TOURISM DEVELOPMENT IN AGRA - A CRITICAL ANALYSIS OF MARKETING STRATEGIES

THESIS
SUBMITTED FOR THE AWARD OF THE DEGREE OF
Doctor of Philosophy
IN
COMMERCE
BY
MINHAJ IQBAL AHMED

Under the Supervision of
PROF. M. MUSHTAQUE AHMAD

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY
ALIGARH (INDIA)
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ABSTRACT

Tourism, an important industry round the world nowadays, has been rooted from a long time. This phenomenon called tourism, came to be recognized as an important part of the lives of the people in the countries of Europe and America. This example of tourism industry also paved an avenue for the developing countries towards the promotion of tourism. Researches were carried on a large scale to identify the basics of development of tourism and how the progress of the same has affected the transformation of this simple concept on such a large scale that it resulted into a full fledged industry of the developed nations.

The historical record reveals that Romans were the pioneers in the field of travelling. They had great interest in visiting shrines, religious fairs and festivals during the early B.C. period. This further helped in developing trade relations of the empire with other countries of the same period. If we consider the case of India, as a destination for travellers, we can find many names of visitors who visited this land in different times and with different purposes. But the present scenario of the Indian tourism industry clearly reveals that the number of tourist arrivals till date are not up to the desired limits, nor the share of this country in the world tourism is what it should be. Keeping the above facts and figures into consideration, various attempts and efforts have been made at various levels to improve the structure and image of the country as a venue for all kinds of age groups and for all sorts of people having different tastes and preferences.
In this regard, the basic concept of ‘tourism’ is studied and analyzed and it has been declared which travelers should come under the category of tourist and which not. Different philosophers and thinkers have given different opinions about the word tourist. On the basis of different definitions, the following key points are given for declaring the purpose of tourism (i) temporary stay of people (ii) pleasure activity and (iii) should not be done for any remuneration. These points give us a very precise differentiation between a tourist and travelers and broadly categories the early travelers to India into the category of travelers and not the tourists.

Further returning back to the case history of Europe, it is evident that the emergence of railways in the early part of nineteenth century provided an easy mode of communication to the people of England. The chronicles of history show that it was in England only that the first railway track was laid between Liverpool and Manchester in 1830 for carrying passengers. This process was not in a planned way till 1841, when a Baptist preacher of Derbyshire engaged a special train to carry a group of people from Leicester to Loughborough and back. This man was Thomas cook, who later came to be known as the father of tourism as he had conducted many excursion trips on a full commercial basis. However, in India, it was after a period of twenty years that Indian soil witnessed its first ever railway track in 1853. But this railway system failed to collect as many passengers as the railway companies of England. At the same time, there was industrial revolution growing in Europe, which resulted in the emergence of working class, which was required as workforce to carry out the operations of factories. These
workers were feeling their lives monotonous due to burden of work and this gave rise to the concept of pleasure holidays, off the work.

By the coming of twentieth century, another important addition to the promotion of tourism was made, and this was the advent of aviation technology. There were also seaside resorts developed all around in most of the countries of Europe for the people of industrialized society to enjoy their holidays. This development of tourism received a temporary halt to tourist movements during the First World War. But the post-World War period brought attitudinal changes and received a boost as this time people crossed the international boundaries for pleasure and leisure. Later on, a need was discovered for a body to organize and regulate the performance of the paid holidays and mass tourism. The need was discovered in the first convention of International Labour Organization to support serious movements to promote tourism. Later, the Second World War was also responsible for another halt in tourism promotion, but after that it was recognized that tourism is an important industry and an amalgam of other industries, which should be promoted in accordance for a proper and planned development of tourism industry.

Further, to this promotion of all the component industries of tourism, such as transport, hotel industry etc., there was a need felt that there should be some organizations, which should be formed and should come up with the objective of development of tourism all over the world. International Union of Official Travel Organization (IUOTO) was the first organization, which was formed in this regard. The
objective of IUOTO was to promote the economic development of countries through tourism and the social and cultural benefits to the countries through tourism.

It was in 1963, that a UN conference on International Travel and Tourism was convened in Rome and this pioneer organization (IUOTO) for tourism development transformed into World Tourism Organization (WTO) in 1975. The headquarters of WTO were located in Madrid. The new tasks were assigned to this body and members, associate members etc. were made and since then WTO has been engaged in promoting tourism and has paved ways for smooth functioning of national tourist organizations. Some other organizations in this series include the Pacific Area Travel Association (PATA), International Air Transport Association (IATA) and International Conference and Convention Association (ICCA), which are performing their respective duties and tasks well for the promotion of tourism all over the world.

When we talk of development and promotion of tourism, various tools for the development and promotion should be incorporated. In the modern world of management, it has been observed that the concept of marketing has come up as an effective and most influencing tool for the promotion of a particular product or service. Before incorporating and implementing this practice of marketing in tourism industry, it is necessary to understand the conceptual framework of the marketing. Many scholars, thinkers and academicians have defined this concept according to their own perception. Among all the definitions, the definition given by Phillip Kotler finds its impact more effective, which defines marketing as a social and managerial process by which
individuals and groups obtain what they need and want, through creating and exchanging products and value with others. Further going into the deep core of the concept of marketing, the main key points on which marketing has a base include the following (i) Market Focus (ii) Customer Orientation (iii) Co-ordinated Marketing and (iv) Profitability.

The process of marketing also includes the strategies for proper marketing or in other words, it gives the concept of marketing strategies. So it is essential to understand the concept of strategies as well, before combining it with marketing or incorporating it into the concept of marketing strategies. There are various definitions given by different people like Chandler, Andrews, Anosaff for strategy. Therefore, on the basis of the definitions of strategies given by various thinkers, the concept refers to a plan having a set of decision rules for making a pattern or a common thread and includes those activities which take an organization from a current position to a desired future state. The combination of these two concepts gives rise to the concept of marketing strategies.

The aspects of marketing strategies includes a basic plan leading to the fulfillment of process of satisfying needs and wants, lays emphasis on the co-ordination between plans and actions by the organization to achieve aims and goals of the organization, In addition to all the above aspects, the marketing strategies lead the organization from the present position to the targets, to be achieved and checks the feedback of the whole process.
Tourism industry is a service industry, where a human being deals with human being and the services are perishable and the ownership of a tourist product is non-transferable. The examples are evident from the fact that France is a more attractive destination among the potential tourists in comparison to India, which is no less to France in terms of tourism potential present in the country. The marketing potential of tourism is immense in India but the only thing required is to formulate an integrated plan of development in co-ordination with all the sectors, organizations, bodies, involved in tourism industry of India, whether within the boundaries or across the boundaries of the country. In this regard, another important feature which should be highlighted is to make tourism marketing strategies more dynamic, innovative, imaginative and with proper co-ordination of all sectors involved in tourism. Therefore keeping all the above aspects into consideration, the marketing strategies should be related to both the long-term and short-term objectives. Besides, they should be reviewed more often and modified wherever necessary, depending upon the changes in the trends. The remaining phases include the adoption of marketing strategies and keeping a continuous record of feedback and the extent to which the marketing strategies are successful in performing their tasks. All this suggests the importance and purpose of marketing strategies in the field of tourism. The aforesaid aspects clearly signify that manifestation of perfection in the purest form is the need of the hour, which helps in fulfilling and achieving the goals.

Studying carefully, the historical perspective of tourism industry, which initiated in Europe and America and the modern concept of marketing strategies, it becomes necessary to study the extent to which tourism has been successful in India.
There should be a clear picture describing the multifaceted benefits of tourism industry and how the people and government of India are successful in their attempts aimed at development of tourism in India.

The chronicles of India suggest that there were very few or approximately no efforts made in field of tourism promotion in the nineteenth and first half of the twentieth centuries, which were the peak years of development of tourism industry in Europe and America. It may be on account of the fact that at that time, India was under the British rule and they were not giving proper attention to tourism development in India. Moreover, the citizens were also engaged in other pleasure activities, so that they had no time to consider tourism as a pleasure activity. One more reason, which can be attributed to improper development of tourism, was the lack of funds among the average Indian citizen of that time to spend on tourist activities.

It was only after 1947 that the government of independent India started giving some attention to this field. It was only in March 1958 that a separate Tourism Department was created in the Ministry of Transport. Later on, the Department of Aviation and Tourism was formed into a separate Ministry of Civil Aviation and Tourism in 1967.

The process of tourism development further added some feathers in the cap when the government of India, for the purpose of tourism development, set up several organizations. These organizations include the India Tourism Development Corporation...
(ITDC), Department of Tourism (DOT) etc. These organizations were assigned different roles and tasks to be performed at their level and in a natural way promoted tourism marketing activities in a sophisticated fashion.

The performance of the tourist organizations under the umbrella of Indian government can be very well illustrated by the number of tourist arrivals, which has shown quiet good figures since 1980. The Five Year Plans after independence had also included many schemes for the promotion of tourism in the country. The study suggests that the First and the Second Five Year Plans had no specific and separate allocation for tourism. However, the Third Plan mentioned that tourism has assumed increasing importance over the years, whereas the Fourth Plan considered the foreign exchange earnings and generation of employment through tourism.

The Fifth Plan suffered a setback in the emphasis of tourism and remained confined only to a few programs and financial allocations. The Sixth and Seventh Plans compensated the setback of the Fifth Plan and included a new thinking; refreshingly clear enunciation of the role of tourism and reviewed of its development in India. This gave the status of industry to the tourism sector.

In terms of designing future strategies, the Eighth Plan made a very significant and valid observation. It observed that future growth of tourism is to be achieved through private initiative and emphasized on providing monetary and fiscal incentives to private sector. The document further emphasized that tourism marketing and
publicity should be properly focussed, strengthened in terms of spread, innovation, imagination, new techniques and co-ordination. The Ninth Plan policy framework included a few new elements of policy, like importance of looking at infrastructure development, development of domestic tourism and the role played by the respective States.

The policies laid by the government through the Five Year Plans, took care of the future action programs that revolve around creating adequate infrastructure of international standard to make arrivals easy and a pleasurable experience. Some areas where plan of action is necessary include: eco-friendly sustainable development, importance of creating awareness among people, improving quality of services, need for an image building, and provision of basic facilities to the tourists so that they can feel the place homely and comfortable, and last but not the least, provision of information through all sorts of media.

The city of Agra is known world wide for its world famous attraction of the great monument, Taj Mahal. This, monument represents the image of India all over the world. But in spite of presence of such a great symbol of art and perfection, the number of visitors to see this wonderful monument is not in accordance with the existing potential of tourism in Agra. Therefore, it is necessary to analyse the existing tourist products of Agra and their capability to attract the tourists, international as well as domestic. If we deeply consider the existing potential of Agra city towards tourism, we will find that there are a lot of historical monuments in the city. Some of these monuments are in good condition and are quite popular, while there are others, which are
either in ruins or remains of some good monuments of past. Such kind of monuments, which are in ruins or in damaged condition need publicity and an introduction to the people in the form of tourist sites. Simultaneously, there are measures taking place to develop modern amenities of tourist attractions. If Taj Mahal, Agra Fort etc. are the examples of popular historical sites, Gokulum Water Park on Agra Mathura Highway is an example of introduction of modern amusement parks in the form of tourist attraction. Therefore, it will not be wrong to say that Agra has taken a positive step for the development of modern tourist attractions, in addition to old historical sites already existing in the city.

When we talk of basic components for tourism development, attraction is followed by accommodation and then accessibility. The city of Agra hosts a range of hotels, starting from the budget hotels to five star deluxe category hotels. The prominent and famous hotels of Agra include, the Jaypee Palace, Mughal Sheraton, Trident, Amar Vilas, Hotel Clarks Shiraz etc. In terms of accessibility, Agra is also very well connected through rail, air and road transport. Though the services of air are not very frequent and up to the mark, yet the presence of civil airbase is an infrastructure, which is always ready to cater the air services.

The presence of all the components suggest that Agra city has everything, which is necessary for a tourist destination. The major factor required here is the proper marketing and promotion of this destination. Hence, there is a need of a study of tourism in Agra. There are various valid reasons given for the same. Moreover, a SWOT analysis
of Agra, as a tourist destination is also required, in order to explore the existing strengths and to avail the fore coming opportunities, to overcome the weaknesses and to face the challenges and the threats which are likely to be faced in times to come.

Before planning the marketing strategies by the organizations involved in the tourism business of Agra, it is very necessary to visualize the role of U.P. Government in the tourism development of the State. Since Agra is in U.P state, the U.P. Tourism plays an important role in the tourism promotion. The New Tourism Policy, 1998 announced by the Government of Uttar Pradesh has provided special facilities to the religious and monument based travellers. Agra region finds its position on the top of the list for monument-based traveller. Apart from this, new policies and strategies have been formulated to serve the purpose of tourism development in the state.

The policy further dwells upon the improvement of infrastructural services of transport industries either road or railways. The facilities include the constitution of committees for tourism development at regional level. There are some other provisions by the government under this tourism policy and this includes the grant of loans, tourism self employment schemes, provision of licenses, provision of funds, development of joint venture products of public sector and private sector for the tourism development, continuous supply of electricity to the areas important from tourism point of view, organization of fairs and festivals to promote cultural tourism etc. In addition to all the aforesaid aspects, the Tourism Policy lays down emphasis on human resource development and thus to start tourism management institutes at various cities of the state.
In the light of the policies, it is required to cross check the extent up to which the policy makers have been successful in fulfilling their promise. It is observed that some points of the policy are fulfilled whereas there are other points, which have not been achieved to the desired extent. The concessions from the government include exemption of service tax on catering, exempt on all recognized tourism units from trade tax, luxury tax etc. However some of the policy measures are other things which are still on paper viz. setting up of Tourist Police, Paryatan Mitra etc. The government has also started the provision of new facilities that include the starting of Sound and Light Shows in the historical monuments. Considering the importance of publicity sector in giving adequate exposure to tourist activities and facilities at national and international level, much emphasis is being laid on publicity. The launching of the websites and production of CD roms and audio and video cassettes are some of the milestones achieved in this regard.

The last aspect of marketing strategies is the performance appraisal of a particular destination in terms of producing results. This is done by collecting a brief account of all the events, which had set all the eyes on the city as an attraction. Such events include the Yanni Show 1997, filming of various television shows, advertisement films, movies, songs under the background of Taj Mahal. The selection of Agra City as a venue of conferences, conventions is also another achievement under the publicity campaign of the city. If there are events that have supported the promotion and publicity process, there are other events, which have raised a question mark on the image of the city as the tourist destination.
For the better development of tourism in Agra the new vistas include development gardens, development of Yoga and Ayurvedic Medicare centers, development of restaurants for gourmets, promotion of cultural tourism through fairs and festivals, development of nature parks and wildlife sanctuaries in the nearby areas etc. Taj Mahal alone can be presented alongwith new vistas of attraction. The boat ride on the waters of river to enjoy the beauty of the Taj, development of sports in the city of Agra, etc. can be very beneficial to the overall development of tourism in Agra Region.

The present study entitled 'TOURISM DEVELOPMENT IN AGRA - A CRITICAL ANALYSIS OF MARKETING STRATEGIES' is an attempt to examine the need, objectives and methods employed and achievements of targets of tourism development in Agra region. The study is based on a combination of primary and secondary sources of information. The primary source includes the statements of officials involved in the tourism industry of Agra region, on different issues and aspects, included in the text without mentioning their names. The sources of secondary data are the textbooks, articles, published in, Reports etc. The study is divided into six chapters.

The tourism industry is the outcome of a simple phenomenon of traveling. The first chapter deals with the historical prospective of tourism. It includes all the process, which has resulted in the transformation of phenomenon of traveling into tourism industry. The chronicles reveal that tourism, as a full fledged industry, was a result of emergence of railways and aviation services in Europe. People like Sir Thomas
Cook utilized these modes of communication on commercial bases. The contribution of the industrial revolution towards the development of tourism was that the working class developed or cultivated the habit of going for holidays as relaxation, off the work. The proper and efficient functioning of the industry gave rise to the formation of several tourist organizations like IUOTO, WTO, IATA, PATA etc. which further helped the development of tourism industry.

Chapter second is a hard core theoretical unit of study, which deals with the concept of marketing and its framework in the economic environment. The tools of marketing have been discussed and the concept of marketing strategies has been analyzed. This particular concept has been reviewed under the umbrella of tourism industry. This revealed the need of adoption of marketing strategies in the field of tourism and the methods to formulate and implement them.

Third chapter examines the growth of tourism industry in India right from pre-independence period till the present day. The growth is examined by studying the contribution made to the tourism sector through the Five-year Plans. The chapter also discusses the role of present day organization such as ITDC, Ministry of Civil Aviation etc, in the tourism development right from its formation. The performance of many organizations has also been discussed down the years, in this chapter. The importance of tourism in the present scenario has also been described and the future challenges and prospects have also been examined.

The Fourth chapter is a core concentration on the Agra City as a tourist destination. It includes all the possible tourist products present in the city in terms of
attraction, accommodation and accessibility and their features in detail. There is also the
detailed account of the organizations involved in the tourism industry of Agra. The
chapter includes the SWOT analysis of Agra City in terms of tourist destination and
focusses on the need of study of tourism in Agra.

The role of the State becomes important in designing the marketing
strategies of those units, which are involved in the development of tourism industry of
Agra. The fifth chapter deals with the existing polices of Uttar Pradesh government and
also the New Tourism Policy declared in 1998. There are many aspects of this Tourism
Policy, which have been discussed threadbare.

The sixth and final chapter, as usual, gives summary and findings of the
work. Based on this study, some conclusions have been derived and many suggestions
have been made. The incorporation of these suggestions into practice and implementation
of several tasks discussed will bring a new face of the tourism industry of Agra. The
suggestions given are challenging and require strong will and hard decisions on the part
of the government to implement them. The researcher will feel his labour amply
rewarded if this work stimulates the interest among the people, who have a passion for
learning.
Certificate

This is to certify that Mr. Minhaj Iqbal Ahmed has completed his Thesis entitled *Tourism Development in Agra - A Critical Analysis of Marketing Strategies*, under my supervision. To the best of my knowledge, the work is of original nature and suitable for the submission for the award of the degree of Doctor of Philosophy.

M.Mushtaque Ahmad
Supervisor

Kindly direct all your correspondence to the Residential Address given above.
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Last but not the least, I am thankful to my uncle Haji Aijaz Ahmed, the most elderly person in our family, for his kind and benevolent attitude towards me throughout my life.

(MINHAJ IQBAL AHMED)
The phenomenon of travel and tourism is evident from the times immemorial. The soil of Indian subcontinent has witnessed the footmarks of people from all over the world from the ancient period. The phenomenon became an essential part of the lives of people of the Western world and tourism took the shape of an industry. All over the world, tourism is considered as the fastest growing industry and one of the major sources of earning foreign exchange and revenue.

The importance of the industry cannot be ignored in relation to a developing country like India. The existing potential of tourism is so large that it can invite every single individual of the world to avail and enjoy of the pleasures of the tourist products of India. Be it the marine waters of the beaches of the Indian coasts, the snow-clad mountains of the great Himalayan mountain range or the Taj Mahal, the seventh wonder of the world, India has a diversity and variety of all kinds of Tourists products to cater to the needs of the people having different tastes and preferences. But it is also evident from the data that the number of tourist arrivals in India is not even one per cent of the world tourists. Researches are going on.
all over the country to identify the reasons for such a small number of tourists coming to the country while the nation accounts for nearly one-sixth of the world population.

The name of the city of Agra is not unknown to the world. If the Pyramids represent the country of Egypt, Eifill Tower is the symbol of France, Leaning Tower is the image of Italy, Taj Mahal is the representation of India. People from all over the world have a passion to visit the wonders of world. But it is observed that that among all the wonders of the world, Taj Mahal is lagging far behind in terms of the number of people arriving here, not only at international level but in terms of domestic tourists as well.

If we carefully look into the matter and analyze the scenario of tourism industry of Agra, a picture emerges that the promotion and propagation of the tourist products of Agra have not been undertaken in the manner and at the scale it deserved. Further, marketing is a very important tool of promotion of a particular product. Since Tourism industry is a service industry, and all the products are perishable, the role of marketing cannot be overemphasized.

In case of Agra, something is missing somewhere. This work is an attempt to analyze the existing potential of tourism of Agra with reference to all available options to promote tourism industry.
While studying tourist industry of Agra, all plans of the government as well as the efforts of the private organizations which aim at marketing and promotion strategies for proper development of tourism in Agra have been considered.

**OBJECTIVE OF STUDY**

The present work is aimed at discussing the application of modern marketing principles with reference to tourism industry, with an emphasis on Agra region, which is an important destination in Indian Tourism Industry. The motive of research is to focus on different aspects of marketing and their instrumentality in promoting the destination Agra among the potential tourists within India and abroad. This work includes the historical perspective of the concept of tourism which initiated in Europe and how this concept developed into a full fledged industry which is an important part of the economies of the developed countries. The study concentrates on the development of tourism in India and the existing policies and strategies which are in practice for the same. The study also aims at making an analysis of the Indian conditions in the face of available potentials. Since tourism industry is an amalgam of different industries, the
contributions made by several organizations and bodies to the development process is an important factor. Therefore, analysis of the contributions of these organizations is carefully made and shown how far these contributions are result oriented.

SIGNIFICANCE OF STUDY

In the face of succulent benefits, tourism industry has gained a due weightage and importance in the developing countries like India. In the context of Indian market, where tourism potential is present in various types and forms, the results are not up to the desired limits. People going in for the purpose of pleasure and leisure are not choosing Agra as their dream holiday destination, while the cities of South East Asia like Bangkok in Thailand, Kuala Lumpur in Malaysia and Singapore are still far ahead as far as the number of tourist arrivals is concerned.

The present work analyses all the measures which are present in the environment to promote tourism in India, with special attention to Agra region. It further reflects the effects of these measures, policies or strategies in tourism promotion and also includes the other new vistas for the promotion and development of tourism in Agra. In precise words, the significance of this work is to improve the image of Agra as a tourist
destination and the identification of new thrust areas which can be combined alongwith the existing tourism potential of Agra city under the limelight of policies and strategies.

In the present work, development of tourism in India in comparison to the Western world has also been discussed. Measures have been suggested to promote Agra as a tourist destination keeping in view the examples of developed countries. However, the conditions of Indian tourism industry are quiet different from that of the Western world. So, the areas which are helpful and important in Indian context are considered carefully and the areas which are of little significance or may have an adverse effect in Indian scenario are to be ignored.

**SCOPE OF STUDY**

In the context of tourism industry of India, the existing promotional steps are not found satisfactory. Taj Mahal, being the seventh wonder of the world and world heritage city, Agra has not been successful in attracting the high spending tourists in large numbers, in spite of presence of such a great monument and several other tourist attractions as well. It is very much clear that advertisement and promotional measures have failed in impressing and convincing the potential tourists, within India and abroad as well.
In the present circumstances, tourist organizations find it difficult to act in a positive way. This study examines all the governmental policies that obstruct the formulation of sound marketing strategies for the development of tourism industry of Agra. The study also draws attention the steps and measures, which are to be adopted for showing positive results in the light of the existing policies.

**RESEARCH METHODOLOGY**

The research methodology helps a research scholar in making the work convenient and authentic. There are two important sources for collecting information—primary and secondary. The present study is based on a combination of primary and secondary sources of research. The background materials have been collected from different published books, articles, journals, magazines, brochures, reports and news letters. The collected materials from different sources has been analyzed and processed in the face of objectives of research. The work also includes the statements and personal interviews given by the authorities of different organizations involved in the tourism industry of Agra. The combination of the primary and secondary sources has been applied in the tourism scenario of Agra region. On the basis of measures adopted in the developed countries,
suggestive measures are presented for showing better results in highlighting Agra as an ultimate tourist destination for people of different age groups, tastes, choices and preferences.

**OUTLINE OF STUDY**

There are six chapters in total. The very first chapter dwells upon the historical perspective of tourism and examines the fact as to how a simple phenomenon of travelling from one place to another has transformed into a wide concept called tourism. The chapter includes the history of early travelers in Europe and objectives and motives behind their traveling right from the early B.C. period to the modern times, where the advancement of technologies like emergence of Railways and Aviation industry helped in the evolution of 'Tourism Industry' from the simple concept of travel.

The second chapter deals with the modern approaches to the concept of marketing strategies, which are very important tools of promotion and publicity in the modern world. The chapter contains a lot of data collected from the text books of different authors. It discusses at length the definitions of marketing as well as strategies, the concepts given by different authors, framework of marketing strategies and their applications in the field of tourism.
Chapter three focuses on the tourism development in India. Since India was under British rule till 1947, the real efforts aimed at developing tourism industry in the country could not be made till the beginning of the ‘Fifties’ This is evident from the contents of different Five Year Plans which laid the foundations of modern India. This chapter also analyses a number of stages tourism has undergone over the period of time and the performance of different tourist organizations for the promotion of tourism in India.

The fourth chapter exclusively deals with tourism industry in Agra region. The existing tourist products of Agra which include the attractions, accommodation and modes of accessibility are discussed at length. The chapter also includes SWOT analysis of tourism of Agra Region and throws light on the activities of organizations performing their varied tasks to further the need of tourism in Agra.

To make the marketing strategies pro-active and productive, it is significant that policy makers assign due weightage to the promotion measures. In chapter five, a detailed description of the New Tourism Policy declared by the Government of Uttar Pradesh for the promotion of tourism in the state and the points beneficial for achieving the objective are identified. The chapter also examines the participation of government in tourism.
promotion, as well as the encouragement given to different tourism organizations aimed at developing the industry.

The sixth and the last chapter of the study, as usual, gives summary of findings of the study and a number of conclusions reached. The study concentrates on only one of the aspects of tourism industry of India that is marketing strategy. Each aspect aimed at developing tourism industry requires a separate and comprehensive study. As pointed out at the very outset, tourism industry is an amalgam of a number of industries, some of the suggestions given in final chapter, if implemented in letter and spirit, I am convinced, would go a long way in revitalizing the tourism industry of India in general and that of Agra region in particular.

REVIEW OF LITERATURE

The literature available on different aspects of marketing is immense and still growing rapidly. In the context of marketing of tourism, several approaches has been made and the examples of leading tourism generating countries of the world, inspire and advocate the innovative marketing practices for the development of tourism among the third world. Some of the titles which were selected for the background study, are given here. Phillip Kotler¹ (1998) has given the concept of marketing and expressed his opinion
about the successful marketing techniques. He defines marketing as a social and managerial process of planning and discusses the details about executing this process of marketing in order to make its impact more effective. In this regard he focuses on the satisfaction of consumer and the fulfillment of organizational objectives. Where as, according to Rathwell\(^2\) (1974), the role of marketing in a service sector is related in connecting the distribution of services. In reference to the historical perspective of tourism, A.K.Bhatia\(^3\) (1998) describes that it became the need of the overburdened working class of industrialized societies of Europe to go for a vacation, during the period of industrial revolution. This need was well understood and encashed by the travel companies and their efforts of approach and marketing resulted in the promotion and development of package tours. The present day tourism industry of the world is an outcome of those efforts and approaches made by the travel companies of that time.

