can act as core points for short duration tourist meets. Taking tourists around the gardens of Delhi in a day long trip is a mobile form of farm house tourist activities. Gurdan tourism can better be combined with prompt picnicking and short recreations. Canal side rest houses are other picnic spots for weekend or wayside holidays coming from easily accessible nearby cities. One such example is at Nangal township close

to Bhakra dam in Punjab. City dwellers look upon such sports as a good escape from the humdrum of urban life and consider the outing as a day well spent.

- (iv) Health tourism is being popularised in Kerala and in hill resort of Lonavala close to Mumbai. It offers facilities for invigorating yoga exercise, massages and natureopathy herbal applications. These are propagated during refresher courses for a month or more, than it, depending upon their classification into grades. It is practised in restful environ, supplying healthful diets and a day long calender of activities. An extensive course of treatment is its motto instead of administration of a medicine.
- (v) The recent growth of “Hatt tourism” has an interesting history. In olden days, the mobile weekly bazar were a common sight in our major villages and towns. A central site in rural countryside or in a town was earmarked as the venue fixed for all the time. Local produce of all sorts including commonplace articles of daily use were brought there from feeder villages around.

The organisation of colourful activities within the reach of local community gives it the remblance of a village fair. “Delhi Hatt” has become popular by associating the idea of weekly bazar with tourism on permanent basis. It has been given a new meaning by encompassing different states of India in place of surrounding villages of the past time. It is a marketing showpiece of mini India. Hatt tourism has turned into a close door neighbour of multifarious types of trade fairs organised in Delhi and in major cities periodically on a large scale.

- (vi) India is a land of countless types of festivals and fairs. The seasonal festivals associated with the harvesting and sowing of crops under different names all over the country reflect a sort of regional attraction of tourism.

But many new ‘Avtar’ of festivals carrying a far greater appeal for tourists have come up during recent years.

Desert festival of Jaisalmer concentrating on camel rides and folk dance of the area, cattle fair festival of Pushkar, Kulu and Mysore Dushera of a different type and that of kite flying of Gujarat in Ahmedabad are their examples, most popular among foreign tourists.

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Light and sound shows are organised at many places to retell the life histories of famous persons and events. Most notable one are such shows commemorating the historic events taken place around the forts of Delhi and that of Golconda, close to Hyderabad.

Organisation of festivals even around half demolished heritage sites as one at Quila Mubarak at Patiala relived its past glory. It proved a popular innovation for punjab tourism in fetching a good number of tourists. All these festivals are added attractions to the development of Indian tourism.

- (vii) The idea of putting up art galleries and a variety of local level museums are catching the fancy of people. By portraying the associated history or the great deeds of prominent regional personalities, the local patrons will in fact, be promoting the cause of 'ethnic tourism'. Ethnic tourism focuses on preservation of local traditions, customers cultures, history and life stories of local heroes. All this is promoted as legacy of the people.
- (viii) Medical tourism including what is being called dental tourism is the latest craze of foreign tourists coming from countries of the western world. As medical treatment of deep seated serious diseases and of dental troubles is costlier in western countries and good facilities are now available in selected cities of India, the health conscious foreign tourists visit our hospital centres during their stay here. Undergoing medical treatment is the main chunk of their touring schedule.
- (ix) The study of wild life, particularly the tiger and the elephant in their habitat, is another big tourist draw. Sadly our tiger population has been decreasing. Yet it is reported that next to the Taj Mahal, tiger is the biggest attraction and tourists keep returning to visit the sanctuaries and do not mind waiting for days to catch the sight of the big cat. A dead tiger in black market fetches only 50,000\$ while we stand to gain 30 million # from tourist coming to view it alive. Tiger tourism would boost the local economy of large number of areas in which sanctuaries are situated. It could provide a sustained source of employment to local people if we care to protect tigers just as China advertises its Panda and Australia its Koala or bear by realising their worth for tourism industry.

Poaching would not be stopped by restricting access to sanctuaries. Local people would keep tiger or elephant alive if they have a stake in it through the provision of employment. They will know the merit of conservation of wild life if they are associated with its

practical worth for them. Foreign tourists are particularly fond of elephant ride. The short reaches of tiger pugmarks along their foot tracks in the wilderness are covered by making use of elephants.

C. Innovative Practices

The efforts of non-government social organisation and religious trusts are getting appreciation in some regions to save public sector tourism from reaching its saturation point. These organisations are coming forward to revive old source of water supply like wells, baolis or tanks. They propose to repair the long neglected inns and to take up the work of garbage disposal even by taking a nominal fee from the tourists.