In the opinion of Burkard and Medlick\(^4\) (1988), the process of tourism marketing should be systematic and in co-ordination with the public sector undertakings such as Tourism Ministry and private tourist enterprises such as travel companies, tour operators, hotels, etc. at national, as well as international level.
S.M. Jha (1998), at large discusses the aspects of tourism industry in context of India. He indicates the need of tourism marketing and discusses all the possible aspects available in Indian scenario for marketing of tourism. He draws the conclusions that the efforts done in the promotion and development of tourism will not be effective in absence of implementation of marketing principles. He further compares the marketing practices in developed countries with India. P.C. Sinha (1998), in his work on tourism marketing has emphasized on the formulation of marketing strategies. He has contributed many aspects as effective tools of marketing. Aaker David (1998), has advocated advertising and publicity as the most effective tools of marketing.

M.P. Bezbarah (1999) in his article, has given the practical aspects of the development of tourism industry of India. His work includes the chronicles of the development of the tourism industry since the decade of ‘Eighties’. He also discusses in detail about the current status of industry and has predicted the future prospects and challenges, which are liable to be faced in the coming years. Whereas, S.Dharamrajan (1999) has discussed the importance of tourism in India and has given the highest priority to it, keeping into consideration, the multifaceted benefits from the tourism industry.
Dr. R. Nath (1997) focuses Agra as a city of historical importance monuments and draws the attention of those people who are interested in visiting historical sites, while A. Prakash and T. Wheeler (1997) in their travel guide for travelers to India has described Agra as a place for all tastes and preferences. Simultaneously, they have also discussed about the fears present in the mind of someone alien to this city. They have also detailed the measures and remedies to overcome these fears and insecurities in the minds of foreigners.

Arun Kumar Sarkar (1998) has discussed the true planning and strategies required for tourism development in India and the practical application of those strategies and the impact they were able to produce them.

In the light of above collected matter, many things are found relevant for the tourism promotion and development through effective marketing techniques in general, which should be adopted for the tourism development of Agra region, in particular.

References


Chapter-I

HISTORICAL PERSPECTIVE OF TOURISM

Travel for various purposes is evident from the times immemorial. There were many people who travelled from their native places to some other destinations either in search of knowledge, culture, religion, pleasure, political or some other reasons. If we take the examples of travellers to India, there is an endless list which begins from B.C. period and continues till date. The prominent name in the early period include Magesthanese from Greece, Fahien and Huen Tsang from China, Vasco-da-Gama from Portugal, Ibne Batuta from Arab etc. These people visited India in different times either in search of knowledge, culture or for the purpose of developing trade relations with the people for the country. These people have written their accounts about the country people, language, culture and traditions etc.

History reveals that Travel and Tourism in India is an integral part of Indian culture and tradition, though the motivation of travel has changed many times according to the prevailing situations and conditions, but the process has never stopped. In olden days, most of the people travelled primarily for pilgrimage, as the holy places dotting the country side attracted people from different part of the vast sub continent. People also travelled to participate in fairs and festivals in different parts of the country. Even today the Indians
follow the cultural tradition of considering the guest as the equivalent to the Gods. From ancient times the great kings and rulers, in different parts of India built luxurious palaces, enchanting gardens, marvellous temples, grand forts, temples and memorials giving expression to the depth of one’s feelings and sentiments.

Be it the Sanchi Stupa, built for the propagation of religion, or the Taj Mahal a dedication of love from an emperor to his beautiful wife or the Jantar Mantar explaining the art of astronomy, all the monuments remain today as testimony to the rich cultural heritage of this land, and the examples of exquisite craftsmanship of the people of the ages gone past. The grandeur of many such masterpieces is quite breathtaking and their excitement created by their variety is beyond comparison. The beauty of India’s cultural heritage and the rich men of the nature’s endowments make India a tourist’s paradise.

Considering all the facts and the data’s from History and the present tourist traffic coming to India gives birth to the question that why people have been travelling down the ages and the passion is continuous till date. This also gives rise to the curiosities that who were the first travellers to India and what was the purpose behind their visit. The enthusiasm to visit these places and explore the new ones has continued from the ancient period and is in existence till today. India can recall its history from 5000 years B.C. from the Indus Valley Civilization. Not much is known about the Indus Valley Period but quiet after that about 2000 B.C., this land has witnessed the arrivals of the
Aryans from the Central Asia, They came here and settled in this subcontinent and had given a tradition and culture which is still found in the traditional soils of India. It is very difficult to trace out who were the first visitors to this mainland, but one thing is sure that there was something very attractive in this land which has always invited the people from all over the world. The visitors who came to India included the Greeks, the Iranians, Muslims, Arabs, Persians, Mongols, French, Portuguese, British etc. Some of them came with positive missions such as to acquire knowledge, pilgrimage, create trade relations, soul relation etc. while other had a mission of conquering, plundering, the wealth of this country. There is one more category of travellers who came to India with some other reason, but have found India, a place to spend their lives till their final departure from this world. The people who visited to seek knowledge include the Greek Philosopher Magesthenese, the Chinese travellers Fahien and Huen Tsang, the names having a mission to develop trade relations include Vasco-da-Gama, Sir Thomas Roe, while there are some names whose visit to India has resulted in loss of Indian wealth and life and these names include Mahmud Ghaznavi, Nadir Shah etc. If there are harsh memories of such cruel travellers, there are also some names who have stepped on this land with a different mission but has discovered the smell of their country in this soil. e.g. Babar, the founder the Mughal dynasty, the Parsees, the Jews etc, who have contributed a lot towards the enrichment of India.
All the people who travelled to India had some mission in their minds. There was a debate about this among the nobles that all the people who travelled are supposed to be tourists? The answer was discovered yes by some thinkers while others had a negative opinion about it. Now the question arises who is a Tourist? These were many people who had an opinion that all the travellers who visit a place under any mission is supposed to be a declared tourist. There was a strong opposition to this and the people who were against the above fact, noted that there should be some strong features to differentiate between a traveller and a tourist. This gave rise to the definition of the Tourist “A tourist is a voluntary temporary traveller, travelling in the expectations of pleasure from the novelty and change experienced on a relatively and non-recurrent round trip.”

In the nineteenth century the definition of tourist is given as “A person who travels for pleasure of travelling out of curiosity and because he has nothing better to do.” Further the Dictionaire Universal says “A tourist is a person who makes a journey for the sake of curiosity for the fun of travelling, or just to tell others that he has travelled” whereas the League committee finds “tourist who is any person visiting a country other than that in which he usually resides, for a period of less than 24 hours”

These definitions clearly differentiate between a traveller and a tourist. So all those people who are undertaking a travel for a period of stay of more than 24 hours, with the purpose of non profit making mission and for the
purpose of pleasure and leisure, is considered to be a tourist. Hence the following points clearly describe the persons who are tourists and persons who are non-tourists: -

The Tourists are: -

- Persons travelling for pleasure, domestic reasons health.
- Persons travelling to convention.
- Persons travelling for business purposes.
- Persons arriving in the course of a sea cruise.  

The persons who are non-tourists are persons arriving to take an occupation, to establish their residence in a country, students in boarding, persons domiciled in one country and working in adjoining country and the persons passing through a country without stopping.

Thus according to the parameters of this definition all the people who travelled to India during Ancient and Medieval periods like Ibne Batuta, Magesthenese etc fall under the category of travellers and not the tourist as such.
Conceptual Exposition of Tourism

If we consider the case of the world as a whole and study the history of travellers round the world and down the ages, we find that during ancient period, the civilization which flourished most and resulted in the development of travel was the Roman empire. The facts are evident from the history that the great Romans had great interest in visiting temples, shrines, festivals and baths for health and amusements. In this way, in ancient period the civilization which flourished most and resulted on the development of travel was the Roman Empire. The facts are evident from the history that the great Romans had great interest in visiting temples, shrines, festivals and baths for health and amusement. In this way we can call the Romans as the pioneers of the travel industry. They incorporated the habit and tradition of travelling within the habit and taste of the people. This cultivated habit of travelling became a way for developing trade and commerce with the neighbouring nations. The downfall of the Roman Empire also resulted in the downfall of travel of the people. When the Empire became weak people started feeling insecure to travel from one place to another.

Since then the graph of the travel enhancement has undergone several ups and downs in different ages and the radical changes went on radically, till 15th century. It was mainly in between 15th & 18th century when
the travelling received boost as a result of industrial expansion and scientific
discoveries, which supported the travel industry with their modern technique
and invention of fast and quick communication. These all resulted in
developing the interest of people in travelling. By the end of 19th century and
beginning of the 20th century, the development in the dimension of
transportation, accommodation and communication encouraged people to
travel to places without having any hesitation or fear of inspection in their
mind.

The First and the Second World wars were the two great obstacles in
the growth of the tourism industry during the twentieth century. These wars
regenerated the fear of travelling in the minds of the people and resulted in a
temporary decline of the development graph of the tourism industry. But the
second half of the twentieth century proved to be the golden period of the
development of tourism industry. It was during that period only that developing
countries also started patronising tourism as an important economic activity
alongwith the developed countries. This recognition of tourism by the
developing countries as an important economic activity, gave rise to the
development of tourism sector and these countries started paying attention
towards the improvement of services and development of infrastructure for the
same. So, in true sense the word ‘tour’ entered into a common usage after the
Second World War, though the phenomenon of the same was very much in
practice since long.
HISTORY OF TRAVEL AND TOURISM

Travel in the Nineteenth Century

The early part of the nineteenth century witnessed a great technological development, first in England, and later on in Europe and America. The introduction of railways in the nineteenth century was a crucial landmark in history.

Emergence of Railways

The first rail link between Liverpool and Manchester was started in the year 1830. The newly completed railway track in England featured special provisions for carrying passengers in addition to goods. Later on, an expensive programme of construction of railroads to provide trunk lines between major centres of population and commerce and industry was taken up in England. Thus, railways provided the necessary vehicle for the movement of the people from the place of their residence to newly formed and expanding pleasure spots like seaside resorts. These resorts were within the reach of many people because of the introduction of railways. Initially railway companies of England were not taking interest in the expansion of the pleasure travel and thereby the passenger travel. These companies were concentrating in meeting the demands of trade and commerce as a result of
their expansion. Gradually, the railway companies started to concentrate on carrying more passengers which resulted in the development of short day trips. This trend was later to be followed by railways by way of organizing excursion for the public.

**Early Organization of Travel.**

The birth of the organized rail travel, however, came in the year 1841. A baptist preacher of Derbyshire on his way to a temperance meeting in Leicester was inspired with the idea of engaging a special train to carry the friends of temperance society from Leicester to Loughborough and back to attend a quarterly delegate meeting. The man was Thomas Cook who later on came to be known as one of the greatest travel organizers of the items and, in fact, a pioneer of organised travel and later known as the father of Tourism. Thomas Cook broached the idea to his friend and a few weeks later the idea culminated into collecting as many as 570 passengers who made a journey by the Midland Countries railway at a specially reduced return fare. In the year 1843, nearly 3000 school children were taken on a trip from Leicester to Derby. Many more excursion trips were arranged by Thomas Cook on a fully commercial basis. From the year 1848 to 1863, Cook conducted circular tours of Scotland with almost 5000 travelers a season. By the year 1855, Thomas Cook had extended his field of operations to other countries in the continent. Another important development which can also be associated with Thomas Cook is the spurt in pleasure travel. The success story of the
Liverpool and Manchester railway reached the neighboring countries in Europe. Encouraged by the development, many other countries in Europe opened the railway lines. France, Austria and Switzerland were the other European countries which laid down the railway tracks on their lands. Across the Atlantic Ocean, Railway tracks were laid in America also.

**Railway Tracks in India**

East was not far behind in catching up with the leaders in the area of railroad construction. India took up the construction of railways in the same century. Soon after its introduction in England the business community there was pressing the East India Company to introduce railways in the subcontinent of India. After prolonged negotiations with British railroad companies, the GIP Railway Company could be incorporated in an Act of the Parliament in 1849 and a contract signed between East India Company and the GIP Railway Company requesting them to raise the requisite capital required for the construction work. The results of these efforts were quiet fruitful and it was on April 16, 1853 that the first train in the East took off from Bori Bunder in Bombay to Thana, covering a distance to 33 kilometers and four hundred guests selected from various segments were invited to travel by the first train in India.
Sea Transport

The shipping made a significant contribution to travel during the nineteenth century. While railways were responsible for inland travel, the steamship crossed the boundaries and made strides in intercontinental travel.

Emergence of Industrialized Societies.

The second half of the nineteenth century, in fact, witnessed the growth of travel as a result of development of industrialized societies. The societies which developed in Western Europe and North America greatly felt the urge to travel purely for the purpose of rest and relaxation. This trend certainly gave way to what came to be known as the tourism phenomenon in the latter part of the century and in the twentieth century. It will not be wrong to mention that the concept of modern day tourism had its seeds in the development of industrialized societies of Western Europe and North America. Though an accurate analysis of the measurement of tourism can be traced back to only about half a century ago, there is the direct relationship between the development of industrialized societies and the expansion of tourist movements. The emergence of the industrialized societies was a direct result of the industrial revolution in the West, initially beginning in England. In its wake, the industrial revolution brought about tremendous changes in the society. The very concept of society underwent a change.⁹
The Industrial Revolution was responsible for the emergence of the working class, which was needed to run factories. In the beginning, the working class was burdened with long working hours and poor working and living conditions and lower wages. Due to all these factors of discontentment, a need of pleasure was discovered among these workers which resulted in giving birth to the concept of pleasure holidays off the work.

**Development of Seaside Resorts.**

Gradually the industrialization brought in better working conditions and increase in material wealth for a large number of workers. The simultaneous improvements in transport and communication systems during the second half of the nineteenth century enabled a large number of industrial workers not only in England but elsewhere as well to avail of holidays for rest, relaxation and pleasures. These resorts were very popular and played an important role in the development of Tourism and creating the desire for tourism among the people.

**The Twentieth Century Travel**

By the turn of the twentieth century, all the main characteristics of modern tourism were in the embryo stage. Changes in mental attitudes towards pleasure seeking, the recognized value of travel for education, a growing need to find relief from working routine, produced a fertile ground for the development of excursion traffic on a large scale. Pleasure travel
continued to expand in the beginning of the century. However, by the first quarter of the twentieth century travel, including pleasure travel, was essentially a luxury commodity within the reach of privileged section of the society having both free time and considerable purchasing power. World War I was responsible for a temporary halt to tourist movements. As such, the War saw a considerable decline in tourist travel not only within Europe but also all over the world. However, soon after the War, travel soon reached pre-war peak levels, and within the next three to five years, greatly exceeded them. The post-war period also brought about attitudinal changes, which were destined to influence the volume and nature of tourism. The war was responsible for breaking down international barriers, resulting in the fostering of an ideal, optimistic, peaceful internationalism—just the climate in which tourism is likely to flourish the most.¹⁰

Post-war era also saw a rise in the standard of living of the working and middle classes in America and certain other countries in Europe. Soon after the War, tourists began to appear in countries where tourism had been practically unknown a few years earlier. The major tourist countries enjoyed and unprecedented boom in the 'Twenties'. In the year 1929, there were nearly one and a half million visitors to Switzerland, over one million to Italy and about two million to Austria. France, Spain and Great Britain also received a considerable number of visitors.
**Paid Holiday and Mass Tourism**

The concept of mass tourism emerged along with the introduction of holiday with pay. It was in the last quarter of the nineteenth century that increasing attention was paid to the desirability of holiday with pay and at least of cheap holidays for working class people.

This group had still largely failed to benefit from the new opportunities offered by travel by rail. During this period a few factories gave paid holidays to their workers in some countries in the West. The annual paid holiday was established during the inter-war years as a reality for a considerable part of the working population. By the year 1939, in UK, some eleven million people were covered by the Holidays with Pay Act (1938).

Introduction of paid holiday had let to great mobility of the population, created new industries, resulted in the creation and growth of many towns of distinctive function and broadened the horizons of millions of people. In fact, the introduction of paid holidays can truly be associated with the development of modern mass tourism.

In the year 1936, modern tourism really got under way when, at the instigation of its trade union representatives, the International Labour Organization (ILO) adopted the first convention that was to support serious movements to promote paid holidays and, in turn, tourism. Soon afterwards, tourism experienced an extraordinary growth. Paid holidays are now
established all over the world, and in most countries a minimum duration of one to there weeks is specified either by law or by collective agreements, between the employer and the workers. The right to paid holidays has universal recognition now. The encouraging trend in tourism, witnessed as a result of post-First World War period, however, received a great setback as the Second World War intervened. The Second World War like World War I brought in economic destruction and political instability - the two major deterrents to the growth of travel and tourism.

**Post-Second War Period**

However, the post-Second World War period brought in a rapid development of tourism. The United Nations reported that in the ten years period between 1955 and 1965, the number of tourist arrivals in some sixty-five countries increased three-folds around 51 million to over 157 million. This trend in the growth of international tourism continued till the mid-1960s. In the year 1976, there were nearly 220 million international tourist arrivals in the world. There was an increase of more than 90 percent over the year 1965. Most of the developing countries, during this period, were also able to benefit from the growing trend in the developed countries to engage in tourism.

There was a setback witnessed in the year 1974, when the world economy was seriously affected by the great energy crisis which occurred at the end of 1973. As a result of the energy crisis there occurred inflation which
was responsible for lower purchasing power which in its wake had brought in a steep fall in tourist movements. This further caused a steep down fall in the number of tourists from all over the world and this setback affected the tourism industry for a quiet long period of time.

Mass Tourism and Air Transport

The late twentieth century period can thus be termed as a period, which is responsible for introduction of a phenomenon called 'mass tourism'. Although the enormous expansion of tourism has taken place primarily in the advanced industrialized countries, where tourism has become a part of the lifestyle and consumption pattern, it has also shown its might in the developing countries as well. The key role of air transport has been a major factor in this growth. In the year, 1952 the low-class travel introduced was made possible by the larger capacity of new aircrafts.

The increase in the aircraft capacity was also responsible for lower airfares. This period also saw the first attempt to introduce a 'package holiday' around air transport, which subsequently became the model for most of the present day global tourism.

Jet-Travel.

It will not be out of place to mention that the international tourism, as we see, has been largely shaped by air travel. Introduction of 'Inclusive tours' was another most decisive development during this period responsible for mass
tourism. In all 'inclusive tours' travellers are carried on charter flights at rates substantially below those of normal scheduled services.

The social causes of the rapid growth of tourism on the other hand can be linked with new attitudes toward travel and leisure. Traditionally considered a luxury, travel now is considered to be a normal activity and an indispensable part of lifestyles and consumption patterns of a large majority of people enjoying a consumption patterns of a higher standard of living. These developments faced hurdles and obstructions in the growth of tourism business during the period of the First and Second World Wars of first half of the twentieth century. But the second half of the century witnessed a golden age of tourism development. In fact, it was the post World War II scenario in 1945 which immensely cultivated the desire of visiting places among the people and this incorporated the world Tour in the common usage. Though this word has its root dating from 1748 A.D. which had meant exclusively for the affluent section of the society but it became a phenomenon for a common man to go for a tour only after the world war-II.

**Definition of the word Tourist**

However, the word tourist is desired from the word tour\textsuperscript{13} which means a journey at which one returns to the starting point; a circular trip usually for business, pleasure or education. This gave various people a freedom to define tourism according to their own perception. According to Jose Ignacio De
Arrillage. “Tourism in its first period considered as a spirit rather as a synthesis of automobiles, touring, cycling, combing, excursions and hatching”. In the early 19th century, the person ‘tourist’ implies some one who makes a tour or travels, specially for the purpose of sensation, for pleasure, object of interest, scenery or the some other attraction. The view of Jose Ignacio De Arrilage prompted others to present their views and opinions about tourism. Among the thinkers and philosophers of tourism, the opinions of two people viz. Burkart & Medlik (1974) and Helly (1980) formed mainly two groups. According to Burkard and Medlick, tourism is considered as an activity whereas the second group emphasized technical definitions and considered statistical measurements of the activity and they encouraged various agencies for doing so. The approaches of other two Buck (1978) and Leiper (1979) emphasized on the essence of holistic approaches of tourism. But all these concepts of the 70's and the early 80's were narrow in the sense that it included social considerations as well. Later on tourism was considered or rather it was viewed in the light of more broader concept. This new concept discarded the holistic approach of tourism and considered it as human and economic activity. This new approach developed travelling business as an industry. Thus, the concept of tourism has become a more widely accepted concept and a complex activity and industry which is interrelated with many industries interacting among themselves to give positive results of tourism.
Thus with the modern approaches and new concepts regarding tourism in the modern world, there came up a number of organizations such as World Tourism Organization which are working for the efficient functioning of the tourism industry. They also necessitated professionals, and the management practitioners in recognizing tourism as a big economic activity (or bonanza). Thus, the concept of Tourism gets analyzed according to various approaches made to the concept by different people.

This concept slowly got absorbed in the society of the developed countries where the owners of big organizations felt a need to provide leisure to their employees and to themselves as well, in the form of visiting a place for the purpose of recreation. But that does not fully signify the concept of tourism. Many people still travel from one place to another with the purpose of attaining pleasure, e.g. a saint travelling to the holy places in search of spiritual pleasure is a sort of travel in search of pleasure, but that does not fully imply tourism. Now the problem arises in front of tourism professional is to define tourism in exact manner. So there are few definitions on tourism, given by different experts and various institutions of tourism. Some of them are:-

(i) Tourism denotes the temporary, short term movement of people to destinations outside the place where they normally reside and work and their activities during their stay at these destinations.\textsuperscript{16}
(ii) Tourism is a pleasure activity in which money earned in one's normal domicile is spent in the places visited.\textsuperscript{17}

(iii) Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with the remuneration activities.\textsuperscript{18}

(iv) Tourism is an activity involving a complex mixture of material and psychological elements. The material ones are accommodation, transportation, the attraction and entertainment available, whereas the psychological factors include a wide spectrum of attitudes and expectations.\textsuperscript{19}

**Tourism: As an Industry**

There is strong debate on the topic to declare tourism as an industry or not as each and every individual analyzed the concept of tourism and gave his own comment on this particular subject. Moreover every person reflected his opinion in the several approaches made to analyse tourism. According to U.S. study it was declared as pleasure activity, Swiss approaches declared tourism as totality of relationship, while the opinion of Douglas Foster says it is complex mixture of material and psychological element\textsuperscript{21} but all these concepts are against the motion of the debate of considering tourism as an industry. Now the point to declare tourism as industry was to be discovered.
But one thing was common in the opinion of all the experts that new trends were emerging in the motivation behind the travel.

All over the world, tourism is recognised as world’s largest industry. Hence travels and tourism is a major contributor to economic growth and an integral part of life in developed and developing nations. Keeping at par with the world, steps were taken also in India to develop and create tourism as an industry. Tourism was officially declared as a full-fledged industry in all the five North Indian states by the then Union Minister for civil Aviation and Tourism Mr. Ghulam Nabi Azad, at a State Tourism Ministers conference held in September 1993. This led to the promotion of domestic and international tourism by different state governments.

As compared to the countries of the West, India legs far behind world tourism. France being the leader of all the countries in tourism, shares approximately 40% of the total share leaving the others behind. In India, the statistics show that the country is far behind the leader with its share about 0.4% of the total world tourism. Hence, the comparison with leaders of the international market of tourism comes in the ratio of 1:100 with India. The graph of Indian share in the world tourism in a zig-zag from with 0.28 % in 1980 rising to a maximum of 0.44 % in 1991 and then again falling down to 0.39 % in 1992 this uneven development of India tourism is due to a lot reasons. The main reasons being lack of accepted guidelines for Tourism Marketing, improper planning or may be lack of specialised professionals.
Though the expenditure on tourism promotion and marketing comes very high, yet the results are not at par with the amount spend. Despite all these factors, tourism is still the highest earner of the foreign exchange in India

**Tourism industry an amalgam of various industries**

One important reason for the late recognition of tourism as an industry is that tourism is one activity which involves several activities which are directly or indirectly related to each other. Hence, there are several industries which act in different orientation to give a positive and result-oriented approach toward tourism industry. e.g. Hotels are considered to be the part of hotel industries but in actual terms they are one of the major blocks in the tourism industry. Similarly, Airline plays a key role in carrying tourists from their place of origin to the place of tourist destination and thus forms another big component of the tourism industry.

Thus, tourism industry can be said as an amalgam of several industries. These industries act in different manners and they interact with each other to give orientation to the positive result or we can say that the interaction of various industries result in the formation of one big complicated network of tourism industry. The segments of tourism industries can be divided into two categories.
(1) Primary component industries: These industries are those which are directly linked to the tourism industry and form the basic components of the tourist industry. They can be categorised into four subcomponents:

(a) Hotel Industry: The major problem which is observed by the tourist when they reach the destination of their choice is the problem of accommodation. This problem of accommodation may vary from place to place, depending upon the local geographical factors, e.g., there is a great need for comfortable and warm rooms in the hilly areas. Similarly, in desert when climatic conditions are harsh, comfortable stay becomes an important necessity. So accommodation at night is the problem of a tourist visiting a particular area that may be overcome by the hotel industry, a major part of the tourism industry.

(b) Transport Industries: Another important block required for the construction of the periphery of the tourism industry is the transport industry. With vast mode of communications, the transport industry not only connects two cities or two countries, but it also connects people and hence it can be treated as bonds joining the two cultures. In ancient and medieval times, there were only two modes of communication and conveyance. They were sea and road transport. But modern world has witnessed the advent of modern technology and new inventions. As a consequence, there has developed aeronautics industry present in the twentieth century. With steady growth of the invention, the graph of
aeronautic transport industry is on the rise. Every passing day is witnessing the new invention in the air transport. Even the space and planets have became accessible with the invention of rockets and space satellites. If this is going to be the pace of the invention and advancement in the field of technology, the proverb of “sky is the limit” will be a fact as practically witnessed by the people of the coming ages. Thanks to the modern scientific technology, which has not only reduced time but it has also discovered new destinations and made them available to the people. Thus transport industry is subdivided into four sub industries which are independent industries if classified separately and are collectively called transport industry.

(1) **Airline Industry:** The major industry of transport which has facilitated its passengers not only to reach the destination in shortest possible span of time but also with great comfort is the Airline industry. To facilitate smooth operation of Air line industries several international organizations and bodies are working world wide IATA (Internationanl Air Transport Association) is one of them.

(2) **Railway Industry:** If Airline industry is responsible for bringing people from abroad, there is railway industry which is mainly involved in connecting the local destinations within a country. The main reason for choosing the railways is that, it is one of the fastest surface transportation. Moreover, the choice of railways is because of the
reason that it is not possible to have an Airbase in every place, so the
choice remains only to choosing the railways track. In addition to this,
the Railway Industry has its unique role in connecting the destinations
of vast countries like India.

(3) **Road Transport Industry** :- The Road Transport Industry can be said
to be the backbone of all the components of Tourism Industry as a
whole. The road transport which can provide a range of variety of the
vehicles in the form of small cars, large cars, mini coaches, large
coaches etc. caters the needs of the people to a large extent. This is a
mode of travel among the people who cannot afford luxurious travel of
Air or Rail and also serves the purpose of transporting the people to
those destinations which are not accessible by train or by Air. The
destinations of hilly regions such as hill stations etc. have the only
access through Road transport. Moreover, the local sight seeing and
the travel within a city is mainly done through the cars, coaches, mini
coaches etc. which are the components of Road Transport Industry
only.  

(4) **The Sea Transport** :- Once upon a time it was the only available option
to travel across the boundaries of a country in absence of Air transport
or the rail transport. There is no doubt about the fact that the Airline
industry has become very popular and common for travelling among
the people, still the water transport remains one of the main passions of
the people to travel. If we retrospect the past then we will find that large ships were very common mode of transport in Europe and America during the Eighteenth and Nineteenth century. Ships like Titanic which had a mishap on its very first journey is still a very popular name till today and is the best example of the popularity of the Sea Transport. Even today there are very famous Cruises which are still operating in the world and are very popular. The names of such Cruise companies include The Oriental Lines, a famous Cruise handling Company of America having its ships like Crown Odyssey and Marco Polo, the companies like Princess Cruises, the Indian companies like Damania Shipping, Indian Ocean Cruise Line etc.

Organisations formed for the purpose of development of Tourism

When the thrust was being given to develop tourism and it gained the status of industry, measures were being adopted to promote and develop it in a proper and planned way. Since there were many industries involved in Tourism industry, a need was felt that there should be some organisations which should be formed and come up with an objective of tourism development all over the world. This resulted in the formation of the following organisations.
1. International Union of Official Travel Organization (IUOTO) :— Globally, the co-operation in tourism had its beginning in 1925 when the National Tourist Office of Holland organized a Conference. Altogether, there were fourteen countries representing the conference, which led to the setting up of International Union of National Tourist Propaganda Organization (IUNTPO) at The Hague. Of course, this was to counter the after-effects of World War-I. With the advent of World War-II, the normal activities were found disturbed. Thus, the two World Wars interrupted the normal development. In 1946, there was a World Conference of National Tourist Organizations to bring things on the track. The conference was organized in 1964 in London and the IUOTO came up alongwith almost all the aspects related to tourism throughout the world. The principal aim of this organization was to stimulate and increase the free flow of tourism in the best interest of social, cultural and economic relation. It was a technical and specialized organization which was granted consultative status by the United Nations. The General Assembly was its supreme body. It had various committees and commissions.

The IUOTO was set up with the objectives of promoting economic development of countries through tourism. In addition, enchanting the social and cultural role of tourism in the life of nations, furthering the vital contribution of tourism to international trade, fostering the steady expansion of international tourist flow, supplying its members with the results of the permanent tourist market research to enable them to keep them update with the latest
developments in this field, protecting the interests of tourists and the tourism industry and giving recognition of the value of tourism as a means of promoting international understanding and world peace were some of the other objectives of this vital tourist organization.

To achieve the aforesaid objectives, the organization undertook various activities like monitoring and identifying the trend in the world tourism, studies of travel demands, market trends, tourist motivations, survey of environmental effects of travel expansion and formulation of mechanism for the protection of natural and cultural resources.

It is important here to mention that the World Tourist Organization (WTO) came into existence as a result of the transformation of IUOTO on January 2nd, 1975. This organization was called upon to succeed IUOTO. The pioneering work of IUOTO is now being carried on by WTO.

2. **World Tourist Organisation (WTO)**: Born of the International Union of Official Travel Organisation (IUOTO), the WTO is an inter-government technical body which deals with all aspects of tourism. It came into existence on January 2nd, 1975. At the outset, it was setup at the Hague, Netherlands in 1925 to promote tourism for economic, cultural and social advancement of all nations. However, the World War-II interrupted the normal development and in 1946, this was reconstituted in London. Later on, the headquarters moved to Geneva where it remained for 25 years. In 1963, a UN Conference on
International Travel and Tourism was convened at the instruction of IUOTO in Rome. On the recommendations of the said conference, it was transformed into WTO. Its first general assembly was in May, 1975 in which it was decided to locate the headquarters at Madrid. The WTO works in co-operation with all international organisations, UN and other commercial and non-commercial bodies like IATA, ACAO, ILO, UNDP etc. There are three categories of membership, e.g., Full Members, Associate Members and Affiliate Members. Sovereign States are the full members of the WTO. The associate members are territories whose membership is approved by the State. The affiliate members are international bodies. This organisation functions as a world clearing house for all available information on international and domestic tourism including statistical data, legislation, regulation, facilitation, social events. It fosters the adoption of necessary measures for making travel easier, especially by rendering and simplifying frontier formalities and removing barriers to increase free movement of tourist. Its regular activities include the collection and updating of information. Hence, the WTO helps tourist organisations in managing information. The supreme organ and sovereign body of the WTO is the General Assembly of delegates, representatives, full members, associate members etc. The General Assembly has six regional commissions. The regions covered are Africa, the America, Europe, West Asia, the Pacific, East Asia and South Asia. The secretariat consists of Secretary General who is responsible for general policy and work programming. This organisation simplifies the task of managing the
information through its different important publications like World Travel, 
International Travel, Economic Review of World Tourism, Travel Research 
Journal, Technical Bulletins etc.

From its very beginning the WTO has been found engaged in promoting 
tourism. Besides, the organisation has also paved ways for the smooth 
functioning of the national tourist organisations or even the commercial 
organisation. India is a full member of WTO whereas Air India, Indian Airlines 
are the affiliate members. We can't under-estimate the contribution of WTO to 
the development of tourism industry in India. Though it has evinced interest in 
almost all the developing countries, however, we find special attention on 
Indian Tourism.

3. Pacific Area Travel Association (PATA) :- PATA is the world’s largest 
travel promotion organisation, covering the vast area bounded by the USA in 
the East, Pakistan in the West, Alaska in the North, and the New Zealand in 
the South. As a non-profit organisation, the PATA was set up in Hawaii in 
1951, specially to stimulate interest in the Pacific and adjoining areas as a 
vacation land and to develop, promote and facilitate travel and among the 
many Pacific destinations. Its headquarters is in San Francisco, California. 
The philosophy of PATA is to coil the entire travel industry to maximize the 
tourists’ influx. The membership of the organisation is granted to government 
agencies, private firms and trade associations supposed to be a true 
professional in travel. It is also found to be a big source of collecting up-to-
date and accurate information on travel, which helps the tourist organisations in managing the information system. An elected Chairman heads the organisation and a full-time salaried executive Vice President is assisted by a group of officers who deal with marketing, development, research, publicity and chapter affairs. A novel marketing idea of PATA are its fifty-five Chapters in different parts of the globe. Every year a long range of marketing programme is prepared to create an impact on consumers as well as the travel trade. It includes advertising in leading national magazines in North America and trade publications. It supplies a wide range of sales aids and sales promotion materials to travel agents. News releases, special feature stories and photographs are provided to newspapers, wire services, magazines, radio and televisions. PATA conducts research programme designed to provide the Association and its members marketing information needed to formulate their marketing policies. This makes it clear that the organisation is found instrumental in enriching the marketing information system, which helps tourist organisations in formulating the innovative or creative marketing policies and strategies.

The PATA publishes Pacific Travel News, a monthly magazine for the travel industry. The programs of this organisation are financed by membership fees and marketing assessments of this organisation are financed by member Board of Directors, elected every year from its over two thousand members. The Government of India is an active member of PATA.
The membership of PATA is granted only to government agencies, private firms and trade associations having a direct interest in travel and acting as a professional for the balanced development of the tourism industry. In addition to the other aspects, the contribution of PATA to the management of information system is found impressive.

4. International Air Transport Association (IATA) :- President Franklin D. Roosevelt of the USA called an international convention at Chicago in December, 1944 just to regulate the air traffic and craft equipment which led to the constitution of two permanent bodies, namely, the International Air Transport Association and The International Civil Aviation Organisation. These two organisations have been looking after global aviation industry.

The principal function of the IATA is to speed up the movement of persons from any point to the world air network to any other by a combination of routes on the basis of single ticket bought at a uniform price in one country. It is a non-government organisation drawing its legal existence from a special Act of the Canadian Parliament. It has been closely associated with ICAO. It is a voluntary, non-exclusive, non-political and democratic organisation. Its membership is open to any operating company which has been licensed to provide scheduled air service by a government. IATA divides the world into three areas, such as Area-1, Area-2 and Area-3. In Area-1, the countries are North and South American continents, islands adjacent thereto like Greenland, Bermuda, West Indies, Caribbean area, Hawaiian Islands, Midway. In area-2,
the countries are Europe, Africa, Islands adjacent thereto like Ascension, the part of Asia situated west of including Iran. In Area-3, are the Asian countries and the islands adjacent thereto like East Indies, Australia, New Zealand, Islands of Pacific Ocean.

5. International Conference and Convention Association (ICCA):- This organisation was set up with the objective of promoting international congress and convention, meetings and exhibitions. The members are national tourist offices, travel agents, airlines, professional congress organizers, hotels, transport companies etc. Its headquarters are in Amsterdam (Netherlands). Of late, a major share of travel business is due to the organisation of international congresses and conventions. A good number of countries like Japan, USA, France, Philippines, Singapore etc. have been promoting tourism by organising conferences and conventions. We call Singapore, a city of conventions. Against this background, some of the countries of the world have their own convention bureau. In the Indian context, we don't find impressive developments as the Department of Tourism, Government of India has a small cell to promote conventions and Department of Tourism promotes conference bureau like other developed countries. This would pave the ways for the development of tourism and accommodation sectors.

It was in October 1980, that the World Tourism Conference held at Manila Philippines, considered the nature of tourism which is bound to play a dynamic role in the changing world. It was indeed to hold every year
September 27th as a world tourism day. World tourism organization is the world’s premier inter-governmental body fully dedicated to the development and promotion of tourism among the member nations and concerns itself with policy evolution, its implementation as well as the functioning of tourism related projects among member states.

Earlier in 1963 UN Conference on International Travel and Tourism held in Rome was fully aware of the social education and cultural impact of tourism and its significant contribution to the promotion of international goodwill and understanding and the preservation of peace between the people." Later in 1966 Assembly designated 1967 as International Tourist Year declaring the significance of tourism in the promotion of peace and with the hope that it should help to promote goodwill among men a heightened awareness of rich cultural heritage of different nations and a deeper appreciation of their worth and thus contribute to the strengthening of peace in the world.
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If we study the human behaviour and human psychology, we will find that the human nature is very complex and complicated. There is always a reason behind all his activities and actions. Further going into the deep core of human psychology and behaviour, we find that there are various factors responsible for that particular reason. In general there are three primary needs which are the basic instinct of human nature and all the priorities of his actions are focused on the fulfilment of these three needs. The basic primary needs are: food, shelter and clothing. After fulfilling these primary needs, the human being urge to fulfil other needs and wants which are secondary to the basic needs but play an important role in the life. Before discussing things in detail, the difference between Needs, Wants and Demands should be clearly understood.¹

(1) Need :-

A human need is the state of felt deprivation of sum basic satisfaction. These needs cover the basic things like food, shelter, clothing, safety etc. These needs are not created by the society, environment or marketers etc. Rather these exist in the very texture of human nature and human instinct.
(2) Wants :-

Wants are the desires for specific satisfiers of the deeper needs. These depend upon the condition of society and environment in which a person is living. e.g. Pizza or Sandwiches are nowadays in great demand in urban cities or Metropolitan cities while the same is a failure in rural areas.

(3) Demands :-

Demands are wants for specific products that are backed by ability and willingness to buy them. Or in other words, we can say that wants become demands when they are backed by purchasing power.

Hence demand is a point where one can say that they can be generated by obtaining or by following different tools in a society, system or environment. These tools may include the tools of sales, promotions, marketing etc. Further these demands are controlled and monitored by various other factors such as production, supply, accessibility to the product etc.

Concept of Marketing

By definition “Marketing is a social and managerial process by which individuals and groups obtain what they need and want, through creating, and exchanging products and value with others”. This definition lays down emphasis on the core concepts of needs, wants and demands, products,
utility, value and satisfaction, exchange, transactions and relationships, markets and marketing and the marketers. Another important feature about the demand is that demand can be generated by obtaining various tools in a society or system whereas needs cannot be created. Needs pre-exist marketers.

The marketers along with other influences in the society, influence wants. They can monitor wants by trying to convince the consumer that how a particular good or some product or services would satisfy their need. Here the different tools of sales, promotion, marketing etc. play their role. The demand for a particular product can be made by making easy access to the product, or by making the products attractive, affordable etc. In this context, the most important part is to make a prospective consumer aware of a particular product or service. This generation of awareness about that service or product can be done best by marketing of the service or product. Here, one important thing should be kept in consideration which is creating awareness to the customer is not the only function of Marketing, rather the concept of Marketing is very vast and it includes lots of features, approaches, functions and results in its application.

Another important thing to be taken into consideration is that a product or service which is to be marketed should not be done with the view to attract the potential customers, rather than it should be done by keeping various things in mind i.e. demands of the consumers, Hence the role of marketing
becomes very critical and vital as well, because it is just not the promotion of a product or a service, but it is a wide and large phenomenon where equal thrust is made on the demands, desires, wants of the prospective customers. At the same time equal weightage should be given to all the factors which are available to the marketer as product to cater and also the active or disguised competitor present in the environment.

So the concept of marketing lays emphasis that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than the competitors.

The key points of the concept of marketing are:-

(1) Exploration of wants from a prospective market.

(2) Try to fill those wants.

(3) Providing the product which is required, instead of providing what is available.

(4) Love the customer and not the product.

(5) The above mentioned key points rests on four main pillars:-

(1) Market Focus, (2) Customer Orientation (3) Co-ordinated Marketing and (4) Profitability.⁵

(1) Market Focus :- There is a saying that every thing in this universe has its proper place. Same is the case with the marketing. Every thing cannot
be marketed in every place. The companies should define their area of application or functioning. Thus companies can perform their functions best and can achieve their goals only when they define their markets carefully. They can do the best when they prepare a tailored marketing programme for each target market.

(2) **Customer Orientation**: Defining market is an area which is essential from the company's point of view, but customer oriented thinking of the company is equally important. This orientation should define the needs of customer from the view of the customer and not from the company's point of view. Every product leaves an impression on the customers, be it service or some other tangible product. This impression plays a vital role and this should be kept in consideration, as a feedback from the customer. The aim of the feedback should be to receive a point beyond the satisfaction of the customer and if this is not present in some cases, the future strategies of marketing should be planned in a way to achieve the satisfaction oriented policies of the company.

(3) **Co-ordinated Marketing**: Co-ordinated marketing means two things, first, the various, marketing function- sales force, advertising, marketing research etc. must be co-ordinated among themselves. i.e. the force involved in marketing a product or service should have co-ordination among themselves. Secondly, marketing must be well co-ordinated with the other departments in the company. Marketing does not work when it is restricted merely to a department, rather than it works when all the employees appreciate how they impact on customer satisfaction. For this very reason,
the marketing concept requires the company to carry out internal marketing along with external marketing. Internal marketing is the task of successfully hiring, training and motivating able employees to serve the customers as well. There is no point in advertising organization's services before it is ready to provide quality services.

(4) Profitability: The purpose of the marketing concept is to help organizations achieve their goals. In the case of private firms, the major goal is profit; in the case of non profit and public organisation, it is surviving and attracting enough funds to perform their work, i.e. the key is not to aim for profits as such but to achieve them as a bye product of doing the job well. A company makes money by satisfying customer needs better than the competitors can do. The job is not making money or products but finding a profitable way to satisfy people's varied wants. But this doesn't mean that marketers are unconcerned or less concerned with profits. They are rather, highly involved in analysing the profit potential of different marketing opportunities.  

This clearly elaborates and draws a line between the sales professional and a marketing professional. The sales professionals commonly focus on means of achieving a certain volume of sales, whereas marketing people focus on identifying profit making opportunities.
**Concept of Strategy**

The term strategy is derived from the Greek word "STRATEGOS" which means general ship i.e. the actual direction of military force, as distinct from the policy governing its deployment. Therefore, the word 'Strategy' means the art of the general i.e. how to make a plan in most effective action. However, in business parlance there is no definite meaning assigned to strategy. It is often used to mean a number of things. The concept of strategy has been defined differently by many experts. These definitions are as under.

(1) Strategy as defined by **Alfred D. Chandler** (1962):- “The determination of the basic long term goals and objectives of an enterprise and the adoption of the course of action and allocation of the resources necessary for carrying out their goal”. This definition by Chandler refers to three main aspects:-

(i) Determination of long term goals and objectives
(ii) Adoption of course of action to achieve these objectives.
(iii) Allocation of necessary resources for the adoption of these courses.

(2) Definition given by **Kenneth Andrews**: The pattern of objectives, purposes, goals and the major policies and plans for achieving these goals
stated in such a way so as to define what business the company is in or is to be and the kind of company it is or is to be."\textsuperscript{10}

The point raised in this definition is the term business definition which states the current and desired future position of the company and the objectives purposes, goals, major policies and plans required for taking the company from the present position to the position where its aim is.

(3) Professor Igor Anosaff (1965):- Professor Anosaff, a contemporary of Andrews explained the concept of strategy "The common thread between the organization' activities and product markets as above that defines the essential nature of business that organization was planned to be in future".\textsuperscript{11} The definition according to Professor Anosaff laid emphasis again on current and future of business, with an addition that this definition has included diverse organizational activities including products and markets.

(4) William F. Glueck (1972): - Seven years after Professor Anosaff and Andrews, William Glueck, a professor of Management in University of Georgia gave a brief definition of Strategy as under "A unified compression give and integrated plan designed to assure that the basic objectives of the enterprise are achieved".\textsuperscript{12} This statement lays down emphasis on the following points:

(a) Unified Plan :- This refers to all parts of organization joined together to achieve one aim.

(b) Comprehensive Plan:- This means every aspect of the enterprise is covered while laying out plan.
(c) Integrated Plan :- i.e all parts of the plan are compatible with each other.

(5) **Arthur Sharplin** (1965):- Sharplin defines Strategy as "A plan or course of action which is of vital, pervasive or continuing importance to the organization as a whole." Thus it is observed that there are as many definitions of strategy as there are experts. However, the approaches of different authors have changed from time to time. This example is evident from Prof. Anosaff's definition which he gave in 1984 i.e. "Basically, a strategy is a set of decision making rules for guidance of organisation behaviour". Thus there is no single definition which can be compiled by combining the definitions given by different authors. However, there are some elements which are faced by studying the concept of strategy. In the limelight of these elements we can analyse the concept of strategy as:-

(1) It is a plan or course of action or a set of decision rules for making a pattern or creating a common thread.

(2) This pattern should be related to organization's activities which are derived from policies, objectives and goals.

(3) Concerned with pursuing those activities which move an organisation from its current position to a desired future state.

(4) Concerned with the resources necessary for implementing a plan or following a course of action.\[14\]
The Concept of Marketing Strategies:

Marketing Strategies as a vague term may be taken as plans of Marketing a product or service. But going in the core of the term Marketing Strategy, this refers to many things. It combines the tools of marketing and the aspects of strategies. So by saying marketing strategies one can not only determine the plan and the follow up to the plan, but also the marketing strategies refer to him the following aspects:-

(i) A basic plan that leads to the fulfilment of a process by which the needs and wants of the individuals are satisfied.

(ii) There should be a co-ordination between the plans and actions by all the departments of the organisation to achieve aims and goals, which are derived by company’s polices.

(iii) The marketing strategies lead the organisation from the present position to the targets, which are to be achieved.

(iv) Last but not the least, the aspect of marketing strategies is to check the feedback, whether the resource necessary for achieving the targets have been properly allocated whenever necessary and there should always be a check that the proper utilisation of resources should be there for achieving the targets or in other words to take the organisation from the current position to a desired stage.
Therefore, we can say that marketing strategies play a vital and key role in the process of obtaining the desired results in exchange of services and their values.

**Need of Marketing Strategies in Tourism**

Since Tourism industry is a service industry, Marketing Strategies play a vital role in this sector. There are two factors which are to be taken into consideration:

(i) Basically, there is always an attraction which makes a particular place a tourist destination e.g. Eiffel Tower of Paris, Leaning Tower of Pisa makes France and Italy the tourist destinations respectively.

(ii) The services prevalent or available in that area to make an individual comfortable in that place.

Keeping both of the above points into consideration, marketing of a particular destination should be done by applying proper strategies. The marketing strategies have to take various factors into consideration while applying them.

This is very much evident from one case of the Taj Mahal in Agra. Taj Mahal was built in 16th Century and from 18th century onwards, India was under the British rule. But this great wonder of the world was never highlighted as a place of tourist attraction till late 1960’s, when the world’s eyes were all set to the beauty, technique and architecture of this beautiful monument. On the contrary if we study the case of Eiffel Tower, Paris which was completed in
1889 was very much in the fame world wide in comparison to Taj Mahal. Though as a creation of Modern age Eiffel Tower is a master piece but one can not ignore the importance of Taj as a creation of Medieval age and that too without the help of any modern equipment on techniques of engineering. So it was only due to the marketing that Eiffel Tower has came into limelight so much and till today it is also a fact that Taj Mahal has not witnessed as many visitors as Eiffel Tower has, though Taj Mahal has more years than Eiffel Tower. Hence this example clearly discusses the need of Marketing Strategies for the promotion of Tourism. One more point should be taken into consideration that these should be clear goals and objectives while putting foundation of marketing strategies and there should not be any cross links in the application of them.

**Market Potential of Tourism**

A market potential is an estimate of the maximum possible sales opportunities present in market segment that are open to all sellers of goods or services during a stated future period. A market potential indicates how much of a particular product can be sold to a particular market segment over some future period, assuming the application of appropriate marketing methods.

The aforesaid concept of market potential makes it clear that it is identification of sales opportunities in goods manufacturing or in a service generating organisation. Once the opportunities are identified, a marketer finds it
convenient to apply suitable marketing methods so that the available opportunities neither remain untapped nor under-tapped. It we succeed in having a correct estimate of the market potential, an optimal utilization of the potentiality is made possible which brings cost effectiveness and simplifies the task of establishing product leadership. Against this background the study of market potential becomes significant and needs an intensive care while identifying the potentialities.

So far as the tourism industry is concerned, this element need due weightage because once the potentialities remain untapped, the avenues are closed for ever, specially due to the perishability of high magnitude. Here, both opportunities are left to all the tourist organisations and the competitive organisation may avail the opportunities present in a market segment. This, in a natural way, raises the instrumentality of estimating the opportunities so that appropriate strategies are formulated and the success rate is raised to the extent it is possible.

There are a number of steps for studying the market potential. The first step is to identify the market. The identification of market requires to answer the following question:

- Who buys the product?
- Who uses the product?
- Who are the prospective users?

To get a meaningful answer to the aforesaid questions, the research work becomes significant.
The second step is market motivation which helps identification of the reasons of the following:

- Why users use the product?
- Why potential users might use it?

The market motivation studies answer the following:

- Why do people use?
- Why don't people use?

This also simplifies the task of increasing the effectiveness of potential. This requires the use of market factors. A market factor is a market feature or characteristics related to the product's demand. The two-step processes are used here, e.g. first, selecting the market associated with the product's demand and second, eliminating those market segments not containing prospective users.

Thus to offer the best possible services to the tourists or to activate the process of transforming the potential tourists into actual tourist or to maximize services, it is significant that available potentialities are identified and utilized properly. It can't be refuted that travelling business may be more and more productive, if we have a correct estimate of potential tourists. This is due to the fact that the market identification processes necessitates a detailed knowledge of the expectations of the potential tourists. The task of satisfying the tourists and expanding the market is simplified with the help of motivation
studies, since the promotional programmes are found to be more creative and effective.

Our past experiences clarify that tourism industry has enormous potentialities. The chief problem is to align the tourist services with the marketing principles. This naturally raises the significance of marketing practices in the tourism industry. The developed countries have not only assigned due weightage to the alignment process but have also practised aggressive marketing which has made possible expansion of a profitable market. Let's hope that developing countries like ours adduce example from them.

Of late, we find good auguries in the tourism sector. The planners and the policy makers have assigned due weightage to this sector. It is against this background that the Seventh Plan (1985-90) had proved to be a water-shed in the development of tourism industry in India. If we turn our eyes on the previous plans, it is apparent that, for the first time, the vast potential of tourism as a foreign exchange earner and employment generator was recognized. The tourism was accorded the status of an industry which paved the ways for the development of this industry during the coming days.

It can't be refuted that India, being a multi-destination country of continental dimensions has a vast potential for the development of tourism. The main thing is to formulate a scientific plan so that anti-poverty and area development programmes for backward areas are integrated with tourism development programmes. This would make an assault on the mounting
problem of regional imbalance. For the effective development of this sector, it is essential that tourism marketing strategies are made more dynamic, specially in terms of speed, innovation, imagination and co-ordination. The high spending tourists come from Europe, USA and Japan. Here, the promotional strategies should be designed keeping in view the taste preferences of high spending tourists.

For an optimal utilisation of the available potential, the human resources development is required to be assigned due weightage. This draws our attention on education and training programmes. The Hotel Management and Food Craft Institutes would play a catalytic role in the very context. At present, there are 14 Institutes of Hotel Management and Food Craft Institutes. We need a master plan for the development of manpower of the tourism industry on an integrated basis, here, the major schemes are related to setting up of a Culinary Institute of India with foreign technical expertise.

In a true sense, marketing strategies bear the capacity to make possible an optimal utilization of the available potential. This in addition to other steps, necessitates strengthening of the marketing information system. If we utilize the benefits of this system for the development of tourism, the untapped or untapped potential would be utilized optimally.
**Formulating Marketing Strategies**

The Marketing Strategies sets forth the most effective approach to be applied to achieve marketing objectives.

Whether the marketing will be general, aimed at general interests of the tourists, or be selective and directive to specific types of markets. Primary, Secondary and opportunity markets are identified.¹⁶

- The general types of promotional techniques to be used and where they should be directed-to tour operators, the tourist consumer or combination of these.

- The timing or priority scheduling of promotional efforts to certain types of markets or countries. Timing may depend on the scheduling of tourism development projects.

- The image and reality of the area to be conveyed. A newly developing tourist destination may need to create a desirable image of itself first before engaging in specific promotion.

- Any particular obstacles to overcome such as recent political instability or natural disaster.

- Whether promotion offices should be established in the major source countries, or local marketing representation contracted in those countries, or promotion handled directly from home office.

- Consideration of any contingencies which may arise such as the opening previously closed market sources.
Thus the marketing strategy should be related to both the long term and short term objectives. By doing this, the foundation is laid to achieve the long term objectives but with the short term ones should be planned more pacifically. The marketing strategy should be reviewed fairly often. It can be modified, if necessary, depending on market trends and any changes in the development of tourist product.