Strict rules may be framed for disallowing a free access to ancient monuments and heritage sites from multi-points of entry on exit. A great number of visitors does boost tourism but crowds at monuments during peak season need to be regulated. In place of anywhere, anytime policy, rules should restrict the entry and exit of visitors from single point passages.

A nominal tax is now being considered from tourists as trash of junk material at tourist spots is generally left over from tourist stays.

Tourism at hill stations and along mountains is to be checked from tight commercialisation of the sites by opening up a number of eateries.

The much needed cooperation between the host community in an area and the visiting guests is the need of the hour. For an instance, if farmer around Ghana National Park near Bharatpur in Rajasthan do not release a part of the canal water for the wetland even in the times of drought, neither they will gain nor the tourists. The wetland will lose its attraction of the migrating birds and farmer won't get the subsequent recharging of their ground water. Such area specific innovative practices will check the decline in the number of tourists.

- Publicity of tourist potential with proper focussing on promising attractions of various regions is the primary need for promoting an active tourism.
- Updating the amenities during travel services, raising the standard of air ports and opening of outlets for subsidised shopping there, are necessary measures to allure high spending tourists.



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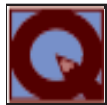
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- Concession in air and rail tickets for providing discounted fares for different categories alongwith the efficient hospitality services offered generously by a number of private, competitive air lines are other incentives to swell the arrival of tourists.
- A national policy has to aim at a balanced spread of the culture of tourism in place of a few scattered islands of developed tourism.
- Encouragement of inter state package tours inclusive of the provision of budget accommodation at the wayside prime halting spots becomes obligatory.
- Only a National Policy can tackle the national level natural disaster which adversely affect tourism over very extensive areas.
- A regional policy has to take up a number of measures to avoid overcrowding at tourist places and saving them from deterioration even by coopting private enterprise in the form of investments in socio-religious voluntary services.
- Charging a nominal fee for cleansising the sites or for visiting ancient monuments in place of anytime anywhere free access is an much justified.
- The practice of innovative tourism by keep on finding out its new types is a bold step to let not allow any single tourism reach its saturation point.



INTEXT QUESTIONS 32.5

1. Name the states with which the following may organise integrated package tour on inter states basis :
 - (i) Rajasthan
 - (ii) Kerala
 - (iii) Himachal Pradesh
2. Write short note on the following:
 - (i) Rural tourism
 - (ii) Hatt tourism
 - (iii) Medical tourism
3. Define Apex air ticket. State its two advantages.
4. Suggest three example of innovative tourism and one new step seeing considered for promotion of tourism.



WHAT YOU HAVE LEARNT

India's share in world's tourism is still very low both in the number of tourist arrivals and in foreign exchange earnings. Tourism accounts for our third largest export item in the country's foreign trade in terms of earnings. Tourism industry creates new jobs at a faster pace and with relatively low investment. It tones up the economy and quality of life in under developed areas as are the geographically isolated tracts in the mountains. International tourism promotes the export of invisible products without sending them out of India, in the form of hospitality service rendered to tourists during the stay in our tourist areas. It is so because we earn foreign exchange out of what the foreign tourists spend. Additionally, they also carry many of our fanciful articles like handicrafts, without incurring any cost of their transport or advertisement by us. Cash earning from the stay of foreign tourists makes up our unfavourable balance of trade. The natural environment and heritage sites remain a source of attraction as long as these are not damaged beyond control from their degradation or pollution. Massive tourist traffic, unless regulated creates these mal-effects. Tourist carrying capacity of a resort needs to be matched to minimise the inconveniences of local people during the period of tourist rush. Youths of the host area are also to be saved from cultural alienation by blindly initiating the lifestyle of foreigners during days of reckless massive tourism.

A planing for adopting a sequence of steps like a survey of the existing position of services and facilities needed by tourists and measures for development of a healthy and sustainable tourism, has become a dire need.

A national level, an apex body has to take stock of the status and trends of tourism in comparison with neighbouring countries. It will help appraise the future needs, the nature of various incentives for alluring tourists and the gaps to be removed for better provision as well as management of the infrastructure.

A national policy alone is capable to give a feed for organising integrated inter-state circuit tours. It helps in reducing the imbalances in spread of tourism in the country and in promptly rehabilitating the booming tourist areas extensively damaged by natural disaster like the recent Tsunami seismic sea waves.

A regional review is needed to keep up the continued attraction of sight-seeing spots and improve upon the connectivity for tourists to reach them in local areas. A full scale publicity drive is crucial for making tourists aware of what in worth



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seeing in the region and the local community to care for proper marketing of its landscape, heritage and skills. A continuous supply of professional intermediaries at all levels within the local tourist areas cannot be neglected in the interest of promotion of tourism.