**Adoption of Marketing Strategies in the Tourism Promotion**

There is no doubt about one fact that marketing strategies are a vital part of the promotion and development in tourism. Now the question arises what strategies should be adopted, how to implement them and what should be the area to implement these strategies. So there are basic questions which have raised during the process of Marketing Strategies and this can be done by adopting the following:

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**Identification of Market :-** Before recommending any Strategy, it is very important to know that which is the area of application or the identification of market where these strategies should be adopted. This should be very carefully studied that what all tourist products are available and where it should be applied this can be illustrated with the help of the following :-

(i) Analysis of tourist product on Demographic factors:- Age group play a very vital role in the choice of the destination as tourist spot. It is not always necessary that a particular tourist place is an attraction for all
the people of different age groups e.g. If a place is having play land, large swings, merry go rounds or we can take the example of Essel World in Mumbai. A place like Essel World is an attraction for the children in comparisons of adults or people of old age. Similarly a place famous for Nights Clubs, Discotheques etc is an attraction of youth. So if the place like Essel World is to be marketed, then the plan of action should start from schools, young students upto junior level only and when it comes to the promotion of sites of the interest of adults, the age group of college going youth people should be taken into consideration. Therefore, it should be very clearly analysed first of all that what the services/activities for leisure is available and to what particular age group should these options apply. After considering all the facts, strategies should be designed and then their applications should be made. Moreover since Tourism is highly people oriented industry, where only human beings deals with human beings, we can also say that people serve as input and output. As input people who provides services such as guides, travel agents, drivers etc. and as output all those people who are visiting a place as tourists, may be of a very different purpose. The purpose may be pleasure, religious, economic or cultural background etc. it depends on the people as input that how efficiently they deal the people as output, which are not always the same in many different ways. The choices, preferences of the people may vary in priorities, tastes, level of satisfaction etc.
(ii) Analysis of Existing Product :- The basic prerequisite for implementing marketing strategies is the existence of the tourist product. A product may be defined as sum total of all the physical and psychological satisfaction which it provides to the buyer, but tourism being a service oriented industry, the case is quiet composite in case of a tourist product. Here in tourist product, the psychological or intangible elements dominates to the physical existence of product. A tourist gets a complete satisfaction when his needs are fulfilled and he gets the efficient service at every stage. Since a tourist product is an amalgam of all the elements viz. attraction, transport, accommodation, entertainment etc. each of its elements have its equal importance and significance at every stage. The process of satisfaction remains incomplete if any of the elements or any component of that element becomes absent. Thus it is very true that marketing tourism is just like defining the dimensions of someone's dreams and carving out its shape in the form of the tourist product.

The difficult part in marketing strategies is to bring the dreams congruent to the reality. So the tourism professionals come the fact from fiction or dreams which they show to their potential buyers. Thus it also creates many hurdles/difficulties in achieving those to gets. The very main problem is that Tourism industry is not a homogeneous industry and it comprises a compendium (or Mixture) of different
products & problems for maintaining equal standard for all these components should be maintained.

This is not always necessary that all the components should have a proper harmony in this maintaining their standards, therefore an element of chance or risk is always present. e.g. A delay in transport service disturbs the whole schedule of the itinerary of a turn package. So this kind of under pelted challenges are always present for the Tourism professionals to fill the vacuum between the targets and achievements.

(iii) Strategies in Pricing :- Pricing in tourism is again a complex matter because of the composite nature of a tourist product. Geographical location many times effect the pricing decisions. This geographical location may effect the pricing sometimes by the accessibility factor, sometimes due to seasonality factor or may be some other factor which is due to some unknown reasons. e.g. The destination Agra is a good seasonability factor of promotion in winter for Europeans and Americans, but the summer are unbearable hot for the people of cold countries to bear with. So when these are very less number of arrivals in summer season, the price level falls down and thus it gives rise to the budget oriented tourists, thus if a company is going for a pricing strategy of a tourist destination, they must first decide some goals or targets which should be achieved out of the total market and this should also be done keeping the competitive pricing prevailing in the market.
While pricing the product, the price elasticity of the Demand (i.e. tendency to change the demand due the change in price), should be taken into consideration. This process should also consider the profitability factor, rather than just in rising the number of arrivals of tourists.

(iv) Strategies for the Promotion of Tourist Product :- The main aim of this part is to make the potential customers aware of all the elements and features of the tourist product. This should be applied to the particular area of application which is identified as potential market on basic of various factors such as demographic factors etc. All the tools of promotion should be incorporated. In the Promotional Marketing Strategy. The tools of promotion mix viz. advertising, personal selling, publicity and sales promotion should be considered very carefully and the proper tool should be used and implemented in proper place wherever necessary, depending upon the market scenario. e.g. The choice of media for advertising should be very crucially considered. If a local newspaper is advertising an international tour, it will not have that much impact, as in case of a national English newspapers.

(v) Strategies in Distribution or Placement :- A sound distribution strategy involves in determining the best channel by which the industry will be able to sell its products to the desired market. The leading factor in the distribution of tourism policy is the market coverage or we can say effective market segmentation, in other words if the market is
properly segmented, then the distribution channels, travel agents, tour operators can focus a particular target market. Hence, the distribution strategy is supported by information service centres, publicity materials, training programmes and special promotions will add to the tourist inflow to a particular destination.

(vi) Public Relations :- Since tourism is a very complex activity, public relations fall under a special category of marketing strategies. The unique character of tourism has its impact mainly on human behaviours, therefore, public relations play the most important role in the marketing of tourism. The main function of Public Relation in tourism is to provide complete information and facts to both actual and potential tourist. It consists of efforts involved in creating a positive image for the organisation or the tourist destination in its dealings with its public visitors, media, host population etc. Favourable acceptance of any tourist destination is of great importance which is greatly facilitated by its Public Relations.

**Purpose of Tourism Marketing**:

Gone are the days when the marketing objectives remained confined to the generation of profits. Of late, the modern marketing principles find customer or user satisfaction a focal point. Some of the marketing experts call marketing a customer satisfaction engineering where as some others find it a business tool to manage change which becomes inevitable due to
discriminating nature of customer or users coiling more dynamism in their likes and dislikes. Noted marketing experts Barker and Anshen opine, the end of all the marketing activities is the satisfaction of human wants. This makes it clear that the main objective of tourism marketing is the satisfaction of tourists. If we succeed in satisfying the tourists, the expansion of market becomes natural. The following points clarify the multi-faced objectives of tourism marketing:

1. **To satisfy the users:** We consider marketing a customer satisfaction engineering. Against this background, the main purpose of applying marketing principles in the tourism services is to satisfy the users. Of late, no tourist organizations can think of protecting their existence with the unsatisfied group of users what to talk of thriving and prospering. After the alignment of services with marketing, the tourists get right services, at right prices, in right time and even in a decent way. The services are well matched with the users’ expectations. In this context, there is no question of dissatisfaction. An organisation on the basis of marketing information system is found in a position to include the desired services in the product mix. Thus, the avenues are paved for user’ satisfaction and the creditability for the same goes to marketing.

2. **To make possible operational economy:** In addition, one important purpose is to make possible operational economy which necessitates an optimal utilization of resources. A correct estimate of users’ expectations makes it possible for an organisation to order the supply position with the demand position. This contracts avenues for the non-
optimal utilization of resources. Further, the organisation appears interested in excelling competition and establishing leadership in the market. This, in a natural way, requires a control on the wastes of resources. The tourism marketing on the basis of a correct estimate of tourists’ arrival simplifies the task of tourist organizations.

3. **To generate profits**: Another purpose of tourism marketing is to help an organization in the generation of profits. No doubt, it is a long-term objective as economy in operation, expansion of size and projection of a fair image are essential to generate profits and all these activities are found to be time consuming. Hence, the organisations amalgamating the tourist products have to act in a planned way so that the users continue to use their services without any break. This continuity paves way for generation of profits.\(^\text{19}\)

4. **To project a fair image**: The purpose of tourism marketing is a help an organisation in the projection of a fair image. In a true sense, the marketing principles are found effective in removing the image problem. We find a number of cases where marketing strategies have been successful in removing the immediate problem. It is due to the fact that effective communication devices simplify the task of transmitting the positive points to the users. The advertisement, publicity, public relations and sales promotion activities become instrumental in publicizing the positive points and ultimately succeed in influencing the target users. Of late, it is not sufficient that we offer world class services
to the users. The main thing, in the present day world is to convince the users that they are really getting world class services. In the marketing strategies, the creative promotional devices become effective and a succeed in persuading the target users.

5. To excel competition: Of course, it is also an important objective of tourism marketing. Today, the magnitude of competition is found high. The marketing practices make it easier to follow a suitable strategy making possible organisational effectiveness. The organisational goals are accomplished with the help of marketing decisions and an organisation often succeeds in establishing the product leadership. The moment we establish product leadership, the competitors find it difficult to compete. It is also to be quoted here that the operational economy simplifies the task of establishing price leadership in the market. This, alignment is also done with the motto of excelling competition.  

The aforesaid objectives of tourism marketing make it clear that marketing of goods or services is becoming more complex and extremely sophisticated. The research shows that it has become more sophisticated as users' needs themselves are becoming more sophisticated. As a result of this change, the techniques used by the tourist organizations are changing. Hence in response to rapidly changing markets, the current trend is to be market-driven rather than sales-driven. This, in a natural way necessitates change in goals and objectives. To be more specific when the users have become more
discriminating in their purchasing habits; their needs for different products and different brands are constantly changing. It is therefore significant that we consider marketing as a business tool that is instrumental in managing the emerging changes.

**Significance of Tourism Marketing:**

In the modern business world, it is not only sufficient that an organisation protects its existence. In addition to safeguarding its existence, it is also essential that an organisation thrives as well as succeeds in projecting its fair image and ultimately becomes successful in establishing leadership in the market. This, naturally, requires professionalism and excellence which cannot be possible unless the services are aligned with marketing. To be more specific, in the developing countries like ours, where the tourism industry has been facing the image problem, the application of marketing principles may play a sensitive role. This is due to the fact that marketing forces bear the efficacy of identifying the non-users and then transforming the potential users into actual and heavy users. Hence, the marketing strategies make possible an expansion in the scale or size of market. The incoming changes in the environmental conditions influence the users' expectations, taste preferences, likes and dislikes and needs and requirements. This makes it essential that providers of services have an in-depth knowledge of emerging changes so that the managerial decisions are made accordingly. The marketing practices by concentrating on users' behavioural profile simplify this
task. An organization is found in a position to offer right service, at right places, in right time and in a right way. This instrument lists the process of raising the tourists’ influx and paves ways for price leadership. Hence, a number of factors testify the instrumentality of marketing in the tourism industry. The following positive effects are a strong testimony to this proposition that failing the application of marketing principles, the tourism industry cannot survive.\(^{21}\)

1. **Marketing helps in studying the user’s behaviour**: The sensitivity of managerial decisions rests on behavioural profile. If we have a correct estimate of the consumers’ or users’ behaviour, it is a bit easier to study the level of their expectation. Here, the psychologists feel that expectation and satisfaction move together. Our expectations directly or indirectly are influenced by the multi-faceted developments in the society, e.g., the disposable income, standard of education, extent of communication, social consciousness and so on. Against this background, we find a change in the level of expectations. Yesterday, our expectations were limited; today, we find them moving upward and just tomorrow, the same may be at peak. This necessitates a microscopic study, which is possible with the help of behavioural studies. Satisfaction is generated where expectations coincide not only with perception but also interest and aptitude. The creative awareness of the nature of tourist resorts and the creation of the image of the tourist zones are two important effects for aggravating the success rate of marketing decisions. It is important here to mention that the perception
and image of a zone becomes part of the perceptual process of the tourist which leads to the formation of sets of expectations and in turn these expectations help to shape behaviour.

2. Marketing helps in attaining organisational effectiveness: If we find marketing a perverse approach, a societal concept of marketing is needed which makes possible marketing concept compatible with a social perspective. This holistic approach to the management science helps marketing in proving its instrumentality as a philosophy where a company strives to develop an integrating marketing programme generating long-run profitable sales volume by satisfying the long-run wants of the customers of its products and services. This helps a tourist organisation in attaining effectiveness as the potential tourists are conveniently transformed into actual tourists. The organisations are well aware of the magnitude of user’ expectations which simplify their task of structuring the product mix in tune with users’ tastes and preferences.

3. Marketing makes possible management of information: - To be more specific when the market is competitive and we talk about the management of multi-segment industry, the management of information becomes significant. The application of marketing principles in the tourism industry concentrates on information-based decisions. This naturally requires strengthening of marketing research so that the services to be offered have a close match with the services to be expected. The key areas in the tourism marketing are concerned with the development of product, for the
detailed study of a market necessitates market research. The marketing information system simplifies the task of getting a right idea of users’ choice and competitors’ strategies. The strategic marketing decisions are thus found creative and effective. Of late, the information-based decisions are found significant to prove the organisational competence.

4. **Marketing helps in excelling competition:** - Even in the tourism industry, the magnitude of competition is found aggravating. This necessitates excellence so that the users get world class services, albeit at the reasonable price structure. The application of marketing principles in the tourism industry is found essential since the marketing decisions make possible qualitative improvements in the services to be offered to the users. The marketers are well acquainted with the strategies followed by their competitors and so, it is found easier to formulate the product mix bearing the potentiality to create the impulse using. The users naturally make their decisions in favour of excellent product/services to be offered in a decent way. Thus, the task of excelling competition is simplified.

5. **Marketing simplifies the task of planning the product:** Tourism industry is a multi-segment industry in which the tourists face a high degree of involvement and uncertainty both concerning the product itself and their role in buying rural, economic and social backgrounds. This necessitates an intensive care on planning and development of the tourist products. The tourist organisations have to respond in a positive way. It is to be noted that in tourism industry, a deeper product line is a must. The extent
to which the marketers are successful in deepening their products they would have a telling impact on the net gain or satisfaction. The marketers, while making the product decisions, have to be careful that features like physical, psychological and peripheral are essential. While making efforts for planning the product, it is important that the three main components of the tourist product amalgam are (i) postulated-attractions of the destination; including its image in the tourists' mind. (ii) facilities at the destination like accommodation, catering, entertainment and recreation and (iii) accessibility of the destination. In the tourism industry, all the tourists need the same general facilities, the width of the product is almost fixed. The marketing principles simplify the task of marketers.\textsuperscript{23}

6. Marketing simplifies the task of setting prices: The instrumentality of tourism marketing is also concerned with the setting of prices. In a true sense, the setting of prices is a difficult task. It requires an in-depth study of pricing strategies followed by competitive tourist organisations. In addition, it is also essential that the marketers have a complete knowledge of changing market conditions. An organisation is also expected to prefer a strategy that helps in attracting the tourists. The marketing principles are found instrumental in focusing light on the direction which makes possible a fair blending of social and commercial considerations. A marketing manager should be aware of the fact that price says something to the consumer about the nature of the product and by manipulating price in combination with product quality and promotional messages, sales can be
oriented to a new market, or market share can be increased at the expense of competitors.

7. **Marketing innovates the promotional efforts:** The promotional strategies play a vital role in influencing the target users. For stimulating demand, it is essential that an organisation make possible creativity in the promotional decisions. The advertisement and publicity campaigns become here significant. If the advertisement slogans and publicity campaigns succeed in impressing upon the potential users, the task of transforming them into actual users is simplified to a considerable extent. This, in a natural way, makes it essential that advertisement planners assign due weightage to the psychology and receiving capacity of the different groups of potential and actual users. By doing so, they are found in a position to compose sensitive slogans bearing the acceptability of high magnitude. The selection of media, place and travelling vehicles simplifies the task of advertising agencies. To be more specific, in the tourism industry where users are expected to be more sensitive, it is essential that all promotional decisions are creative or innovative. This is meant that our decisions have a close match with the users of different segments and groups. Here, the need for wide and different measures of promotion and publicity is all the more important. In this respect, a good deal of promotional activity is necessary to attract tourist. To be more specific when the service is more than just service, the consumers face a high degree of involvement and uncertainty both concerning the product itself
and his own role in the buying process. Hence, correct and complete information of the product in its entirety must be given to the market. It is due to the marketing strategies that a tourist organisation is found successful a having - innovative promotional devices bearing the sensitivity of high magnitude.

The aforesaid fact clarifies the significance of tourism marketing. In view of the multi-dimensional positive effects, it is right to say that a tourist organisation cannot thrive unless the marketing principles are put into practice. Manifestation of perfection in the purest from is need of the hour which helps an organisation in fulfilling the organisational goals. But this perfection cannot be possible unless the tourist services are well aligned with marketing. This makes it essential that the tourist organisations pave ways for the application of marketing principles which would simplify the task of satisfying tourists, transforming them into heavy users, expanding market, generating profits and thus projecting a fair image in the market.
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Chapter-III

TOURISM DEVELOPMENT IN INDIA – AN OVERVIEW

In the modern day Indian, tourism is considered as a field, more or less which needs attention to be paid off. With concept of the modern life, the society has started devoting its attention towards the field of tourism. Be it, the government plans for the development of the area or a holiday plan at the time of vacation by the people or it may be a Honeymoon trip for a newly wedded couple, people have started travelling for the purpose of leisure. Travel from the hometown to a place of tourist interest has come a common phenomenon for the masses of Indian society nowadays, which once upon a time was a leisure activity, not only for the people of common classes, but we can call them people of affluent classes.

Tourism, not as a phenomenon but as an industry, is generating a number of social and economic benefits. It creates employment opportunities, augments foreign exchange earnings, promotes national integration and international understanding. It also promises mandatory increments to the persons of vision in enthusiasm. The government is also actively participating in the development of the tourism. The development
is not only on the base level to improve the already established infrastructure of this industry, but is also actively participating in the promotional activities. Also various plan at central and state level are the examples of the development of the hard core-infrastructure of tourism in India. In various facilities and subsidies provided to the employees of the public sector organization are the examples of role of government in the promotion of tourism. Leave travel allowances, yearly leave and concessions and subsidies provided to the employees of government organization and public sector organization are some of the virtual role of tourism promotion in India. All these factors are weaving a network in India.¹

**Tourism Concept in India**

However, in India, the conditions were different from the western world. When the people of the west were establishing and practising the concept of tourism in their real lives, the Indians were struggling for their identities. It took approximately four decades in India, that the importance of tourism got recognition. Previously this land witnessed several visitors during the whole of its history, but hardly few for the purpose of entertainment, leisure or recreation. The visitors who visited this land were either in search of wealth or knowledge or some other reason even some considered this land to be final destination of the journey of the life and those nomads finally discovered India as their home. The Mughals, Arabs
are the prominent names who explored this country as their home to settle here. They found this land more humbly and conformable in comparison to their own soils, which they left for one reason or another.²

As it is evident from the chronicles that after the death of Aurangzeb the last powerful Mughal emperor in 1707, the reins of this country were in the hands of week rulers until the Britishers took over the control in 1857. Since then a common Indian was either struggling in the earning of bread and butter or was trying to get his country free from the alien British. For him the concept of leisure and entertainment remained restricted to his cultural preservations, their own domestic games such as kite flying, chess, cockfights etc. So, a common Indian was engaged within himself and neither the ruler nor the people had urge of visiting some other land. Another important factor for not developing this concept was the hurdles and constraints, which led to the insecurities and these insecurities, remained in the minds of the people. So these hesitations and insecurities, which remained in the mind of the people still exists as a non motivating concept for tourism until the least decade where a common Indian has become aware with tourism and has developed an urge for this phenomenon. One more important reason for the non-development of tourism was the lack of funds among the average Indian citizens.³

It was only after independence and planning under the five year Plans that Tourism was given an importance and was considered a significant area of attention towards its development. In the Indian context, the Seventh Plan
was watershed in the development of tourism in the country. For the first time, the vast potential of tourism as a foreign exchange earner and as a generator of employment opportunities was recognized. Several new policy initiatives were taken to develop the tourism sector. Tourism was accorded the status of an industry. Consequently, a number of incentives have been made available to private entrepreneurs for investment in Tourism activities.

**Tourism Marketing in Indian Environment:**

It was in the early 1950s that the Government of India decided to promote tourism but it had no clear objects in terms of marketing. However, the development took place since in most of the European countries, the tourist dollar earned from the Americans helped in re-building their war torn economies. At the early stage, the image problem was at peak which obstructed the normal flow of development. It is important to quote that the entire western world, India has the image of an exotic country. The English projected this image just for their own benefits, conveniences and comforts. The projection of a new image could be possible after the end of the decade 1950s. For the projection of a new image, a good number of overseas offices were opened in some selected countries like, USA, UK, West Germany, France and Australia. Essentially, the overseas offices were meant just for transmitting information. But the poor quality of publicity materials was an important reasons for their failures or luke warm response. This was due to the fact that marketing principles were not practiced in the travelling business. The
government further activated efforts and new offices were opened in Japan in 1964. In the late 1960s, the government realized that due to poor and insensitive promotional efforts, the response was poor.4

Thus, the first task in this context was to project a new image and the overseas tourist offices with the co-operation of local experts acted in the direction of innovating the promotional strategies. The image of India was projected as a land of Himalayas, the Ajanta-Ellora, the Taj Mahal, the Mahabalipuram etc. Here, it is important to mention that during this period, the cultural tourism relating to monuments and Indian civilization attracted the world tourists, specially from the western world. But again the promotional efforts were of poor quality which could not influence the travelling decisions of potential tourists. Here, it was realized that to bring things on the rail, the tour operators and travel agents should play a vital role so that they persuade the potential tourists and send them to India. Thus, it was just a beginning of marketing activities in the tourism industry.

The beginning of the decade 1970s, opened new avenues for the development of marketing concept in the tourism industry. But by that time, the magnitude of competition was found at peak. Moreover the tourist organisations could not project image of India as a holiday country. The Pacific Visitor Survey conducted by PATA in 1967 revealed that it was only due to image problem that Indian tourism industry has not been successful in raising their contribution to the world tourism. No doubt, the domestic tourism gained a momentum but no qualitative improvements were found in world
tourism due to multi-faceted constraints like inadequacy of transportation, accommodation and communication. It was in 1970 that the capacity of Indian Airlines was increased since Boeing 737s were included in the Indian Airlines and some world class hotels were opened. The sophistication in the communication facilities could also be found by mid of the decade 1970s. Thus it is right to mention that during 1970s, a number of steps were taken to project a new image of India but so far as the intra-regional movements of tourists is concerned, there could not be some impressive developments. In addition, the aggressive selling was not found in the advertisement campaigns. Despite all odds, it is right that some positive developments were visible in the Indian travelling business. Thus, the decade 1970s was a beginning of tourism marketing in India but keeping in view the qualitative improvements around the world, the developments inside India were not up to mark.

The beginning of the decade 1980s paved ways for the development of tourism industry. The management experts realized that if the contribution to the world tourism is to be increased, the solution is to streamline the marketing strategies. This necessitated launching of a National Image Building and Marketing Plan in key markets by pooling resources of the various public and private agencies instead of independent and disjoined efforts presently undertaken by these organisations to project a better image of the country which would yield abundant fall out for tourism growth and also be of advantage to trade and commerce. The product development required
development of non-traditional areas such as trekking, winter sports, wildlife tourism and beach resort tourism to exploit the tourism resources of the Himalayas, the vast coastline with sandy beaches and abundant sunshine and wildlife to attract more tourists and to lengthen their period of stay in the country. The exploration of new tourist generating markets particularly in the Middle-East, South-East and East Asian countries having a broad spectrum of cultural affinity with India and encouragement of ethnic tourism by launching a programme of Discover Your Roots and vigorous marketing of conference and convention traffic could be possible during 1980s. Sustained efforts were needed to promote Buddhist pilgrimage tourism for which there is a great potential. Aggressive marketing was required to be taken up in the existing tourist generating markets abroad as well as to explore new markets. It was necessary to re-orient the marketing projects and rationalize the locations of the tourist offices abroad keeping in view the market conditions and potential. In order to cater to the need of the professionally trained manpower for tourist marketing, Indian Institute of Tourism and Travel Management was to be developed as a model institute. In view of the above, it is right to say that diversification of tourism to India from the traditional sight-seeing to the more rapidly growing holiday tourism market within the framework of the country’s milieu is need of the hour. This requires concerted efforts to make possible a basic change in the product development strategy vis-à-vis the innovative promotional efforts instrumental in projecting the image of India as a holiday country. It is believed that such efforts would raise the attraction of potential
tourist which would simplify the process of transforming the potential tourists into actual tourists. In view of the available potential, the marketing principles are required to be practiced in a sophisticated fashion.

The beginning of the decade 1990s opened new areas for the development of tourism industry and the marketers are now expected to play a vital role. It was felt that in this context, the aggressive marketing should be preferred to raise the tourist arrivals. Here, it was significant that world tourism gets an intensive care so that the foreign exchange requirements of the country are fulfilled to a substantial extent. This necessitated development of infrastructure facilities like transportation, accommodation and communication. Thus, the need of the hour is to develop world class hotels so that the accommodation addition to the planning and development of tourist products, the promotional strategies are also required to be innovated. This requires new developments in there as like advertisement, publicity, public relations and sales promotion. In the decade 1980s sophistication could be possible in the publication areas and so the publicity materials are required to be innovated. The creativity which so the publicity materials are required to be innovated.. the creativity which unfortunately could not get a due place during 1980s requires due weightage. Thus, the modern marketing practices necessitate two-tier arrangements; first, the development of new products in line with changing users' demand and second, the strengthening of promotional efforts. While planning and developing new tourist products, it is essential to assign due weightage to the users discriminating using habits so
that the emerging changes are managed properly. In the product mix, the marketers are required to make any decision against the background of behavioural changes, currently, we have been successful in innovating the printing technologies. The advertisement and publicity materials should be made attractive so that the potential tourists are motivated and the travelling decisions are made positive.

No plans, policies, strategies and decisions are expected to be positive unless the user’s behavioural profile gets an intensive care. This is due to the fact that users are of discriminating nature and behaviour. Hence, it is natural that their needs for goods or services are constantly changing. This makes it constantly changing. This makes it essential that the marketers assess both behaviour patterns and users’ characteristics. Leisure habits, health factors and life style have a far reaching impact on user’s behaviour. It is important for an organisation to analyze what motivates users by assessing their image, identifying how they become aware of products and how their attitudes are changed by advertising and communications. Marketing is concerned with change, adapting to change and creating change and so, we find it a business tool to manage change. Hence, the need of the hour is to study and analyze behaviour of users. To be more specific in the Indian environment, this aspect has remained neglected. Now, it needs an in-depth study of users’ behavioural profile.

In view of the aforesaid facts, it is right to observe that tourism industry of India has not been successful in analyzing the behavioral profile and
aligning the services with modern marketing principles. It can't be refuted that till present, the tourist organisations have adopted the sales-driven strategies which are not bringing the desired results. Moreover, when the magnitude of competition is moving upward, this strategy can't serve our purpose. Keeping in view the emerging trends, it is pertinent that the strategies are market-driven. This would, of course, be a time honoured strategy to raise to contribution of India to the world tourism. It is very natural that the market-driven strategy would require innovative efforts.

Thus, the thrust areas in the Indian environment are:

- Making tourism industry a unifying force nationally and internationally fostering better understanding through travel.
- Helping to preserve, retain and enrich our cultural heritage, lifestyle and world view.
- Bringing socio-economic benefits to the community and the state, especially in terms of expanding the employment opportunities, generation of income, tax generation, foreign exchange earning and so on.
- Giving a direction and opportunity to the youths of the country both through domestic and world tourism to conceive hopes and aspirations of others in a right way.
- Offering opportunities to the youths for taking up activities helpful in national building.
• Strengthening the promotional measures in the face of technological advances.
• Development of manpower by advancing education and training facilities.
• Motivating private sector to develop superstructure.
• An overriding priority to the beach and heritage tourism.

Tourist Organisations in India:

In the Indian context, the first step towards the development of tourism was initiated way back in 1945. On the recommendations of Sargent Committee, the organisational activities were found restructured. The main recommendation of the Sargent Committee was regarding the establishment of a separate tourist organisation with the regional offices in metropolitan cities of Bombay, Delhi, Calcutta and Madras. In 1948, after the attainment of independence, the first step was constitution of independence, the first step was constitution of an ad-hoc tourist Traffic Committee. In 1949, a separate Tourist Traffic Branch was set up in the Ministry of Transport. The opening of a chain of tourist offices both in India and abroad is an important development of post-independence period. In March 1958, a separate Tourism Department was created in the Ministry of Transport to deal with all matters concerning tourism. By the Presidential order dated March 14, 1967 the Department of Aviation and Tourism which was under the Ministry of Transport and Civil Aviation was
formed into a separate ministry designated as the Ministry to Tourism and Civil Aviation.

**Indian Tourism Development Corporation (ITDC)**

This corporation was set up in 1966. It is a Government of India owned undertaking where funds are provided by the government in the shape of equity and loan capital. The corporation was aimed at setting up a sound base for the development of tourist infrastructure particularly to develop the industry in the neglected areas, specially with the support of public sector. In a true sense, the ITDC is the implementation wing of the Department of Tourism. It is run by Board of Directors with a Managing Director as its executive head. It is one of the few public sector undertakings generating profits since its inception.7

The ITDC is aimed at setting up a sound base for the development of tourism infrastructure. Of course, it is the only undertaking of its kind in the world offering almost a complete package of tourist services; accommodation, transport, shopping, entertainment and publicity. It offers all this in a spirit of healthy competition with the private sector. In a short span of time, it has emerged as a pioneer opinion new tourist destinations, popularizing Indian cuisine and entertainment. Its Ashok Group of Hotels is India’s largest accommodation chain and the only one to provide tourist services throughout the country. The corporation runs duty free shops at different international airports. It also runs sound and light shows at different places like Red Fort-Delhi, Shalimar-Srinagar, Sabarmati-Ahmedabad etc. From its inception, the
ITDC broke new ground and extended the frontiers of Indian tourism. It is now assuming new responsibilities and extending its role in tourism promotion and development of tourist infrastructure. It has joined hands with the State Tourism Corporations to build hotels in State capitals. It has also started a constancy service wing to share their expertise with State governments and others working towards the improvements to tourism environment.

The corporation has 31 hotels/traveler lodges with 3762 rooms. The financial performance of the corporation has been satisfactory. The turnover increased from Rs. 72.11 crores in 1985-86 to Rs. 121.92 crores in 1990-91. The main emphasis in Eight Plan (1992-97) for the ITDC would be on consolidation rather than expansion of accommodation. Sustained efforts are required to be made to improve the profitability of its existing hotels through different measures including collaboration with well-known international hotel chains.

In addition, the promotional strategies of ITDC need a creative approach. Surprisingly, this organisation has not tapped optimally the latest inventions and innovations in the field of advertisement and publicity. To make the organisation professionally sound, socially biased and commercially viable; the sales promotion tools are required to be made attractive. A magnetic attraction to destination is possible through promotion. We have been successful in activating developments in the field of printing technologies. This may revolutionize our promotional efforts. Innovation in
promotion is our prime need. If we do such, our efforts are sure to be productive.

Department of Tourism (DOT)

With the formation of the new Ministry of Tourism and Civil Aviation, tourism got the due priority and thus achieved al-round expansion in its activities. The Department of Tourism is now attached with the Ministry of Tourism and Civil Aviation which is headed by the Director General of Tourism. The Director General of Tourism carries an ex-officio status. This department is both a policy maker and an executive organisation which corresponds directly with the other ministries. The Director General is assisted by one Additional Director General, one Joint Director General, a Deputy, Secretary and four Deputy Director Generals.

The Functions of the Department of Tourism are both promotional and organisational for that we find different Divisions, viz attractions, accommodation, supplementary accommodation, publicity and conference, travel trade and hospitality and administration. The activities of the departments have increased manifold like the following:

- Collection, compilation and dissemination of information pertaining to tourism in India and abroad and attending to Enquirer from international tourist, tour operators, and travel industry, such as airlines, steamship companies and hotel.
- Co-operation with international travel and tourist organisation at government and non-government levels.
- Development of tourist facilities of interest to international tourists.
- Publicity at home and abroad with the object of creating an overall awareness of the importance of tourism.
- Simplification of frontier formalities in respect of international tourists.
- Regulation of activities of the various segments of the travel trade such as hotels, youth hostels, travel agents, wildlife outfitters, guides, tourist car operators and shopkeepers catering to tourist need.
- Compilation of statistics and market research on international tourist traffic of India.

The Department of Tourism represents on the following committees and advisory bodies:

- Civil Aviation Development Fund Committee.
- Advisory Committee, Indian Airlines.
- Advisory Committee, export-import.
- Central Advisory Board of Archaeology.
- Hotel Industry Study Groups.
- Hotel Industry Study Groups.
- Governing Body of Institute of Hotel Management etc.

Of late, the Department of Tourism carries out effective publicity promotion and provide infrastructure facilities and support for the new forms of
tourist like holiday and leisure tourism, wildlife tourism etc. Currently, the Department of Tourism plays promotional role in the development of tourism. The VIIIth Plan visualize identification and development of Special tourism Areas with high tourism potential. The ongoing projects of Buddhist place of interest in Bihar and development of Ajanta, Ellora in Maharashtra have been taken up with external financial assistance.

The organisational structure, if sound, raises the efficiency of an organisation. In Indian context the organisational structure makes it clear that the professionals have not been given due weightage. No doubt, the recent trends indicate good auguries but to make to organisation internationally competitive; the tourist and hotel personnel are required to be given due weightage. This would make possible perfection vis-à-vis the professionalism.

The Government set up the Tourism/Financial Corporation (TFC) in 1989 to provide financial assistance for setting up or for development of tourist related activities and services which include inter alia hotels, restaurants, amusements parks, resorts and complexes entertainment, education and sports. The marketing activities of private entrepreneurs and other agencies were given additional support through the scheme of Assistance for the Development of International Tourism, (ADIT).

In the development of tourism, the public sector has made significant contribution during the last three decades. The industry is today equipped with a reasonable infrastructural base and is poised for a self-sustained growth.
The future growth of tourism should, therefore, be achieved mainly through private initiative. The strategy for the development of tourism sector should be based on the principle of low-cost economy, higher levels of productivity, efficiency in use of infrastructure and provision of clean and economic tourist facilities, specially for the middle class tourists, both domestic and foreign. India, being a multi destination country of continental dimensions has induced tourism promoters to adopt a Spread Approach. It is necessary in view of the inadequacy of capital that a selective approach is adopted for the development of tourism.¹

In the Eighth Plan (1992-97), the "Special Tourism Areas" are being selected when a few tourist areas with high tourism potential will be identified and provided with full-fledged infrastructural facilities. A package of financial and monetary assistance has been conceived to provide impetus to tourism investment. These include Tourism Development Fund (TDF) to provide financial assistance for tourism activities in Special Tourism Areas and the Equity Schemes under which the Central Department of Tourism and the State Governments would contribute to the equity capital of tourism ventures. This in a natural way would require tourism marketing activities to be promoted in a sophisticated fashion. For this, the marketing strategies are required to be made more dynamic, specially in terms of spread, innovation, imagination, new techniques and co-ordination, a well coordinated publicity drive of all the organisations concerned with tourism would be successful in yielding greater
profits industry like tourism. The quality of training programmes and that of teaching faculty should be improved with focus on history and culture. The absence of an up-to-date information system with quick retrieval facilities leads to poor tourist facilitation. The technological developments in the field of communication and computers are required to be profitably utilized for establishing a tourist information network.

Pandit Jawaharlal Nehru’s oft-quoted remark “Welcome a tourism and send back a friend” has been the essence of India’s tourism approach in the post independence era. Tourism is seen as an important instrument for national integration and international understanding. The five stars Hotel Ashoka, the pride of the Government in those days came up in the 50s. The India Tourism Development Corporation (ITDC) was set up as an umbrella organisation to develop tourism infrastructure at a time when private initiative in these areas was not so abundant.¹⁰

The progress of international tourist arrivals in India has been impressive compared to the beginning in 1950. But the present figures still are far below the tremendous potentials of the country. The following Table No.3.1 will illustrate the growth pattern of international tourist arrivals in India both for arrivals and receipts. From Table No.3.1 it is evident that the international tourist arrivals has made both positive and negative progress during the decade of the ‘Eightees’. During the year 1984 there was a steep fall whereas during the rest of the years the tourist arrivals were positive.
Again during the years 1990, 1991 and 1993 there was a negative progress which may be accounted for many reasons. Graphically it gives a ZigZag form.

Table 3.1 Summary of International Tourist Traffic to Trade

During the Years 1981-1997 (Including nationals of Pakistan and Bangladesh)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981</td>
<td>1279210</td>
<td>----</td>
</tr>
<tr>
<td>1982</td>
<td>1288162</td>
<td>0.7</td>
</tr>
<tr>
<td>1983</td>
<td>1304976</td>
<td>1.3</td>
</tr>
<tr>
<td>1984</td>
<td>1193752</td>
<td>-8.5</td>
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<tr>
<td>1985</td>
<td>1259384</td>
<td>5.5</td>
</tr>
<tr>
<td>1986</td>
<td>1451076</td>
<td>15.2</td>
</tr>
<tr>
<td>1987</td>
<td>1484290</td>
<td>2.3</td>
</tr>
<tr>
<td>1988</td>
<td>1590661</td>
<td>7.2</td>
</tr>
<tr>
<td>1989</td>
<td>1736093</td>
<td>9.1</td>
</tr>
<tr>
<td>1990</td>
<td>1707158</td>
<td>-1.7</td>
</tr>
<tr>
<td>1991</td>
<td>1677508</td>
<td>-1.7</td>
</tr>
<tr>
<td>1992</td>
<td>1867651</td>
<td>11.3</td>
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<td>1764830</td>
<td>-5.5</td>
</tr>
<tr>
<td>1994</td>
<td>1886433</td>
<td>6.9</td>
</tr>
<tr>
<td>1995</td>
<td>2123683</td>
<td>12.6</td>
</tr>
<tr>
<td>1996</td>
<td>2287860</td>
<td>7.7</td>
</tr>
<tr>
<td>1997</td>
<td>2374094</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Source Yojana Aug. 1999
Table 3.1 clearly shows that there is uncertainty among the minds of people in choosing India as their destination for holidaying or pleasure activities. It is also very clear that this country has got a tremendous potential of tourism development as shown by the increased number of tourist arrivals in 1997 in comparison of 1981. Therefore it can be very well concluded that resources are not being properly utilized to invite more and more tourists across the boundaries of India.

The domestic tourism promotion, however, has been the foundation of India’s Tourism Policy right from the beginning. This sector has shown a phenomenal growth reaching a figure of about 150 million in 1998. Added to this figure will be more than 100 million religious tourists who do not avail of normal mode of accommodation and perhaps, therefore, do not come under the purview of normal statistical parameters of counting.

**Tourism Planning in India**

The Five-Year Plan is like a mirror of the country’s perception about the directions of socio-economic progress. The Five-Year Plans given below give an account of the development of tourism down the years.\textsuperscript{11}
In the First Plan, there was no allocation for tourism nor is there any mention in the document about tourism.

The Second Plan referred to tourism but only in relation to a few schemes. The schemes are of two categories, namely:

(a) schemes for the development of facilities at a limited number of places visited largely by foreign tourists; and

(b) schemes intended primarily to provide facilities for home tourists of low and middle-income groups at a number of places of regional and local importance.

There is no specific and separate allocation for tourism in the Second Plan.

The Third Plan mentioned that “tourism has assumed increasing importance during recent years”. The Third Plan programmes concentrate largely on the provision of facilities for accommodation and transport. The Plan document also makes an important distinction between Central and State schemes. While schemes in the Central sector provide for facilities which are important from the point of view of foreign tourism, those in the State Plans are intended mainly for home tourism.

The Fourth Plan looks at foreign exchange earnings as the prime objective of tourism development while employment generation is also
considered as an additional benefit. It states "Tourism is an important means of earning foreign exchange. It also provides employment and promotes international contacts and understanding".

Tourism seems to have suffered a setback in emphasis, both in respect of resources allocations as well as in terms of broad objectives in the Fifth Plan. The write-up on tourism in this Plan is confined to a few programmes and financial allocations.

**New thinking**

However, this setback is more than compensated by the Sixth Plan, which perhaps marks the beginning of a new thinking on tourism in India. The emphasis also shifts from schemes to strategies and from foreign exchange earnings to wider issues of economic development. The plan document refers to:

(a) social and economic benefits like promotion of national integration and international understanding;

(b) creation of employment;

(c) removal of regional imbalances;

(d) opening up of new growth centres in the interiors of the counter;

(e) augmentation of foreign exchange earnings;
(f) support to local handicrafts and cultural activities;

(g) source of tax revenues for Government- both Central and State.

The Seventh Plan includes a refreshingly clear enunciation of the role of tourism and a review of the development of tourism in India. It also sets the objectives for tourism sector as follows-

(i) Faster development of tourism;

(ii) According the status of an industry to tourism;

(iii) Re-defining to the role of public and private sectors to ensure that the private sector investment is encouraged in developing tourism and the public sector investment is focussed mainly on development of support infrastructure; and

(iv) Exploiting tourism potential to support local handicrafts and to promote national integration.

Within these broad objectives, the Seventh Plan has also identified some thrust areas for action. Some such identified areas are:

(a) Development of tourist circuits.

(b) Diversification of tourism products and expending the base from cultural tourism to other forms of holiday tourism.
(c) Development of non-traditional areas such as trekking, winter sports, wild life tourism, beach resort, etc.

(d) Restoration and balanced development of national heritage products.

(e) Exploration of new tourism related markets.

(f) Launching of a National Image Building and Marketing Plan in key markets jointly with the private sector.

The Eighth Plan refers to the Seventh plan as a “watershed in the development of tourism in the country”. The Eighth Plan document, however, makes a few very significant and valid observations about the future strategies. The issues identified can be summed up as follows:

(a) The future growth of tourism should be achieved mainly through private initiative.

(b) The State should confine its role to planning broad strategies of development, providing fiscal and monetary incentives to create a dynamic private sector and devising regulatory and supervisory mechanism.

(c) The strategy for development must be based on cost efficiency, higher productivity, efficiency and quality in provision of infrastructure.
(d) In view of the fact that capital is scarce, a selective approach, as was identified in the earlier Plans, should be adopted for the development of tourism. The Eighth Plan introduces the concept of ‘Special tourism Areas’ – areas, which will be, provided full fledged infrastructural facilities.

(e) Tourism marketing and publicity should be properly focussed, strengthened and should be "dynamic in terms of spread, innovation, imagination, new techniques and co-ordination".

(f) Access to information and proper use of information technologies should be the basis for future development.

(g) Tourism development programmes for backward areas should be integrated with area development programmes.

(h) To achieve a balanced infrastructural development, all the States should be encouraged to formulate Master Plans.

(i) Human resource development should be of vital importance for the development of tourism.

The Nineth Plan policy framework on tourism, however, introduces a few new elements of policy. First, it emphasises the importance of looking at infrastructure development for domestic tourism and, therefore, the role played by the respective states. It also elaborates on the need for effective
co-ordination of all the relevant agencies involved in the development of proper infrastructure and in the development of the tourism products. The Nineth Plan also brings out the importance of people’s participation at the grassroots level for development of tourist facilities, and for creating a tourist friendly atmosphere. Keeping in tune with the overall government policy of balanced development the plan for tourism also makes a special reference to regional development and in particular, to the special measures to be undertaken for development of the North-East region of India.

Long after Pandit Jawaharlal Nehru had spoken about the role of tourism in the initial years of Indian economic planning, in 1982. India formulated its only and only National Tourism Policy. The objective of this Policy is to so develop tourism that it-

(j) becomes a unifying force nationally and internationally fostering better understanding;

(ii) helps preserving Indian heritage and culture and projecting the same the world;

(iii) brings socio-economic benefits in terms of employment, income generation, revenue generation, foreign exchange generation etc.

(iv) gives direction and opportunity to the youth of the country to understand the aspirations and viewpoint of others and help in greater national integration.
(v) offers opportunities to the youth of country, not only for employment but also for taking up activities for nation-building and character building like sports, adventure, etc.

The country is now in its Ninth Five-Year Plan. In the beginning if tugs decade, India also embarked on a major policy of economic reforms and liberalization and moved away from the rigours of quantitative controls of planned economic regime. In the changed scenario, the Government is having a new look at the Tourism Policy. The published draft of the new policy has:

(a) placed tourism as a central input in the economic development process because of its role in resource generation and employment creation;

(b) focussed on the role of tourism in socio-economic development of the backward areas, weaker sections, women and artisans;

(c) allowed these goals to be pursued in tune with the goal of the enrichment of the environment and the ecosystem; and

(d) recognised the role of tourism as a potent global force for national and international understanding and for creating awareness for sustainable development.
Any policy for sustainable development will naturally revolve around the following cardinal principles:

(a) that there is need for striking a balance between development and conservation;

(b) that there is need for commitment of the nation as a whole to the goals of sustainable tourism development.

(c) That adequate, effective and pragmatic control systems are devised and are efficiently put into place; and

(d) That the policy incorporates and motivates co-operation of the local community who must perceive the benefit of such participation and should be able to partake the same.

The overall impact of tourism on India’s economy has also been significant. In 1995, apart from 9.1 million direct employment and estimated 12.3 million indirect employment, tourism receipts were 0.9 per cent of Gross National Product (GNP), 9.0 per cent of merchandise export and 56 per cent of commercial services exports.\(^{13}\)
Today, tourism is the second largest net foreign exchange earner in the country. Some other benefits of tourism apart from employment generation can easily be counted -

(a) Tourism is a multi-dimensional activity and it covers a large number of economic activities. The spread effect of tourism, therefore, is much wider than any other economic activity.

(b) The return on investment in tourism from the point of view of employment generation is much higher compared to agriculture and manufacturing sector. A sample survey has shown the following comparative figures of employment generation in table below. For every million rupees invested at 1985-86 prices, employment created in some sectors were estimated to be as shown in the following Table No.3.2.
Table 3.2 clearly shows that the return from investment in the field of Tourism is much more than any other sector like Agriculture, Railways etc.

(c) Tourism helps development of backward regions because they are not area specific but can be promoted.

(d) Tourism also help promotion of handicrafts and handlooms as well as revival of traditional culture and preservation of heritage if properly managed and controlled.
The list of benefits from tourism development is long and is not attempted to be recounted.

**Prospects and Challenges**

"As tourism enters a new millennium and the prospect of continued expansion and greater importance in the world economy, it faces numerous challenges. Policy makers will increasingly have to address fundamental issues related to the industry’s growth, directions and affects" -WTO.  

Mr. Geoffrey Lipman, the President of the World Tourism & Travel Council in his Oberoi Foundation lecture estimated that by 2010 tourism can provide Indian economy substantial resources even by very marginal progress-

- will contribute another Rs. 5000.00 crore to the GDP.
- 8 million new jobs.
- Rs. 130,000 crore in capital investment
- Rs. 160000 crore in export earnings.

To achieve this; the country has to take pragmatic steps, most of which are well known. He lists five of them:

First, tourism as a national priority action; second, liberalized economy-open and competitive markets; third, pursuing a policy of sustainable
development; fourth, removal of fundamental barriers to growth- incentives for infrastructure growth, rationalize taxes, remove disincentives and fifth professionalise human resource development.

The National Action Plan in 1995 had projected the desirability of achieving 1 percent share of total international arrivals. At present, India's share is only 0.04 per cent in total international arrivals and 0.07% of the total receipts. To achieve that figure of 1 percent, we will have to reach that target of about 6 million tourist arrivals. With our present growth pattern, this does not seem possible. In 1996, tourist arrivals increased by 8 per cent. If this growth rate can be maintained the realistic estimate of international arrivals would be about 3.37 million by 2001. But, again a growth rate of 8 per cent depends on a large number of imponderables. Already in 1997, the rate of growth declined to 5 per cent. The Ninth Plan Working Group Report of the Planning Commission was on the other hand, more optimistic in estimating 5.95 million arrivals by 2001. Similarly, foreign exchange earning was projected as US $ 8.1 billion by 2001. Both these projections were based on the strategy and targets outlined in the National Action Plan 1992. Recently, we had achieved a growth rate of about 8 per cent and, therefore, a growth of about 10 per cent is required within the possibilities.
India Action Plan  A pragmatic future plan of action should normally be based on two key parameters, viz.

(a) Assessment of the ground realities.

(b) Based on such an assessment, making effective plans which, in management terms will imply;

(1) setting down the objectives;

(2) taking stock of the organisational capabilities to achieve those objectives; and

(3) assessing the physical, financial and human resources available to implement the objectives;

The following ground realities will also have to be kept in view-

• inadequate and poor quality of infrastructure;

• carrying capacity by air roads and railways;

• clean and comfortable lodging facilities at reasonable prices;

• trained guides and tourist amenities of international standard;

• adequate entry points;

• positive image building abroad;
• publicity; and
• the need to preserve the heritage and natural attractions for posterity.

The future action programmes will revolve around creating adequate infrastructure of international standard to make arrivals easy and a pleasurable experience. Some of the areas where action can be taken are briefly noted below:

1. Eco-friendly sustainable development: The future policy must be to enhance the quality of the inheritance the quality and to leave to the future generations a better and richer heritage. Such an objective can be achieved only by a mixture of various measures like pragmatic regulations, their effective enforcement, extensive public awareness programmes and constructive and continuos mechanism for public participation.

2. Importance of creating awareness and people’s participation: Awareness and emergence of a tourism friendly culture, in tune with our old philosophy of, *Vasudhaiva Kutumbakam* can be possible only if people actively participate and share the vision about the multi dimensional role of tourism. Some states have derived good results of public participation by involving the local community in the decision making process through ‘advisory councils’.
3. **Improving the quality of services** Tourism, is a service industry and the quality of service makes all the difference between completing destinations. A comprehensive human resource development programme should therefore be a key element of future policy. Such a programme of human resource development should also cover orientation of the staff at airports, customs facilitation, guides, etc., on a continuous basis.

4. **Need for a new thrust in image building:** In future tourist' choice will be guided by various factors that create an image about a country. Issues of environment and ecological preservation, human rights violation, child sex abuses, etc., will be important factors in such decision process. The focus of the media has already been quite sharp on such issues and this interest is likely to grow in future. The search for safety and security is likely to extend beyond air travels. Health and hygiene will also be high on the scrutiny of tourists. Already, Most countries have tightened up regulations for controlling the spread of AIDS. We will need to reorient our image building approach.

5. **Making travels a pleasure:** In order to develop a truly tourist friendly culture, a stricter enforcement of the rules is required. Some states have introduced the concept of ‘tourist police’ or tourist assistance force. Imaginative organization of such types can to a long way in reassuring the tourists and in spreading the correct messmate to the people.
6. **Basic facilities:** The basic minimum facilities like clean toilet, drinking water, a place of shelter from sun and rain, if required, and a decent place to by souvenir items with out having to worry about the quality or about the price, need to be provided in all tourist attractions.

7. ** Beautification and Preservation of Heritage :**

   - Phased programme of improvement of thousands of invaluable heritage sites including restoration and preservation must be taken up.

   - Improving public conveniences and other facilities.

   - Exclusive ‘souvenir shop’ at the exit points.

   - Product should be specially manufactured and designed to make these shops exclusive.

   - Introduction of audio guides in important places of tourist attraction monuments, historical sites, etc.

   **Beautification of Heritage places:** Most tourists to India even those who otherwise feel ecstatic about the great country, would politely talk about the necessity of a cleaner ambience around the grand heritage products that we have. Public private partnership being the essence of the future planning to tourism, private sector’s professionalism can perhaps be utilized for this purpose.
8. **Clearer Sings:** Clear international signage’s can be put up to guide the tourists to places of tourist interest and clear incorruptions explaining the tourism products could be put be to help the tourists understand and enjoy the significance of such attractions.

9. **Information:**
   - Adequate information to be available on web site.
   - Information on where to go, how to go, where to stay, etc.
   - Ensuring prompt and accurate response to tourist’s Enquirer through trained and professional staff in Government of India tourist offices.
   - Visa procedure to be amplified and computerized.

10. **Ease of access**

   - There should be free flow of character and more stations be opened for charter flights. The state of the art interactive booking facilities.

11. **Infrastructure within the country:**

   - Each state must prepare a master plan for the development of budget accommodation.
   - Each metropoliton city must develop modern shopping complex of international standard – a place where tourists get all variety of India.
• At least one international standard convention centre to be established in each metropolis.

Naturally, the potentials are very great, the challenges daunting. The responses have to be adequate and therefore, the list of action agenda will tend to get longer and longer, the count down to the new century has already begun – it is only a question of days. Albert Camus advice in different context is relevant for all of us in tourism in India. “I shall tell you a great secret, my friend. Don’t wait for the last judgement; it takes place everyday”.

TOURISM : AN INSTRUMENT FOR DEVELOPMENT

“Tourism will be by far the largest industry that the world has ever seen. The projections suggest great opportunities ahead which India has to catch up after being left behind in five decades and more”.

Estimates reckon that tourism, domestic and international, pumps into the national economy Rs. 37,000 crore. Inbound visitors totalled 2.36 million in 1998, earning for the country Rs. 12,000 crore in foreign exchange. Domestic tourism too has phenomenally expanded over the recent years. The tourism Ministry of the Government of India believes that nearly 150 million Indians travelled from their place of residence to outside their village, district, state of region on business, leisure or pilgrimage conforming to the definition of tourists. The goods and services they used and the purchases they made during their trips are stated to be of the value of Rs. 25000 crore thus bringing
the total to Rs. 37000 crore. Consider the number of people employed in
providing services like accommodation, food supply, transport and
entertainment. This multiplier effect aside, the governments at the Centre and
the states earn substantial revenues through imposts on the tourist service.¹⁵

It must be noted that in respect of international arrivals 1997 and 1998
were lean years. The figure for 1997 was 2.37 million, marginally higher than
that in 1998. Tourism authorities cite the South-East Asian economic crises,
the political uncertainties within the country and the World Cup soccer
tournament in France as all having had an effect on arrival numbers in 1998.
The projected growth for 1999 is however eight per over the 1998 figure. The
overseas tourism promotion budget has also been increased in the last two
years.