A regional organisation is more capable to develop more sites for tourism and to recommend innovative steps like the induction of new forms of ethnic tourism which is found appealing both for the visitor and the host community. Innovations are the need of the present so as to save regional tourism from reaching a saturation point which is its dead end.

**TERMINAL QUESTIONS**

1. Answer the following briefly
 - (i) Why are jobs created by tourism preferred to those in agricultures or industrial sector ?
 - (ii) Explain briefly the three ways in which encounters take place between guest tourists and members of the host community.
 - (iii) How does tourism help in stopping the migration of people from and undeveloped area ?
2. Distinguish between the following briefly :
 - (i) Invisible and visible exports
 - (ii) Sustainable tourism and eco-tourism
3. Spell out five major steps required for increasing the tourist arrivals in India.
4. Discuss the following statement :

“Tourism creates its own demand as well as provides a market for other industries.”
5. What is the significance of travel infrastructure for tourism ?
6. Explain the following statements :
 - (i) Domestic tourism market is always ready to be cashed.
 - (ii) Tourism is a cluster of industries.
7. Explain how tsunami waves have destroyed our beach tourism entirely?
8. Give one examples each of tourist areas which are merely the ‘islands of developed tourism and of under valued tourism.
9. Define the following in one sentence each :
 - (i) Single track tourism
 - (ii) Hatt tourism

- (iii) Rural tourism
- (iv) Ethnic tourism
- (v) Area selective tourism



ANSWERS TO INTEXT QUESTIONS

32.1

1. Refer to 32.2
2. Half percent of tourist arrivals in respect of global numbers, one third of those in Thailand and Malayasia in 2004, 25% of them as from Pakistan and Bangladesh stayed with their relatives in India.

32.2

1. (a) Hospitality services for tourist (b) facilities in hotels prolonging their stay;
2. International tourist;
3. More money and increased prosperity through tourism raises the demand for opening better schools, hospitals and for allowing women to get socially liberated.
4. Seashore sands, snows and sunshine on high mountain and greenery of the countryside;
5. because it provides different service expected and needed by the incoming tourists;
6. Old monuments, post independence period building of public interest, 3000 museums or exhibitions of paintings/art price.

32.3

1.
 - (i) Foreign tourist including their females to live and more freely. This fashion craze does not fit in with our culture.
 - (ii) Lack of observing the decorum where required
 - (iii) spending of money only for seeking pleasures is copied by the local youth. It finally alienates them from their own cultures.
2. Refer to 32.6A.
3. Vibrations by landing and taking off of aeroplanes from a runway closer to the temples.
4. Refer to 32.6 A and C.



Notes

**Notes****32.4**

1. (i) Refer to 32.7A
(ii) Refer to 32.7A
(iii) Refer to 32.7B
2. (i) Refer to 32.7A
(ii) Refer to 32.7A

32.5

1. (i) Rajasthan and Gujarat
(ii) Kerala and Tamil Nadu
(iii) Himachal Pradesh, Jammu and Kashmir and Uttaranchal
2. (i) Refer to part (i) of 32.9(B)
(ii) Refer to part (v) of 32.9(B)
(iii) Refer to part (viii) of 32.9(B)
3. Refer to 32.8(A)
4. Refer to 32.9

HINTS TO TERMINAL QUESTIONS

1. (i) Refer to 32.3
(ii) Refer to parts (i) to (iii) of 32.6(C)
(iii) Refer to 32.5
2. (i) Refer to 32.4
(ii) Refer to 32.9(B)
3. Provision of air or rail travel services, upkeep and expansion of their network to all places of tourist interest; concessions and discounted fare for different categories of travellers; scope for organisation of circuit tour; provision of professional intermediaries rendering hospitality services during travel, in hotels and at tourist spots; development of innovative tourism of one or the other form and the existence of multifarious attractions in a specific tourist area.
4. Refer to 32.3 and 32.4
5. Refer to 32.3 and 32.7B; in refer to 1-2 paras of 32.8A and include the following lines : A prompt clearance of baggage and simplification of legal formalities at the air ports refer to visa or immigration/emigration of travelling tourists. This assistance saves tourists from unnecessary irritation.

6. (i) Refer to 32.1 and 32.2
(ii) Refer to 32.3
7. Refer to 32.8C
8. Refer to 32.8B
9. (i) Refer to first para of 32.9B
(ii) Refer to para (v) of 32.9B
(iii) Refer to part (i) of 32.9B
(iv) Refer to part (vii) of 32.9B
(v) Refer to 32.9A.



Notes