Justifying such an increase, the pre budget economic survey 1998-99
points out that “tourism in the past had been a major source of buoyancy in
invisible earnings. However, more recently, the growth in tourist arrivals and
earnings have not been so healthy. This has occurred despite efforts at the
Centre and state levels to accelerate the growth of tourism in India. These
efforts need to be sustained and intensified”. For five years until 1997-98
tourism receipts in US Dollar terms had risen at a respectable rage of about
6.8 per cent per annum on the average, but the growth faltered in 1998-99.
Still there are positive factors in favour of being upbeat on tourism in the coming years, these are signs of world-wide economic recovery, particularly in the source markets, growing interest among people abroad in the cultures of South Asian countries, ethnic ties among peoples, greater trade among countries of the region and liberalization of foreign currency regulation in several countries. The negative factors are the currency meltdown in East Asia, limited number of direct air schedules and inadequate infrastructure. Meeting this inadequacy in terms of accommodation and other facilities will involve massive investment which has a spin off effect in helping the growth of other industries too. Development of airports, railway stations, transport depots, tourist information complexes and communication centres are necessary components of the infrastructure which will be built up in the coming years. There have been discussions among the government agencies concerned and the apex business organisations like ASSOCHAM, CII, FICCI and PHDCCI for new concepts in infrastructure development. Tourism and ecology are inter-twined calling for studies on the carrying capacity of destinations and prevention of any threat to fragile eco-system. This has helped in fostering the growth of new technologies.

In the circumstances, it was appropriate to secure broad endorsement of state governments, trade representatives and the departments concerned of the Government of India for the action programme that will have to be
implemented by the turn of the millennium to have healthy economic implications. The programme envisions: facelift to airports, railways junctions, road, transport, taxis, coaches tourist information centres and other customer service points; training of staff in improve customer services; an awareness campaign through electronic and print media to influence decision makers and opinion makers at all levels in India and abroad; protection and promotion of heritage including refurbishment of monuments; partnership of the government with NGOs and private sector for info tech on tourism; promoting private investment in the tourism infrastructure *inter alia* through holding conferences on development of infrastructure in collaboration with apex business organisations, holding shopping and food festivals, improvement of facilitation for tourists like easing of visa regulations and of immigration norms, harnessing information technology and inviting people’s participation through awareness generation regarding the economic importance of tourism in promoting incomes, employment and revenues to the state. In fact, formulation of the national draft tourism policy reflects recognition of this sector as an instrument and not as a catalyst, for development.
**Priority Sector**  Tourism has been recognized as an industry in several states in the last decade and more entitling it to several incentives including subsides and prioritization in the grant of loans. At the very start of economic reforms in 1991 tourism was declared a priority sector for foreign investment. To ensure a broad spread of the gains from tourism several tourist circuits and destinations have been identified for development. The state governments of Kerala, Tamil Nadu, Orissa, Maharashtra and the union territory administration of Daman and Diu have identified destination to be developed under the Especial Tourism Area Authority. Here, investors on a wide range of facilities will get special incentives on the lines of what are available of the expert processing zones. The places are Bekal beach in Kerala, Puri-Konark in Orissa, Sindhudurg in Maharashtra, Muttakadu Mamallapuram in Tamil Nadu and Diu beach.

The Eighth Plan has as its thrust acceleration on the overall growth of tourism. During the five-year period the Centre spent Rs 425.87 crore on a diversified spectrum of services including adventure tourism, wildlife and beach resort development, marketing in Key markets and provision of inexpensive accommodation in different tourist centres. The basic strategy during the Ninth Plan is to establish effective co-ordination with all relevant agencies so as to achieve synergised development. The specific components have been identified as infrastructure development, product improvement and diversification, growth of mega tourism resorts,
entrepreneurship development and promotion of self-employment opportunities, enhanced tourist facilitation, human resource development, research and computerisation, promotion and marketing, environmental protection and cultural preservation, provision of incentives and monitoring and evaluation. The Plan approach would be to concentrate on a few selected centres and circuits to achieve a balanced development of infrastructure in an integrated manner. As a result, the Central assistance for infrastructural growth will be confined to identified centres and circuits each year till they are saturated. The Planning Commission has approved an outlay of Rs. 511.32 crore as budgetary supports during the five-year period ending 31st March 2002.

Project which are commercially viable will be funded under the equity scheme except in the North-eastern states, Sikkim and the hill districts of West Bengal and Uttar Pradesh. In general, the emphasis is on integrated development and mega resorts rather than spreading the resources too thinly over several small projects in a multitude of locations. In the case of the North Eastern state and the hill districts the present pattern as assistance will continue. Of course, these relate to Central assisted projects and the state governments can decide their own strategies and priorities.
Better linkages  Tourism-related services cover an extensive range from airports to public conveniences all designed to provide the visitor with a pleasant and delectable experience. There are various agencies in charge of these services, which need to be co-ordinated. It means there should be perfect linkages in the availability and performance of all components of the tourism infrastructure. Tourism development is not limited to hotels and restaurants. It will be meaningful only if the area has good roads, water and power supply, and modern telecom facilities. There has been a pattern a Centre State co-ordination since the Second Plan. Broadly, it implies that the state governments meet the land cost and the Central government finances the construction bill.

Organized tourism in India is as old as the country's independence. Time was then 95 per cent of the visitors journeyed by sea for nearly three weeks from England to reach this country. England then as now has been the principal source market. Now the same 95 percent of visitors, if not more, arrive by air from different countries. Through India's share of global tourism is still a minuscule 0.4 per cent, the richness and variety of the tourism product is universally acknowledged. The country should record a far better tourism growth through infrastructure reinforcement, product improvement, better accessibility a more air services and innovative marketing. Over the years the travel trade has grown developing considerable expires. Hotels, a major component of the sector, have achieved such high leaves of managerial
efficiency that international chains have found franchise lines with most major groups. This means that these hotels conform to global standards in their services. Hotels and tourism related industries are eligible for automatic approval of foreign technology agreements and for 51 per cent foreign equity. The linkages also reflect the faith of international chains in the future of Indian tourism and its receipts potential.

Changing Profile

Linked to tourism receipts which have a bearing on the economy is the changing profile of the visitor from abroad. The average tourist stay for 29 days in India. This high average, (Compared to three or four nights in more favoured destinations of South east Asia), is on account of the low budget young tourists and ethnic travellers visiting the country of their origin. The older and more upmarket tourists whose individual annual income is in the high bracket (depending on their national levels) see India on tours veering from three to ten days., They constitute roughly 20 per cent of the arrivals. Since the start of the economic reforms there has been an increase in the number of the business traveller (22 per cent of the total now) and an increase in the number of women travellers (36 per cent of the total). People coming on pleasure have increased to 58 per cent of the total. There is an equal emphasis on culture and on outdoor attractions. More people come single (41 per cent of the total ). The dominant age group is 25 to 44. Personal security and safety is the main concern of tourist.
Domestic tourism has grown substantially in recent years because of the rise in the income levels of a sizable section of people. For long there have been no statistical data on how many people travel within the country. Vague estimate have been based on the assumption that a giant middle class of 250 million has emerged ready to spend more and with disposable incomes. The Ministry of Tourism has persuaded the state governments and statistical calls for the collection of domestic tourism data. As per figures reported by the state governments, the domestic tourist visit in the accommodation units during 1997 were estimated around 156.2 million. As much as 56.8 per cent of the domestics tourist travel for pleasure underlining the vast scope for the leisure industry, 21.3 per cent on business and 8.4 per cent for miscellaneous reasons such as education and health.

The most significant feature of the tourism industry is its contribution to sustainable human development through poverty alleviation, employment generation and environmental regeneration in remote and backward areas. Direct employment in the sector is about 9.3 million persons and it has a multiplier effect of 2.23. The labour capital ratio per million rupees of investment at the 1995-86 prices in the hotel and restaurant sector is 89 jobs as against 44.7 jobs in agriculture and 12.6 in the case of the manufacturing industries. Taking all segments together, in the tourism sector the percent is 47.5 jobs which is still higher than other industries. Besides, the time lag
between investments in this sector and the actual generation of jobs is minimal.

International, tourism accounts for 30 per cent of the global trade and comprises 12 per cent of the world’s GDP. Even the Indian experience (with very low share of world traffic) is suggestive of the employment opportunities with forward and backward linkages generated through tourism related activities. Globally the employees earn 17 trillion US dollars in wages and salaries and pay 230 billion US dollars as tax. Tourism also generates jobs in ancillary industries such as agriculture, handicrafts, dairy, poultry farming, food processing, construction, manufacturing, architecture, interior designing and floriculture. The jobs range from trained managers and executives to unskilled labours. Besides, the sector creates a large number of jobs for young people at the entry level, first time employees and women. In addition, as Khajuraho has shown development of a destination in a rural setting retread the exodus of the village work force to urban areas. The local rural population, as well as people from the neighborhood find jobs manufacturing of products and services required by tourists. Another contribution to tourists is airport development and opening of new airline services with their spin-off effect. Imagine what could be Dubai, Singapore or Hong Kong without their airport acting as gateways to millions of visitors.

World Tourism Organisation predicts in its Vision 2020 that 1.6 billion tourists will be visiting foreign countries every year by 2020, spending more
than two trillion US dollars – or five billion dollars every day. Tourist arrivals are predicated to grow by an average of 4.3 per cent every year over the next two decades, while receipts from international tourism will climb by 6.7 per cent a year. Tourism will be by far the largest industry that the world has ever seen. These projections suggest great opportunities ahead which India has to catch up after being left behind in five decades and more. There is no reason why in the next 20 years this country of great diversity distinct cultural ethos and life styles and values should not secure a far greater share of the global traffic than at present.


3. Seth P.N. and Sushma: An Introduction to Travel & Tourism, Sterling Publications, New Delhi, 1998, P.32


6. Jha S.M. op.cit P.56


9. Yatri – op.cit P.54

10. Sarkar A. K., op.cit, P.38

10. Sharma V., op.cit, P.64


Chapter IV

ANALYSIS OF TOURISM DEVELOPMENT IN AGRA

Basically there are three major categories which are mandatory for highlighting a place as a tourist destination. These are (1) Attractions (2) Accommodation (3) Accessibility.

If we analyse the existing potential of Agra in the field of tourism, we can very broadly categorise the products, which are available as a full, fledged properly highlighted and reckoned tourist sites. The sites which are famous world wide and bring the city of Agra in the limelight are presence of historical monuments, defining their own identity to the world. These sites include the Taj Mahal, better known as one of the seven wonders of the world, the Agra Fort, a well constructed monument which explains the thinking, monarchial life style of the past. The list also includes other monuments which are not so famous like the Taj, but still they are part of Agra's highlighted tourist sites such as Sikandara, Itimad-ud-Daula or the Baby Taj etc. But there is another face of the coin and that shows there are yet many sites which are still waiting some attention to be paid to them to come into limelight of the tourists.
(A) **ATTRACTIONS**: If the historical city of Agra represents some of the vestiges of the past, it has also grown to have some new ventures in the modern world. This aspect includes the development of modern amenities such as cinema halls, parks, theatres, theme Parks etc. This type of products, which are a part of attraction for the people of modern world, can be taken into consideration as an invitation for those people who find it difficult to choose Agra as tourist destination, only as a land of historical monuments. The Gokulam Water Kingdom on Agra Mathura highway is the best example of these new ventures. This Water Park is one of the new attraction for school children as a picnic spot.

So if we clarify the existing tourist products on the basis of origin we will analyse that apart from the famous historical buildings there is still a lot of potential for tourism in this region which can serve the purpose of promoting tourism in this belt in combination with the existing tourist products. If we carefully study the existing tourist sites of Agra, one thing will be discovered very clearly and that is there are some monuments which need no introduction to the general people or in other simple words we can say that they are very famous. On the other hand there are still a lot of monuments, which have equal importance as a treasure of heritage and culture to the country, and they are equally the gems of history as other monuments. Thus the clarification of tourist sites can be broadly done as:

(a) Tourists Sites/Monuments which need introduction and proper marketing and publicity.
(b) Tourist sites/Tourist products which do not need introduction but more effective marketing and publicity is required for the better promotion and development of tourism in Agra region.

(a) The Famous Tourist Destinations :- The famous tourist destination of Agra include three main monuments. In the order of their importance they are the Taj Mahal, the Agra Fort and the city of Fatehpur Sikri which is itself a small city but it comes under the tourist sites of Agra. There is one more peculiar fact about Agra city that it is the only city in the world which has monuments declared as Heritage Monuments internationally. The list continues with the monuments like Akbar's mausoleum (Akbar's Tomb), Sikandara and the Tomb of Itimad-ud-Daula which is very commonly called as the Baby Taj. The list also includes a structure called as Dayal Bagh, which is though important and famous but it is still under construction. The details of each of these monuments are given below and these show how much these monuments can cater to the needs of the tourists and how far can they satisfy them.²

(1) Taj Mahal:

The most famous Mogul monument was constructed by Emperor Shah Jahan in the memory of his wife Mumtaz Mahal, the 'lady of the Taj'. It has been described as the most extravagant monument ever built for love, for the
emperor was heart broken when his wife Mumtaz died in 1629. If there is a building, which represents a country – like Eiffel Tower for France, the Sydney Opera House for Australia - then it has to be the Taj Mahal for India. Even today, the tribute to love 'the Taj Mahal' retains its pristine beauty after centuries.

Construction of the Taj began in 1631 and was not completed until 1653. Workers were recruited not only from all over India but also from Central Asia and in total 20,000 people worked on the building. Experts were even brought from as far away as Europe the Frenchman Austin of Bordeaux and the Italian Veroneo of Venice had a hand in its decoration. The main architect was Isa Khan., who came from Shiraz in Iran.

The Taj Mahal stands on a raised marble platform with tall white minarets at each corner of the platform. They are just for decorating; nobody is called to prayer for them. The central structure has four small domes surrounding the huge, bulbous, central dome. The tombs of Mumtaz Mahal and Shah Jahna are in a basement room. Above them in the main chamber are false tombs, a common practice in Indian mausoleums of this type. Light is admitted into the central chamber by finely cut marble screens. The echo in this high chamber, under the soaring marble dome, is superb and there is always somebody there to demonstrate it.3

Although the Taj is amazingly graceful from almost any angle, it's the close-up detail which is really astounding. Semiprecious stones are inlaid into
the marble in beautiful pattern and with superb craft process known as pietra dura.

The building which stands besides the Yamuna is in a large formal garden describing the pattern of Mughal architecture. This monument is slightly different from other Mughal tombs in a way that the main building of tomb is not in the centre. This is shifted towards north because of the bank of the river Yamuna. Twin red sandstone mosques frame the building when viewed from the river. The other building towards east is the replica of the mosque, so that the symmetry is not disturbed. Entrance to the Taj grounds is through a high red sandstone gateway inscribed with verses from the Holy Quran. Paths leasing to the Taj are divided by a long water course in which the Taj is beautifully reflected - if it is filled with water. The Taj is worth more than a single visits as its one building under the light of dawn, another at sunset and still another under moonlight. Full moons bring people flocking to Agra in thousands.

(2) Agra Fort:

Construction of the massive Agra Fort was begun by the Emperor Akbar in 1565, and additions were made until the time of his grandson, Shah Jahan. While in Akbar's time the fort was principally a military structure, by Shah Jahan's time the fort had become partially a palace. A visit to the fort is an Agra 'must' since so many of the events, which led to the construction of the Taj, took place here.
There are many fascinating buildings inside the massive 20-metre-thick walls which stretch for 2½ km, surrounded by a moat over 10 meters wide. The fort is on the bank of Yamuna River and only the Amar Singh Gate to the south is open. Inside, the fort is really a city within the city. Some of the important buildings within the fort include.

**Moti Masjid:** The 'Pearl Mosque' was built by Shah Jahan between 1646 and 1653. The marble mosque is considered to be perfectly proportioned and a Persian inscription inside the building compares it to a perfect pearl. The mosque's courtyard is surrounded by acceded cloisters and a marble tank stands in the centre.

**Diwan-I-Am:** The 'Hall of Public Audience' was also built by Shah Jahan and replaced an earlier wooden structure. Shah Jahan's predecessors had a hand in the hall's construction, but the throne room, with its typical inlaid marble work, is indisputably from Shah Jahan. Here he sat to meet officials or listen to the petitioners. Beside the Diwan-I-Am is the small Nagina Masjid or 'Gem Mosque' and the 'ladies bazaar' where merchants came to display and sell goods to the ladies of the Mughal court.

**Diwan-I Khas:** The 'Hall of Private Audiences' was also built by Shah Jahan in 1636-37. Here the emperor will meet important dignitaries or foreign ambassadors. The hall consists of two room connected by three arches. The famous 'peacock throne' was kept here before being moved to Delhi by Aurangzeb. It was later carted off to Iran and its remains are now in Tehran.
**Octagonal Tower**: The Musamman Burj, or Octagonal tower, stands close to the Diwan-I-Khas and the small, private Mina Masjid. Also known as the Saman Burj, this tower was built by Shah Jahan for Mumtaz Mahal and is another of his finally designed buildings. It was here, with its view along the Yamuna to the Taj, that Shah Jahan died in 1666, after seven years' imprisonment. Unfortunately the tower has been much damaged over the year.

**Jehangir's Palace**: Akbar is believed to have built this palace, the largest private residence in the fort, for his son. This was one of the first constructions demonstrating the fort's changing emphasis from military to luxurious living quarters. The palace is also interesting for its blend of Hindu and Central Asian architectural styles - a contrast to the unique Moghul which had developed by the time of Shah Jahan.

**Other Buildings**: Shah Jahan's Khas Mahal is a beautiful white marble structure used as a private palace. The rooms underneath it were intended as a cool retreat from the summer heat. The Shish Mahal or 'Mirror Palace' was supposed to have been the harem dressing room and its wall are inlaid with tiny mirrors. The Anguri Bagh or 'Grape Garden' probably never had any grapevines but was simply a small, formal, Moghul garden. It stood in front of the Khas Mahal. The Delhi Gate and Hati Pol, or 'Elephant Gate', are now closed.

In front of the Jehangir Palace is the "Hauz-I-Jehangri", a huge 'bath' carved out of a single block of stone - by whom and for what purpose is a
subject of conjecture. The Amar Singh Gate takes its name from a Maharaja
of Jodhpur who was killed beside the gate, along with his followers, after a
brawl in the Diwan-I-Aam in 1644. Justice tended to be summary of those
days; there is a shaft leading down to the river into which those who made
themselves unpopular with the great Mughals could be hurled without further
to-do.

(3) Akbar’s Mausoleum:

At Sikandra, 10 km north of Agra the tomb of Akbar lies in the centre of
a large garden. Akbar started its construction himself but it was completed by
his son, Jehangir, in 1613. A combination of Muslim and Hindu architectural
styles, the building with three storey minarets at each corner, is built of red
sandstone inlaid with white marble polygonal patterns. Four red sandstone
gages lead to the tomb complex, one is Muslim, one is Hindu, one Christian,
and one is Akbar’s patent mixture. Like Humayun’s tomb in New Delhi, it is an
interesting place to study the gradual evolution in design that culminated in the
Taj Mahal.

Sikandara is named after Sultan Sikandar Lodi, the Delhi ruler who was
in power from 1488-1517, immediately preceding the rise of Mughal power on
the subcontinent. The Bigaradi Palace, in the mausoleum gardens, was built
by Sikandar Lodi. Across the road from the mausoleum is the Delhi gate.
Between Sikandra and Agra are several tombs and two ‘kos minars’ or
‘milestones’. These milestones are the evidences of the Mughal system of the
calculation of distances and were an important mark of distances for the ease of travellers of that times.

(4) Itimad-ud-Daula:

There are several interesting sights on the opposite bank of the Yamuna and north of the fort. Across the river the first place of interest is the Itimad-ud-Daula - the tomb of Mirza Ghayas Beg, popularly known as Baby Taj. This Persian gentleman's beautiful daughter married Emperor Jehangir. She was known as Nur Jahan, the 'light of the world'. The tomb was constructed by Nur Jahan between 1622 and 1628 and is very similar to the tomb she constructed for her husband, Jehangir, near Lahore in Pakistan.

The tomb is of particular interest since many of its design elements foreshadow the Taj, construction of which start only a few years later. The Itimad-ud-Daula was the first Mughal structure totally constructed of marble and the first to make extensive use of pietra dura, the inlay work of marble so much a part of the Taj.

(5) Dayal Bagh Temple:

In Dayal Bagh, 10 km north of Agra, the white marble temple of Radha Swami Hindu sect is currently under construction. It was constructed almost 90 years ago and is not expected to be completed until sometime in 21st
century. There are beautiful pieta dura inlaid marble work actually being worked on.\(^5\)

(b) The Not so famous Tourist sites of Agra

There is some hard luck of these monuments that they represent a glory and grandeur of the gone times in their ruins, yet they cannot find any visitors to visit these monuments. These monuments include:\(^6\)

(a) Chini-ka-Rauza:

The China tomb is 1 km north of the Itimad-ud-Daula. The squet, the square tomb, surmounted by a single huge dome was constructed by Afzal Khan, who died at Lahore in 1639. He was a high official in the court of Shah Jahan. The exterior was covered in brightly coloured enameled tiles and the whole building dearly displayed its Persian influence. Today it is much decayed and neglected and the remaining tile work only hinto at the buildings former glory.

(b) Ram Bagh:

Laid out in 1528 by Babar, first of the Mughal Emperors. This is the earliest Mughal garden. It is said that Babar was temporarily barred here before being permanently interred at Kabul in Afghanistan. The Ram Bagh is two to three km further north of the Chini-ka-Rauza on the riverside.
Jama Masjid:
Across the railway tracks from Delhi Gate of Agra Fort, the Jama Masjid was built by Shah Jahan in 1648. An inscription over the main gate indicates that it was built in the name Jahanara, Shah Jahan's daughter, who was imprisoned with Shah Jahan by Auranzeb. Large though it is the mosque is not as impressive as Shah Jahan's Jama Masjid in Delhi.

The Tourists Sites on the Suburbs of Agra

Fatehpur Sikri:
Situated toward 40 km of west of Agra on the way to Jaipur is the city of Fatehpur Sikri, a fascinating ghost town having the buildings of Mughal period. It was the capital of the Mughal empire between 1570 to 1586. It was abandoned because of scarcity of water. Today it's a perfectly preserved example of a Mughal city at the height of empire's splendour. The buildings of Fatehpur Sikri are Buland Darwaza, Jodha Bai's Palace, Sheikh Salim Chishti's tomb, etc. Legend says that Akbar was without a male heir and made a pilgrimage to this spot to see the saint Sheikh Salim Chishti. The saint foretold the birth of Akbar's son. The future emperor Jehangir, and in gratitude Akbar named him Salim father name Akber transferred his capital to Fatehpur Sikri and built a new splendid city. Later however the city was abandoned due, it is said, to difficulties with the water supply.

Although to a learnt Muslim, Akbar was known to be very tolerant towards other religions and he spent much time discussing and studying them.
in Fatehpur Sikri. He also developed a new religion called 'Deen-E- Ilahi' which attempted to synthesise elements from all the major religions. Akbar's famous courtiers, such as Birbal, Raja Todarmal and Abul Fazal had their houses near his palace in the city.

**Dargah Mosque and Tomb of Salim Chishti** : Fatehpur Sikri's mosque is said to be a copy of a mosque at Mecca and is a beautiful building containing elements of Persian and Hindu design. The main entrance is through the 54m high Buland Darwaza, 'the gate of victory' constructed to commemorate Akbar's victory in Gujarat. The impressive gateway is reached by an equally impressive flightier of steps. Just outside the gateway is a deep well, and when there is a sufficient number of tourists assembled, local daredevils leap from the top of the entrance into the water.

Inside the mosque is the tomb, or the Dargah, of Salim Chishti surrounded by marble lattice screens. Just as Akbar came to the saint four centuries ago looking for the son, so do childless women visit the tomb today.

**Palace of Jodha Bai** : North-east of the mosque is this palace named after Jehangir's wife, although it was probably used more by Akbar's wife, who was a Hindu. Here again the architecture is a blend of styles with Hindu columns and Muslim cupolas. The 'Palace of the Winds' is a projecting room
with walls made entirely of stone lattice-work. The ladies of the court probably sat in here to keep a quiet dye on events below.

**Birbal Bhavan**: Built either by or for Raja Birbal, Akbar's favourite courtier, this small palace is extremely elegant in its design and execution.

Enormous stables adjoin the Jodha Bai Palace, with nearly 200 enclosures for horses and camels. Some stone rings for the halters are still in place.

**Karawan Serai & Hiran Minar**: The Karawan Serai or 'Carvanserai' was a large courtyard surrounded by the hostel used by visiting merchants. The Hiran Minar or 'Deer Minaret', which is actually outside the fort grounds, is said to have been erected over the grave of Akbar's favourite elephant. Stone elephant tusks protrude from the 21m high tower from which Akbar is said to have shot at deer and other same which were driven in front of him. The flat expanse of land stretching away from the tower was once a lake which even today occasionally floods.

**Miriam's House**: Close to the Jodha Bai Palace, this house was used by Jehangir's mother and at one time was gilded throughout - giving it the name the 'Golden House'.

**Punch Mahal**: This amusing little 'Five Storey Palace' was probably once used by the ladies of the court and originally had stone screens on the
sides. These have now been removed, making the open colonnades inside visible. Each of the five storeys is stepped back from the previous one until at the top there is only a tiny kiosk, its dome supported by four columns. The lower floor has 56 columns, no two of which are exactly alike.

**Ankh Micholi**: The name of this building translates as something like 'hide and seek', and the emperor is supposed to have amused himself by playing that game with ladies of the harem. The building was more probably used for storing records, although it has some curious struts with stone monsters carved into them. By one corner is a small canopied enclosure where Akbar's Hindu guru may have sat to instruct him.

**Diwan-I-Khas**: The 'Hall of Private Audience' exterior is plain but its interior design is unique. A stone column in the centre of the building supports a flat-topped 'throne'. From the four corners of the room stone bridges lead across to this throne, and it is through that Akbar sat in the middle while his four principal ministers sat at the four corners.

**Diwan-I-Aam**: Just inside the gates at the north-east end of the deserted city is the 'Hall of Public Audience'. This consists of a large open courtyard surrounded by cloisters. Beside the Diwan-I-Aam is the Pachchisi courtyard set out like a gigantic gameboard. It is said that Akbar Played chess here, using slave girls as the pieces.
**Other Monuments:** Musicians would play from the Naubat Khana, at one time the main entrance to the City, as processions passed by beneath. The entrance road then run between the mint and the treasury before reaching the Diwan-I-Am. The Khwabghah, in front of the Daftar Khana, or record office, was Akbar's own sleeping quarters. Beside the Khwabgah is the tiny but elaborately carved Rumi Sultan or "Turkish Queen's House".

Near the Karawan Serai, badly defaced elephants still guard the Hathi Pol, or 'Elephant Gate'. There is also a Hakim' or 'Doctor's House', and a fine hammam, or 'Turkish bath' beside it. Outside Dargah Mosque are the remains of the small stonecutters mosque Shaikh Salim Chishti's cave was supposedly at this site and the mosque predates Akbar's imperial city.

**(B) ACCOMODATION:**

**HOTELS OF AGRA:**

There are a range of hotels located in Agra which have a range of prices as tariff. There are some hotels which are very small and fall under the category of budget hotels. They serve the purpose of fulfilling the needs of pocket to tourists or budget tourists to a great extent, but due to their limitations of being very little and small category, they are not very popular, though they are an integral part of the hotel industry of Agra. On the other hand there are some big star category hotels in Agra which are associated or a part of the famous groups or chains of hotels either at International level or
National level. These hotels not only serve the purpose of catering the needs of elite class people but also serve the purpose of promoting Agra as a centre of tourist attraction. The main hotels of Agra include:-

1. **Amarvilas**: This is the hottest and the latest property among the hotels of Agra, located at half km distance from the eastern gate of Taj Mahal, this property of Oberoi Group is the closest star category hotel from the Taj Mahal. The property includes 106 number of rooms in total, out of which 38 are Deluxe Rooms, 61 Superior Deluxe category, 4 Executive Suites, 2 luxury suites and there is one most luxurious suite viz. Kohinoor Suite. The peculiarity about this hotel is all the rooms are Taj facing. In addition to this there are two restaurants viz. Bellevue- the Buffet cum Alacarte restaurant having 83 covers and Ishfan- the Indian restaurant having 52 covers. More over JahanAra and Roshan Ara are the two conference halls each with a capacity of 60 persons. The Amar Vilas Hotel is of Five Star Deluxe Category Hotel.

2. **Jaypee Palace**: Another hotel which is also very new in Agra is Hotel Jaypee Palace of Jaypee Group. This is also a five star deluxe hotel. The number of rooms are 350 in total out of which 36 are standard rooms, 261 are deluxe rooms 38 are executive deluxe, 06 are Junior Suites and 06 are Executive Suites. The restaurants include:-
(i) Pavilion Cafe: - This is a 24 hours Coffee Shop having 52 covers in total.

(ii) The Grand Buffet: - This restaurant is exclusively Budget Restaurant, having 157 covers.

(iii) Spice Pavilion: - The Indian restaurant having 64 covers.

There is a Conference Centre, which can accommodate upto 1000 people. Billiards, Table Tennis Rooms, Lawn Tennis and Squash courts, Bowling Alley and Children's Play area are the additional features of this property.11

3. Mughal Sheraton: - Another five state deluxe of the Agra region is Hotel Mughal Sheraton, having a capacity of 285 rooms. The categorization of the rooms are as follows:

There are 09 rooms Mughal Chamber (Exclusive) rooms which are Taj facing, 103 are under Chamber of Emperors, 110 are Chamber of Kings and 59 rooms are under the category of Chamber of Princes. Apart from these rooms there are two Presidential Suites and 01 Executive Suite. There are four main restaurants, which include Nauratna having 78 covers, is an Indian a-la-carte restaurant, Mahjong is the Chinese restaurant having 36 covers, Taj Bano is the Buffet restaurant and lastly there is Bagh-e-Bahar, which is Continental restaurant cum coffee shop having 96 covers. Besides these facilities there are also the convention hall present in the hotel viz. Dewan-i-Khas hosting
upto 500 persons, the Majlis and Mehfil having a seating capacity of 50 and and 25 people respectively.12

4. The Taj View Hotel: - This is a Five Star Hotel having 100 rooms in hotel. Operated by the Taj Group of Hotels, there are 30 Taj facing rooms, out of which 20 are superior and 10 deluxe rooms. In addition there are 05 executive Suites, which are also Taj facing and the remaining 65 rooms are standard rooms. There are two main restaurants viz. Jhilmil- the coffee shop having 78 covers and Nazara- the multicusive restaurant having 63 covers. The Banquet Halls include Phool Bagh and Mumtaz, which can accommodate 200 and 100 people respectively.13

5. Clarks Shiraz: - This is the oldest and the first five star property of Agra. Having its foundation stone laid in 1963, at present there is a total strength of 237 rooms. 145 rooms are standard rooms, 90 deluxe rooms, and 02 suites. Out of these 70 rooms are Taj Facing. The restaurant includes Shehnaz, the Buffet Restaurant having 250 covers and Bansuri having 50 covers, which is Coffee shop. Apart from these two, there is also one Mughal room which has 95 covers and is an Alacarte Restaurant, The Banquet Hall include Shehnaz Banquet Area which has 3 sections with the capacity of 300 people & Akbar Hall with a conference facility of 200 people.14
6. **The Trident Agra**: If there is a hotel which is three Star and caters the services of a five star hotel, that is Hotel Trident, Agra. Another property of Oberoi Group is having a capacity of 139 rooms in hotel, out of these 84 are standard Twins, 56 rooms have large beds and there is one suite. There is only one restaurant i.e. La-Brassari having 96 covers and is a Buffet-cum-Alacarte Restaurant. There are two meeting rooms available with Modern Audio Visual facilities for meetings, conferences and seminars.

7. **The Man Singh Palace**: This is a Four Star Hotel having 97 rooms in hotel, out of which, 95 are Standard Twins and 02 suites. The restaurants include Ripples having 77 covers, which is a coffee shop and Sheesh Mahal which is a multi-cuisine restaurant having 90 covers. There is one Raj Vilas Conference Hall, which can accommodate up to 70 people.

8. **Hotel Howard Park Plaza**: Another Four Star category hotel, having 79 rooms, out of which 40 are Standard Double and 30 are Standard Twins. There is a coffee shop, which is Buffet cum Alacarte restaurant having 69 covers and one Cornet t Grove having 42 covers.

9. **Hotel Holiday Inn**: This is located in the centre of city, at Hari Parbat Crossing, Sanjay Place Agra. Again this is a Four Star Category hotel having rooms in hotel out of which 72 are Standard Rooms and 22 are Deluxe Rooms. The restaurant is Olive Garden, Which is a Multi cuisine restaurant
having 60 covers. There is Banquet Hall with the capacity of 1000 people under the name of Renene Banquet Hall. This hotel is situated in the heart of the city and thus mostly serves the purpose of catering the people who come to stay in the centre of the city i.e. not only for tourism purposes. 18

10. Hotel Agra Ashok :- This is a three star category budget hotel operated by ITDC. The total number of rooms in the hotel are 55, out of which 47 are Standard Twins, 06 are Large Bed Room and 02 Suites. There are two restaurant viz. Shalimar -the Buffet cum Al-a-carte Restaurant and Mandarin -the Chinese restaurant, having 65 and 52 covers respectively. The conference hall is Dawat-Khana with the capacity of 110 persons for conferences and Banquet facilities. 19

11. Hotel Amar :- Again one of the budget hotels of Agra having a Three Star Category and a total capacity of 38 rooms. The variety of rooms includes 07 standard rooms, 36 Deluxe Rooms, 21 Superior Deluxe, 03 Mughal Room and 01 Suite. Nurjahan is the name of the restaurant having 86 covers. The single restaurant serves the purpose of both Buffet cum Alacarte restuarent. The conference halls include Dewan-i-Khas, Rang Mahal and Sheesh Mahal Banquet Hall each with the capacity of 70 people.

12. Hotel Grand :- This Hotel can be categorized under no star category, still it is very neat and clean and near to Agra Cantt Railway Station. The total capacity is of 70 rooms and the only restaurant is Sajni-which is Buffet cum
Ala Carte Restaurant having 100 covers altogether. In addition there is a Banquet Hall with a capacity of 300 people and one Conference Hall with a capacity of 150 persons. Mostly this hotel witnesses the people who are Domestic tourists because not very foreigners are interested to stay here.

13. **Hotel Kant** :- There are total 35 rooms, Situated apposite to the Hotel Mughal Sheraton, this non Star hotel has a coffee shop of 48 covers capacity and Darbar Banquet Hall with a capacity of 250 people.

Besides these hotels, there are various other hotels also which are budget hotel and serve the needs of pocket tourists, the names include Hotel Ratan Deep, Hotel Ganga Ratan, Hotel Savoy etc. which are in a arrow on the Fatehabad Road, Agra. The list continues with many other names, which includes the tourist Bungalow run by the ITDC, Government of India located near Raja-ki-Mandi Railway Station. There are other hotels which are below any star category but they serve a lot in fulfilling the demands and needs of the budget tourists or to the people which can not afford very luxurious hotels or places of accommodation.  

(C) **ACCESSIBILITY**

Agra is very well connected to all parts of India through the railways and the roadways. There is an Air Base present in Agra a part of which serves the purpose of civil aviation. The nearness of the city of Agra has restricted the growth of the Agra Airport, hence there is only one flight operating and i.e. Indian Airlines flight no. IC 407 which starts from Delhi and goes till Varanasi
with a Stop over in Agra and one in Khajuraho. The same flight returns back to Delhi under the flight number IC 408. Agra is well connected to Delhi and Gwalior by the railway back in the direction of north and south and connected to East by tundra railway back and to Sawai Madhopur in the west. The best train available for the tourists is the Shatabdi express which covers the distance between Agra and Delhi in just two hours. The road network is also very developed now. There are four lane tracks on the Agra Delhi Highway and Agra Jaipur Highway, which provide an excellent road network between the Golden Triangle of India i.e. Agra-Delhi and Jaipur. So all the available routes i.e. air, rail and road make Agra quiet right destination in terms of accessibility factor. Yet there are measures, which are to be adopted to improve the accessibility conditions of Agra, which include landing of more flights in Agra, not only within India but from the abroad as well. The highways also very good but there should be some better conditions of road with in the city.

More royal grandeur and comfort can be experienced by having a train ride of the Palace on wheels which is a unique luxury train in itself. The train offers a full package of the tour of Rajasthan, Delhi and Agra. Once in a week it comes to Agra and in it Tourists can enjoy the pleasures of a moving hotel and have the pleasure of sightseeing like a royal prince or king enjoying his best in the Palace of wheels.
Need of study of Tourism in Agra

Comparative to other destinations famous for tourist sites in the world, Agra is still lacking behind in its proper attention and preservation of all the resources of tourism it has in existence. This is because very late it has been realized that there is a need for the development and study of tourism in this region. The basic reasons for the purpose of study are the following:-

(1) No Particular Thrust.: - Agra region very late, approximately in the mid eighties started taking steps in the field of preservation, promotion and development of tourism in itself. The reason being that prior to this period it was growing like any other ordinary city of India, much slow in the pace in comparison to what actually, there should be. This is very much evident from the fact that till the mid 90's the number of hotels which were running in Agra were very few in comparison to what is the number existing today. So it was very late that special attention was being given to the development of Agra to promote it as a centre of tourist attraction. Declaration of Agra as the World Heritage City is an example in this regard. But it was again very late declared. So, still in spite of every possible effort, the particular thrust for promoting Agra is not present, as it should be.
(2) **Based on Conventions** :- If we see and study the practices going on under the banner of Tourism industry in Agra, we can very well observe that all the performance of the professionals involved are based on conventionalism rather than professionalism. There are hardly any specialized professionals who are engaged in this industry. The only working professionals involved are contributing either due to their experience which they have gained down the years or they have an extra caliber as an individual human being, not as specialized professionals. Most of the people who are engaged tourism business have their talent inherited from their families. These people include the monument guides who don't have any formal education. They only give lecture about what they have heard in stories, fairy tales from their elders which is very far from the real history or fact, thus providing incorrect information to the tourist.

(3) **No Specialization** :- the people involved in the trade have no specialized education in tourism or any other relative field they are either the graduate or pass outs from some other field of education or if they are proper tourism professional, they are from the institute outside Agra. Hence the specialized professionals have one major thing in themselves i.e. lack of feeling of the 'son of the soil'. The reason being that up till now there were no measures adopted by any of the educational institute or university or government to impart the education of tourism. Moreover the people
involved in the Tourism industry of Agra are more or less related to some organization. As the profitability is the basic motive of every organization, so every individual limits his performance appraisal only to the extent of profit making capacity of the organization. His aims, goals, objectives are short term, limited to profit oriented action of his organization only. Contrary to this tourism being a most complicit and complex activity, require much more than profit making which can be only incorporated through imparting proper specialized education. Thus, there is a strong need of tourism study in Agra.

(4) **Plan of study:** Last but not the least, tourism is an amalgam of many industries, sectors etc. Therefore it is necessary to incorporate all the segments in its plan of study. The action plan should be such that it should take all the related element into consideration such that the development of one element or one sector should not kill or eclipse the interest of other sector. Moreover there are some social issues such as ethics, morality and humanity which should always be at priority as the field of tourism is a human oriented industry. In this field the services of man power are the top most product, so basic instinct like politeness, humbleness, gentleness should be a part of tourist professional. All these factors should be kept in consideration.
Tourism in Agra an overview

Organizations involved in the promotion of tourism in Agra.

Basically tourism industry is a collective interaction with many other industries. So it is quite difficult to categorize the bodies, organizations or societies which are playing a key role in the development of Tourism in Agra. But we can very broadly categorize the organizations into two categories:

(1) **Government bodies or government organizations**: These organizations are generally the key factor of marketing tourism in a particular area. These are basically non-profit organisations and their sole function is to promote and development tourism. They actually design and formulate policies which are very helpful in the promotion of tourism. In Agra region there are basically three main organizations which are serving the purpose of tourism promotion under the government of India. They are:

(a) U.P. Tourism  (b) Government of India Tourist Office (c) ITDC

**U.P. Tourism**: Located about 1.5 km away from the Taj Mahal the office of UP tourism is on Taj road. This is the office which mainly indulges in administrating the process and the activity of tourists of Agra. Having its Headquarters in Lucknow, these state government bodies basically looks after the performance of all travel / tourism related activities in Agra. Headed by the Joint Director Mr. D.K. Burman, UP Tourism in Agra office also organizes several events for the promotion of tourism in Agra region.
The staff activity indulges in providing information to any client/tourists coming to them. Moreover, whenever events are organized in Agra, U.P. tourism always caters there service of any kind, be it any monitoring or administrating process it may be having an information booth for providing information to the people. Besides providing information and monitoring activities of their own kind, UP tourism also extends any kind of help which is required by the clients such as getting air ticket by contacting the proper agencies.

**Government of India Tourist Office:** Situated at the Mall Road of Agra, Government of India Tourist office is the body governed by the Ministry of Tourism, under the Central Government. The office basically serves the purpose of providing information. They publish brochures of all the main attractive tourist destinations of India and these information can be very easily obtained by visiting this office. In a way the main work of Government of India Tourist Office can be said of promoting the tourism of India by doing the publications of all the information and catering this information to all those who require it, in the form of brochures. Moreover, their information booths are sometimes located on Railway Stations or some Bus Stands. This office itself also participates in every cultural or promotional event such as Fairs, Special events etc.

**ITDC Indian Tourist Development Corporation:** This is also another body like government of India Tourist Office under the Ministry of Tourism
of Central Government. The only difference between the two of them is that ITDC is actually an organization of performance rather than an organization of providing information, which is Government of India Tourist Office. The ITDC actually operates many things such as organizing the daily tours for the sightseeing, selling of small packages, Air ticketing etc. The ITDC also runs a series of hotel and travel lodges around the country under the Ashok name. Hotel Agra Ashok, situated on the Mall is the Hotel division of ITDC in Agra and wholly performs the functions like any other hotel of Agra. Based in the premises of this hotel is the office of Ashok Tours and Travels which also performs all the functions of a Travel Company. There is another guesthouse under the name of Tourist Bungalow near Raja-ki-Mandi Railway station, which provides good accommodation and facilities for the budget tourists. This is also a part of government property.

(2) Private Organizations: The private organizations are those which are actively involved in the operation of tourism activities. These are the real executioners of all travel or tourist related activities in a particular region. These organizations work with the motive of making profit and this aim of making profit is always a motivating factor for them to involve or include themselves in the activities of promoting tourism. These organizations include tour operators, travel agents, transport, excursion agents, Hotels etc. The categories below clearly describes the roles of various bodies involved in their respective fields.
(a) Tour operators and travels companies:- They are the most important bodies under the categories of private organization. The good multinational companies have a network of their offices around the world, which continuously work to produce more and more arrivals to the particular destination. Their holiday programs are profit oriented and accordingly the whole of the operations are carried out in Agra. There are very few companies who have their own offices and who works as part of global network. The multinational companies having their offices in Agra are:

(1) Travel Corporation (India) Ltd.:– This is one of the major and pioneer companies of India involved in the promotion of Tourism in India and can be said in actual terms the organisations truly involved in the Tourism industry. It was in 1963 that the three Indian Companies viz.Lee Murihead & Company, N.Jamunadas & Company and Jeena & Company joined their hands to start one company i.e. Travel Corporation (India) Limited. Having its head office in Nariman Point Mumbai, the company is having 28 offices in India and 10 offices in overseas. In Agra having its two branches at Hotel Clarks Shiraz Agra and Harriprabat, this is the true example of a Travel Agents and Tour Operators both. The Company offers a wide range of services of Inbound Tours and all the travel related facilities including Hotel reservations, Air Ticketing Domestic and International, Package Tours.
(2) Mercury travels:- One of the main companies of India having its office in Hotel Clarks Shiraz Agra, this company also act and serves the purpose of execution of all the travel programme which are marketed or sold out by their office in materopoliton cities or some other cities in the world.

(3) Kuoni India Travel:- Recently introduced as a result of collaboration of Sita World Travel and Kuoni India Travels. This company is having its office in Agra and experience and gets a number of arrival from all over the World. This is an example of World Wide Merging of two companies which are taking place all over the world to produce the best result.

(b) Excursion Agents:- The role of excursion agent is next important to that of tour operator in the order of importance. Broadly speaking excursion agents are the agents who work on contract with companies of big banner or they charge a nominal amount of money as their charges for the service. They help in organising and executing all the formalities which are supposed to be followed as per the travel programme or the itinerary of a tourist. e.g. Thomas Cook, Cox & Kings which are some of the world's renowned Travel companies don't have their office in Agra but they are very well performing their operations in Agra with the help of Excursion Agents in Agra. The main Excursion Agents of Agra include Travel Bureau, Touraids (India), Taj Travel etc. In this way, these excursion agents work on short term contract basis or
long term contract basis to fulfill and cater to the needs of foreign tourists.

(c) **Transporters** :- These are again some of those people who performs most at the execution level but their role is very minimum at the promotion level. They work with the strategy of providing the best services to the clients by providing excellent transports, the drivers, and above all the most personalized service to the tourists. In the provision of these services, they charge money from the travel companies or excursion agents and keep their amount of profit.

(d) **Hotels** :- The hotels are also important factors for the same purpose as other organisations do, but their role is again reduced to only executing level as their marketing and all other promotional activities are carried out by their Marketing Division or some other relative departments. But under no category their role can be ignored or left unidentified because they are the main factors where one can relax or where the satisfaction of a home comfort should be felt by any visitor staying there. Therefore, the services of hotels are important one and can not be ignored at any cost, through their role in promotion or propogation is not as much as that of Government organisations or Private Organisations like Tour Operators Travel Companies, etc.
A SWOT Analysis of the Existing Tourist Potential of Agra

For implementation of vision and achievement of policy objectives there is a need of detailed marketing and promotion strategy in which main media including Internet, training and inter personal communication would play significant role. In this direction, the first step will be to undertake SWOT analysis of different elements and aspects of tourist products of Agra. The SWOT analysis refers to analysis of the strengths and weakness present in the particular area or a particular region and all the existing and fore coming opportunities as well as threats affecting the business in that particular area.

(a) **Strengths**: The greatest strength of Agra City is that the name of Agra is not new to anyone in the world. Due to the presence of the Seventh wonder of the world, the Taj Mahal Agra city is world wide known for its historical importance. So there is no need of an introduction of Agra, as a tourist centre. It has a unique diversity in terms of culture, history, architecture, arts, climatic variations etc. The only thing which is required is to just convince a person imagining to select Agra as his destination into reality. The strengths of the city are so strong that there is no other comparison in terms of choice within whole of India. Moreover the nearness to the cities of Delhi and Jaipur makes Agra as one of the important point of the Golden Triangle viz Delhi, Agra and Jaipur. This circuit has many things to offer to the tourists visiting them as additional features.
(b) Weaknesses: The weaknesses of the city of Agra are also as many as the number of strength. The very first weakness is the lack of infrastructural facilities and their poor maintenance. The main road connecting the various hotels to the Airport and Railway Station is still a narrow one and without any dividers. The power failure of electric supply is yet another major drawback. The power failure in Agra region is so frequent that the people have to depend mostly on the generators to fulfill their needs. This drawback has resulted in giving birth to 64000 generators within the limits of Taj Trapezium, which is a prohibited and protected area. This problem of electric power further gives rise to another weakness and i.e. creation of pollution of air and sound through generators. This pollution along with the other pollution is a serious threat in decolorizing the white marble of Taj Mahal into pale colour. There are other weaknesses in the city which have no extra weightage in Agra City but are the same as any other city of India. These weaknesses are lack of ethics among the citizens, corruption among the local administration, lack of honesty among the people involved in the trade etc. Apart from all these, there is a political unsuitability in this region and this always causes a sense of insecurity and fear among the tourist visiting here.

(c) Opportunities: In terms of opportunities, there is a large population of young people who could be given appropriate training and orientation and take up jobs related to tourism industry. Thereby promoting tourism in
the coming years. Now may institutes have also started in the field of tourism to impart the necessary education and to provide the appropriate training and orientation in the field to tourism. The work force having equipped with modern education and technique of tourism education can help to grow the tourism industry of Agra in a better way. Moreover, now Agra is on international scene. With the visit of people of international fame like princess Diana before her causality, the President Pervez Mushrraf from Pakistan etc. have provided an opportunity to media for keeping the city of Agra in limelight. With the formulation and implementation of new tourism policy of Uttar Pradesh, there are new avenues which are to be updated and which will result in new opportunities to tourism promotion in Agra. The starting up of new vistas of promotion of tourism point of view, it will not be wrong to say the sky is limit for opportunities leading to giant step in the promotion of tourism in Agra. The new improved high ways of Agra – Delhi and Agra - Jaipur are doing their jobs well by full filling the needs of modern infrastructure in Agra, up to an extent.

(d) Threats: The increasing social tension of work ethic of people are detrimental to the growth of the tourism industry in Agra. The casteism, communalism, which is always present in Agra acts as potential threat to the tourism promotion of Agra. Although a quiet good percentage of population of Agra is involved in tourism industry of Agra yet there is a major percentage of the population which is having no concern with the tourism industry in Agra.
These people always cause a hindrance in any of the effort made in the direction of promotion of tourism, which causes a hurdle or which comes in to the interest of these people. These people only looks up to that extent that there interests are being crucified but the mission and the results by adopting that steps or measures are not taken into consideration. So, these people always create a mischief in order to check the developments. This can be best illustrated with the help of taking the example of the adoption of master plan. When a master plan of the development of roads etc. is taken into operation and the encroachments are destroyed, the people who suffer from the actions of the government take this matter and put this as a political stunt. Hence, the administration has to stop the process in order to maintain peace and law and order of the city. There are other threats in the form of closing down the manufacturing units which causes pollution. The resentment of the owners of such units and the unemployment status of the people causes a serious social threat.
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(1) UP Tourism:– UP tourism has laid down many objectives and planned their strategies for the promotion of tourism in Uttar Pradesh as a whole with the special attention and thrust on the development in Agra region. Their mission is to develop tourism as the major industry of Uttar Pradesh by providing leadership and organisational and strategic direction, to improve the quality of tourism product, to develop places of tourist interest, to provide necessary facilities for all categories of tourists, be it a leisure tourist, a pilgrim or for any other purpose. The mission also aims to market Uttar Pradesh tourism products, internationally and domestically so as to provide employment and for the economic, environmental, social and cultural benefit of the citizens. The prime objectives of the tourism policy are :-

(1) To promote tourism with the tourist and pilgrim as the focus.

(2) To provide special facilities to the religious and monument based traveller. Agra region finds its place on the top of the list for the monument based traveller, because no other region of Uttar Pradesh witnesses as many monuments as Agra does. So special attention is being paid here.
(3) To improve the efficiency of the industries for enhanced social and economic benefit and consequential increased economic benefit including increased employment generation.

(4) To improve the participation of all the stake holders in society, including the travels trade and tourism industry.

(5) To provide quality service to all domestic and international consumers and stake holders.

(6) To prepare and implement master plans for integrated development and marketing of identified circuits.

(7) To improve diversity and expand the marketing of the tourism product of UP State.

**Targets to be achieved in the 21st century:**

The targets laid under the new tourism policy aims at:

(1) To raise the level of foreign visitors from approximately 7.2 lakhs and domestic tourist from 360 lakhs to 10000 lakhs in Uttar Pradesh with the special thrust on visitors to Agra.

(2) To enhance the levels of investment form the present Rs.350/- crore per annum so that a total investment of Rs.10,000 crores at current price is made in the next decade.
(3) To enhance the income generation from Rs.900/- to Rs.1000/- per domestic tourist and from Rs.34,000/- to Rs.45,000/- per foreign tourist (both at current price) within a decade by attracting more up market tourist through value addition to the tourism product and improved facilities.

(4) To provide direct employment to five lakh citizens and indirect employment to another 50 lakhs citizens within next ten years through tourism development.

(5) Currently of the 2107 hotels available in the state only 80 are in approved category with a total capacity of about 5000 bed. We seek to raise the number of hotel to 300 and bed capacity to over 15000 in the next ten years.

Keeping in view the above objectives of the tourism policy the State has formulated the plan and target of Uttar Pradesh as a whole region. Agra being a part of Uttar pradesh and vital point should have been given special attention. One more point which needs to be highlighted among the above mentioned points is that Agra region is sufficiently having good number of hotels like that of ITDC, ITC Welcome Group, Jaypee, Taj group. These units are already running smoothly in Agra. So there is no special attention required for setting up of new hotels in agra, under the tourism policy.
Strategies for the promotion of tourism in Uttar Pradesh:

The UP tourism lays down the following strategies under the new tourism plans to achieve the targets set under the policy.

(1) to develop the necessary infrastructure facilities through private and public partnership. Special importance would be given to facilitate investment made by the non resident Indians.

(2) Priority by the government to the development of basic infrastructure facilities viz. roads aviation services, rail, surface and water transport, uninterrupted electric supply, telecom facilities, drinking water, seavage facilities and accommodation.

(3) Reorganization of circuits for integrated development, publicity, promotion and maintaining a master plan to be prepared for each circuit utilizing service of expert consultant in the planning and execution.

(4) To create corpus fund for the development of basic amenities, conservation and maintenance, 'devotailing' i.e. combination of funds arising from private and public service for the same.

(5) Upgradation, modernization and profitable management of the UPSTDC and its units and privatization of units wherever necessary.
(6) Promotion of ecotourism in all the possible destinations in order to preserve the environment and tourist sites as well.

(7) To develop and publicise new tourism product and attraction like Yoga, Spiritual Knowledge, Ayurveda, Naturopathy, Adventure Sports, Eco-Tourism, Water Cruises, Film locales, Diverse Traditional attire and crafts, village life etc.

(8) Restoration of ancient palaces, havelies, buildings, forts, and introduction of an incentive scheme to facilitate their adoption by the private sectors.

(9) Formulation of standards for tourism units and introduction of incentives to facilitate their adoption by the private sectors.

(10) Extension of the available facilities, tourist spots and attraction of the State domestically and internationally through advertisement, films, Compact Disks, Cassettes, websites etc. and effective marketing through participation in domestic and international travel trade conferences, fairs organisation of Uttar Pradesh tourism promotional festivals in identified cities of important countries.

(11) Effecting an awareness campaign in civil society to create a favourable atmosphere and affinity towards tourism.
(12) Effective coordination between various departments for developing tourism industry by:

(i) establishing Paryatan Mitra (friend of tourism) for assisting entrepreneurs.

(ii) formulation of advisory committees at district division and State level

(iii) formation of tourism promotion council at the district level

(iv) well planned efforts to co-ordinate with the related Ministries of the Government of India.

(13) To create sufficient facilities for tourism related human resource development by upgrading and improving the management of the new Tourism Management Institutes and Food Craft Institute besides establishing new one if necessary.

(14) Strengthening and expansion of the department tourism organisation of festival through incentive to the tourism industry, and establishment of special cell for efficient collection of data and research work.

Thus it is evident from the targets and strategies of New Tourism Policy of Uttar Pradesh Tourism that it has many features which are surely serving as tools for the promotion of Tourism in the years to come. In this regard, it is also evident from the data and the figures that the tourist inflow continues perennially and larger in number down the years. According to an estimate
approximately one foreign tourist out of every three and one from every four domestic tourist visits Uttar Pradesh. It is estimated that in 1998 approximately 7.85 lakh tourist visited Uttar Pradesh which shows an increase of 10% from the previous year. Uttar Pradesh bagged the Best Performance tourism State Award for 1997-98.

Keeping the facts of the past and prospects of the future under this new Tourism Policy of the UP Government, Agra region no doubt can very well progress, having its enormous potential as the ultimate tourist destination. With the help of the points of development like invitation for investment from private sectors and public sector, Agra region can no doubt do wonders in promotion of tourism.

The main reason for the development of Agra region is that the city of Agra or its greatest symbol Taj Mahal is not a new name neither to the Indian or to the people of the remaining countries of the world. The only thing required is to just promote the same existing potential under the drappings of some new attractions. There are a lot of attractions which can be a part of an orientation of the visitors to visit this place according to their own tastes, choices and preferences.

The New Tourism Policy adopted by UP Government lays down the following action plans for the speedy development of tourism in the State.


(i) Identification of Circuits :- The New Policy has identified ten different circuits on the basis of tourist potential they have. Out of the ten circuits there is one Brij Circuit which has Agra Mathura Region included in itself. There is a Master plan for each circuit and the same is for Braj Circuit also. A circuit Development Committee would be set up in each of the circuits for guidance and monitoring of the implementation of these plans, which would have adequate participation of the travel trade for the promotion of tourism.

(ii) Tourism related activities and Units:- The following activities will be regarded as related to the development of tourism and the units involved in these activities should be recognised as tourism circuits.

(1) Creation of tourism related infrastructure, like approach road, drinking water and electricity facilities, landscaping etc.

(2) Development of Hotels and Restaurants.

(3) Wayside amenities with restaurants and parking space on National and State Highways.

(4) Development of Tourist Resorts/Villages.

(5) Amusement Parks and Children Parks etc.

(6) Establishment of walks like nature walks, city walks, heritage walks etc.
(7) Manufacture and promotion of items related to the traditional crafts and other arts.

(8) Works pertaining to preservation of cultural and historical heritage monuments.

(9) Establishment and management of Museums.

(10) Establishment of Tourist Information Centre.

(11) Tourism related human resource development activities.

(12) Tourism activities pertaining to environmental conservation/jungle safaris.

(13) Paying Guest House Scheme (Home Stay facilities)

(14) Facilities for adventure sports such as trekking, mountainering, rock climbing, water sports, rafting and conoeing, skating, skiing, near angling, aero sports etc. including training in these activities, wherever applicable.

(15) Arranging package tours / conducted tours.

(16) Establishment and operation of Ropeways, wherever applicable.

(17) Yoga, Ayurveda and Naturopathy centres.

(18) Construction and operation of traditional Bajra/house boats etc.

(19) Establishment of boat clubs and operation of different types of boats.
Development of Infrastructure Facilities:

Uttar pradesh is India’s most important tourism destination. Foreign tourists mainly visit Agra and Varanasi while domestic tourist also visit the hill areas & various places like Haridwar, Allahabad, Mathura, Lucknow etc. Uttar Pradesh has the maximum potential for the tourism development, hence it is critical that sufficient infrastructural facilities are created. Therefore, infrastructure development will be given priority. The State industrial policy has outlined the strategy for development of basic infrastructure in the State. Tourism related infrastructure facilities at major destinations will be expanded and strengthened for the speedy development of the tourism industry. There will be a major thrust on the following activities.²

- regular electricity supply.
- Modern telecom facilities.
- Rail, Air & Water transport.
- A convenient road network as per the State road policy.
- Creation of accommodation facilities.
- Water and sewage facilities.

Central assistance and matching grants will be availed of for strengthening facilities in tourism centers under the scheme announced by the Government of India. Besides, external assistance will be sought for second phase of the Buddhist circuit projects. Additionally, an approval would
be obtained from the 11th Finance Commission and Asian Development Bank for the development of hill areas and Agra.

Moreover, the assets of other departments viz. Irrigation, Public works, Forest, Revenue which have a tourist potential will be identified and developed by the Department of Tourism. If possible, such assets would be given on contract/lease to the private sector.

Similarly, an attempt will be made to change use of Government-assets from offices/Guest house to tourism related usage.

**Railway Transport.** :- While the main destination of UP are linked by rail, an attempt will be made to ensure that more trains on the Delhi-Varanasi route stop at Tundla and communication between Varanasi and Agra is improved. Besides, the Government of India has already started a special train on the Buddhist circuit. A luxury train in the private sector has been sanctioned for the Agra-Lucknow-Varanasi sector. Further, there is a proposal to start a Luxury train on the Mathura-Agra-Corbett-Lucknow sector. The overbridges will be built at all the rail level crossing in the state on national highways and roads leading to important tourist destinations.

**Aviation Services.** :- The State will liaise with the Central government to ensure that Lucknow, Agra, Varanasi have airports of international standards with night landing facilities and international services are started there including charter flights from various destinations. Besides, whenever land is
required for the expansion of airports, the state government will ensure its availability. Further, till such time a new airport is now built at Agra, an attempt will be made to ensure that night landing facilities are available at the existing airport. Simultaneously, air taxi and helicopter services will be promoted in the private sector, specially in the hill areas. It is notable that the state has around 25 air strips, the details of which are annexed.

**Water Transport:** Special emphasis will be given on water cruises in the river Ganga specially in the Allahabad-Varanasi stretch. Necessary coordination will be maintained with the Inland Waterways Authority of India for this purpose.

**Way Side Amenities:** The implementation of new State Road Development Policy announced recently, would make high quality roads available for tourist. Wayside amenities would also be created with private investment through state capital subsidy. Petrol pump licences would be given priority from this view point.

With the objectives of improving local transport, steps will be taken for Regular Metered taxi and Auto-Rickshaw services. The State Tourism Corporations will start locally conducted tours in collaboration with the private sector. All circuits will have sufficient buses put at places to help tourists. Thus paving a strong infrastructure to facilitate the tourists and an efficient network of transport to cater the needs of all type of tourists.
Availability of Land:

(a) Land Bank- The department of Tourism has introduced a land bank scheme with the objective of attracting investment in tourism sector, under which land would be made available at important places by the Tourism Department at appropriate rates to tourism units.

(b) Land will be earmarked with the assistance of the Travel/Tourism entrepreneurs by the Collectors in identified circuits where tourism units can be established and tourism industrial areas are to be established on the pattern of industrial estate. Such land will be allotted in consultation with the Tourism Department.  

(c) Wherever an entrepreneur himself selects a site, the Tourism Department will take appropriate action to ensure that the land is made available as per rules through the concerned District Magistrates.

(d) If a request is made by an entrepreneur for the beautification or development of a green belt in the land belonging to the Government of Development Authorities, such land would be made available for management to the concerned entrepreneur for beautification free of cost on condition that ownership will remain with the Government and land shall be reverted to the Government if so required. Only landscaping, tree plantation and activities connected with these shall be permitted on such land.
Role of Local Authorities and Development Authorities:

(a) Permission will be granted in residential areas to entrepreneurs for setting up hotels and resorts of up to Three Star Category and other recognised tourism units.

(b) Local Bodies and All Development Authorites would identify land for tourism related activities in their Master Plans in consultation with the advice of the Tourism Department.

Eligibility of Transfer of Land

In pursuance of Order No. 180/- One-1(43)/94, dated 30-05-94 issued by Revenue Section-I under the Section 154(2) of the UP Zamindari Abolition and Land Reforms Act-1950, in exercise of the power invested in Government, the powers for permitting the purchase of land in excess to 12.5 acres of land for industrial purposes have been delegated to the Divisional Commissioner. As tourism has been given the status of industry, therefore, such delegation would be made applicable for uses related to the tourism industry.

Heritage City/Heritage Zone:

Heritage Zones and Heritage Cities would be identified by a committee for the preservation, maintenance, beautification and for providing basic amenities for the historical and cultural heritage of the state. Only regulated construction would be permitted preserving old architecture, within the notified
areas of these identified Zones/Cities and no multistoreyed buildings will be allowed to be constructed in these areas. The Committee will formulate guidelines and ensure their implementation by the Department of Urban Development. The constitution of committee will be as follows:-

1. Principal Secretary / Secretary Tourism - Member
2. Principal Secretary / Secretary, Urban Development - Member
3. Principal Secretary / Secretary, Housing - Member
4. Principal Secretary / Secretary, Culture - Member
5. Director, Department of Archaeology, U.P. - Member
6. Director General, A.S.I. Govt. of India - Member
7. Director General / Director, Tourism U.P. - Convener
8. Director of Tourism, Hill Area (for issues related to hills) - Convener

**Facilities of Forest and Irrigation Department**

Action will be taken through Forest Department for upgrading, maintenance and management of accommodation and other Tourism units in forest areas. The Uttar Pradesh State Tourism Development Corporation, Kumaun Mandal Vikas Nigam and Garhwal Mandal Vikas Nigam will enter into management for better operation of such units. Similar action will be taken for the units of the Irrigation Department.
Area Development Fund

The Government will establish special fund for the development of basic amenities and maintenance at major tourism centres and provision will be made for collecting maximum funds from private sources also. Representatives of the private sector, Travel Trade would also be included in the committee which will be set up for operating these funds.

Infrastructural Facilities at Pilgrim Centres

The Tourism Department will operate a scheme for yatri Niwas/Dharamshala on vacant land in religious places. Infrastructural facilities viz. Approach road, electricity, water supply, toilets and sanitation facilities will be strengthened and expanded at the pilgrim centres of the state.

Coordination with Tourism Finance Corporation of India

The Tourism Finance Corporation of India provides loans for projects related to tourist industry. Coordination will be established with them, and they will be requested to open an office in Uttar Pradesh.

Joint Venture Projects

The U.P. State Tourism Development Corporation, Kumaun Mandal Vikas Nigam and Garhwal Mandal Vikas Nigam will establish joint venture or lease hold tourism projects in collaboration with the private sector.
**Energy /Electricity**

Recognised Tourism units have constructed 33/11 K.V. independent feeders linked to primary electrical sub-stations at their own cost will be exempted from electricity cuts for five years except in emergencies.

**Facility for Non Resident Indians**

Non-Resident Indians will be encouraged to invest in the Tourism sector. Such investment would primarily be invited in infrastructural activities. Highest priority would be accorded to proposals received from NRI's and all facilities would be made available to them. Such proposals would be accorded all sanctions on priority through "Paryatan Mitra". All informations will be available to them on Internet. Preliminary information will be made available through U.P. Investment Centre of the department of Industries in New Delhi. Efforts would also be made to ensure that NRI's visit the religious historical and tourism sites in maximum number.

**Incentives to the Private Sector for development of Infrastructural Facilities**

(i) **Industry Status to Tourism** : Tourism has been given the status of industry in the state. Accordingly, Government orders will be issued making tourism eligible for all the benefits available to the industry. Only such units which
comply with the prescribed norms of recognition and whose projects have been approved would be eligible for these benefits.

(ii) **Luxury Tax**: Luxury tax will be levied on such hotels which charge a rental of Rs.1000/- or above and the norms and procedures for the assessment of luxury tax will be rationalised.

(iii) **Subsidy Schemes**

(A) A 15% capital investment Subsidy Scheme subject to a ceiling of Rs.7.50 lakh will be introduced for non recurring expenditure incurred on establishment of such heritage hotels which are established in conformity with the standards formulated by the state government and avail of institutional for reconstruction, expansion and furnishing. Special efforts will be made to attract Non Resident Indians in this direction.

(B) A subsidy @ of 10% subject to a ceiling of Rs.5.00lakh will be given on investments in the new identified circuits and for projects approved by the financial institutions. These benefits would only be available to such tourism units which are in conformity with the prescribed guidelines and where projects have been approved. Special efforts will be made to attract Non Resident Indians.
Tax Holiday

1. All recognised tourism units of the State shall be entitled for the facility of exemption/deferment from luxury tax for a period of five years from the date of commencement of operations.

2. New Ropeways established in the State shall be eligible for the facilities of exemption/deferment of Entertainment Tax for a period of 5 years from the date of commencement of operation.

3. New Tourism units which are recognised will be eligible for trade tax exemption on the pattern of industrial units and the restaurant located in them will be eligible for total exemption/deferment of trade tax for a period of five years from the date of commencement.

4. Programmes shown on television channels in hotels either through dish antenna or cable operator shall be eligible for a compounding scheme to assess the levy of entertainment tax on the concerned hotels/tourism unit.

5. Units recognised under the Paying Guest Scheme with a capacity of upto 5 room (maximum of 10 beds) shall be exempted from Trade and Entertainment tax.

6. The State government has exempted existing and new amusement parks from entertainment tax vide G.O. No. 741/11 ka.sa. v-6-98-30-E-B-4(12)/90 dated 22-02-98 of Department of Institutional Finance, Section-6.
**Grant of Loans**

The U.P. Finance Corporation and PICUP will extend loans to tourism related activities as per normal terms and conditions on the pattern of other industries.

**Tourism Self Employment Scheme**

A Tourism self-employment Scheme has been prepared for the hill areas of the state with a financial assistance subject to a ceiling of Rs. 10.00 lakh for starting tourism units such as Fast Food Centres, souvenir sale outlets, buses, operation of taxies, purchase of equipment for adventure sports, 10 rooms small hotel and lodging facilities, information centre /restaurant with P.C.O. facilities, Tent houses facilities and projects for establishment of garages.

**Bar Licence**

The facilities for Beer Bar licence is available for ITDC and UPSTDC units, but private sector units are not eligible. Such facilities for beer bar licence would also be made available as per rules to recognised hotel units in the private sector which have restaurant facility. The department of Excise would accordingly make appropriate amendments in their policies and frame the rules within two months from the issue of this policy.  

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Simplification of Approvals

The number of approval required from the different departments for establishment of tourism units is very large, which puts the entrepreneurs to great inconvenience. A study will be undertaken to give recommendations to reduce their number so that entrepreneurs can establish tourism units with ease.

Role of Corporations:

The UPSTDC is currently making operational profits and its cumulative losses will be wiped out in the next year. In future the Corporation will only operate profit-making units and those with the propensity to make loss will be privatised. The powers for giving tourism units on five year contracts to private entrepreneurs in terms of the privatization policy issued vide G. O. No. 1049/41-98-249/90 dated 27-05-1998 will be delegated to the Corporation. Important units located in the circuits enumerated in para-4(1) will be upgraded and expanded speedily and be made suitable for foreign tourist by according them star categorization. Provision will be made for this purpose by making arrangements for grant of share capital, Central assistance and by obtaining loans. The Corporation will frame and operate new profitable packages in collaboration with the other hoteliers in different units so that they can provide better services. It will also enter into agreement with reputed foreign and domestic agents to market its units more attractively to tourists.
Similar activities will be undertaken by Garhwal and Kumaon Mandal Vikas Nigam.  

**Step for Organizational Strengthening**

The Government of Uttar Pradesh will also undertake and execute the following work under the tourism development and industrial policy.

(1) **Setting up of Tourist Police**

The Tourist Police will be created under the Home Department for prevention of harassment of tourists and for tourist assistance, guidance and safety. Five Chetak Gypsies each will be stationed in Agra and Varanasi in the first phase for this purpose. Such Gypsies will have distinct colour to be decided in consultation with the Tourism Department. The policemen deployed on such duty will be those who have been specially selected and trained for working at tourist place. These policemen should have the basic instincts of politeness, humbleness and helping attitude towards the tourists. The Tourism Department will make necessary arrangements for such training.

(2) **Renovation of Ancient Buildings**

Government, Semi Government and non-government organizations will be recognised for repair, maintenance and execution of renovation works related to ancient buildings and the Departments of tourism and Archaeology...
and District Collectors will be permitted to take up renovation works of such building on fixed terms and conditions.

(3) Power of tourism Department

Government will provide legal powers to the officers of the Tourism Department to regulate various activities of the protected and important monuments in tourist places. There should be a planned development of such places in order to prevent encroachments and keep the unwanted elements and touts under check.

(4) Development of Adventure tourism:

(a) Draft Rules have been finalized to regulate adventure tourism activities, and they will be notified shortly.

(b) Department of Tourism will facilitate permission of bungee jumping from the bridges and allotment of beaches for river rafting for a period of 5 years at a time, through Inter Departmental Committees.

(5) Eco-Tourism:

(a) In ecologically sensitive areas eco-friendly tourism activities will be initiated.

(b) Development of Jungle Safari services.

(c) Trekking facilities on forest pathways.
(d) To facilitate permission for catch & release of Mahasheer fishes outside National Park areas and hilly rivers / water springs as a recreation activity.

(6) Privatization in Hill Region:

The policy of privatization which has been implemented with regard to the properties of the Tourism department in the plains of Uttar Pradesh will also be implemented with regard to the units operated by the Kumaun Mandal Vikas Nigam and Garhwal Mandal Visas Nigam and other assets of the Tourism Department in the Hill Region.

(7) Cultural Tourism:

In order to promote cultural tourism, Department of tourism is organizing many festivals with the help of Department of Culture. Besides, there are several traditional fairs and festivals organized in the State. In order to facilitate Tourists, Travel Trade/Tour Operators and also to help tourists to make their programmes in advance, the calendar of fairs and festivals for the next 10 years will be publicized and circulated in advance.

(8) Single table under Single Roof System:

To facilitate issue of licences etc. for tourism industry Single Table under Single Roof system will be introduced at the District and State level.
(9) Craft Villages and Craft Markets:

Crafts villages and Crafts Markets will be established as per need in tourist places. Priority will be given to the establishment of craft villages at Agra, Sarnath and Lucknow in this series. This step will not only help in the development of tourism but will also help in the promotion of Small scale and cottage industries through the promotion of handicraft products. The cities of Agra, Sarnath and Lucknow have been kept on priority because of the existing potential of international tourists in these places.

(10) Advertising and Publicity:

To publicise U.P. Tourism domestically and abroad an Internet web site was put into service on 27th December 1998. Wide publicity will be ensured for U. P. Tourism by making presentations in important cities of the Country, participating in seminars and travel trade markets in India and abroad by advertising and by publishing tourism literature and appropriate circulation of the same. Tourism Information Centres will be established at all Airports of the State, so also at the Railway Stations and Bus Stands of all major tourist centres. "Uttar Pradesh Show" will be organized every year in a selected country. For this purpose 5 countries will be prioritized to organize this show by rotation. For all these activities up to 15% of the plan allocation of the tourism sector will be allowed to be utilized.
(11) Promotion of tourism through films:

Wide attempts will be made to attract tourist by disseminating information related to beautiful places of Uttar Pradesh to the producers and providing them to make and display feature films and video films based on such locales.

(12) Tourism Organization:

A "Research Cell" and a "Festival Cell" will be constituted in the Directorate of Tourism. The research Cell will gather tourist related information and statistics to prepare a data bank and to give advise to the Department from time to time. The Festival Cell will prepare publicity materials on each festival and promote them by disseminating information in advance in India and abroad and will also co-ordinate conduct of the festival in a better manner. Regional Tourist Offices will be established in each Division and local tourist Offices will be established at major tourist centres.

(13) Modernisation:

In order to modernise the functioning of Tourism Department and Corporation computerisation and development of electronic communication facilities will be undertaken.
(14) Consultancy Services

Keeping the special requirements of tourism development in mind consultancy agencies having special knowledge and experience will be selected and utilized for planning, implementation and evaluation. Sufficient budgetary provisions will be made for this purpose.

(15) Human Resource Development:

(a) Department of Tourism will construct a new building for Tourism Management Institute and will provide training in various tourism related trades through this Institute.

(b) Tourism Management Institute will be upgraded and established as an autonomous institute.

(c) Food Craft Institute, Aligarh will be upgraded and made more advantageous.

(d) A new Hospitality Management Institute will be established at Varanasi.

(e) Sufficient number of trained guides will be given license at State at local level and their services will be utilised.

(f) Adventure Tourism Institute of Didihat and Jeoligrant Institute will be expanded.
(g) Hotel Management Institute of Dehradun and Almora will also be expended.

(16) Awareness about tourism

The general belief that tourism is an activity of elite will be removed by exposing people to the real, economically and socially beneficial side of the tourism. A liking for tourism will be generated amongst the people through a new awareness programme where by a favourable atmosphere will be created in tourist places to establish a healthy and smooth tourism sector.

(17) Inter-Departmental Co-ordination:

Inter-Departmental Co-ordination will be established among the tourism related agencies/departments like Tourism, forest, Irrigation, Culture, Archaeology etc. to work unitedly for maintenance, conservation, development and marketing of attractive tourism products.

(18) Constitution of 'Friends of tourism':

In order to ensure Inter Departmental Co-ordination and removal of difficulties faced by private entrepreneurs a committee called 'Friend of tourism' will be set up as given below to take case by case decision:

1. Chief Secretary Chairman
2. Principal Secretary/Secretary,
Uttaranchal Development Member

3. Principal/Secretary/Secretary, Finance Member

4. Principal/Secretary/Secretary, Planning Member

5. Principal/Secretary/Secretary, Cultural Member

6. Principal/Secretary/Secretary, Tourism Member

7. Principal/Secretary/Secretary, Industrial Development Member

8. Any other Principal/Secretary/Secretary, concerned Member

9. Divisional Commissioner Concerned Member

10. Director General/Director Tourism Member/Convenor

11. Director Tourism Hill Region Member/Convenor

(19) Autonomous Societies at District Level:

District Tourism Promotion Councils will be set up under the Chairmanship of District Collector to take up basic promotional activities and create suitable atmosphere for the development of Tourism at District Level. These societies will be registered under the Charitable Societies Act and will implement their programmes with the grant given by the Tourism Department and also by mobilising funds at local level. These societies will have representatives of important related Departments of the government and
representations of the people. At least one important tourist centre will be identified and developed in each district by these societies.

(20) Tourism advisory Committees:

Tourism Advisory Committees have been constituted at the Division and State Level. These committees will give their recommendations on tourism-related problems, activities and development programmes.

(21) Development of Inter State Circuits:

Inter State Tourism Circuits will be developed by linking the important tourist places of other State across the borders of Uttar Pradesh with our circuits.

(22) Role of Government of India;

Suitable arrangements will be made by continuous liaison with the related Departments of Government of India such as Civil Aviation, Railways, Surface transport, Waterways Authority and External Affairs to facilitate smooth arrival entry and movement of domestic and foreign tourist into Uttar Pradesh. Under this policy attractive packages/concessions will be given to prospective entrepreneurs for capital investment in Uttar Pradesh in the tourism sector. This has also added one more important feature to attract the capital investment through the wider publicity of and exposure of the tourism industry as a whole not only to the domestic entrepreneurs but also at the
international level. This is evident from the participation of the Department of UP tourism in natural and international conferences / seminars. Not only in participation, but the Department is also engaged in organising tourism presentations, seminars, conferences at various places in India and abroad. During 1997-98 such presentation were held at New Delhi, Mumbai, Varanasi, Chandigarh in India and in New York, Chicago (USA) and Frankfurt in Germany. The process continued in the succeeding year 1998-99 in the cities of New Delhi, Calcutta, Mumbai, Ahmedabad and Chennai in India and abroad in the cities of Hong Kong, New York, Chicago and Madrid. These kind of seminars were well represented by the organisations / entrepreneurs associated with tourism industry. This helped in projecting Uttar Pradesh as a target region for travel trade, and Agra being the main tourist destination of Uttar Pradesh gained much importance than any other region.

Keeping the importance of publicity for the proper marketing and exposure of tourist attractions, tourist activities and facilities at the national and international level, there is a lot of emphasis given on a properly planned publicity by the Department of Tourism UP. Now a days the world has become very small through one particular media i.e. Internet facilities. Keeping up at par with the pace in this field of silicon, UP Tourism has also launched its website www.up-tourism.com. The site contains all the latest factual information for the internet users in India and abroad as well. Further for the promotion and publicity through computers CD Rom is also being produced.
under the caption 'Come India- Feel India'. Action is also being taken for producing Audio Cassette Tour Guide. New logo of the Department of Tourism has also been released. To acquaint tourists with the glorious, spiritual and cultural heritage of Uttar Pradesh and to promote cultural tourism in the state, the Department organises various activities. The Taj Mahotsava organised in Agra is such an effort for the promotion of the tourism in Agra. Considering the quantum of tourist potential of Agra, a Heritage fund with a corpus of Rs. 4.56 core has been set up for the preservation of environment and development of infrastructural facilities. Apart from this, efforts are being made to open Taj Mahal in the night for tourist. The Railway Ministry has also agreed to strate "Passage to India" a luxury train on Mathura Agra Corbette Lucknow route."
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CONCLUSIONS & SUGGESTIONS

Special incentives given to tourism Industry by the government

In the present scenario of the crisis in the tourism Industry, the Indian government has shown some benign attitude toward the fighting of the present scenario. There are several measures which have been declared by the government in this regard. The various announcements made by the government are:

(1) **Service tax on catering exempted**; To provide some respite to the hospitality industry suffering from an economic tailspin due to a drop in tourist arrivals, the government has decided to partially exempt it from service tax. Moreover, the budget allocation for the Tourism Department has been hiked from Rs. 25 crore to 51 crore. According to a statement issued by the Tourism Department, the Finance Ministry has approved a proposal to exempt the Hotel Industry from service tax on revenue earned from catering. This means no service tax would be levied on bulling, which involves renting of a hall or conference room along with catering services. The industry's general reaction towards tax exemption is one of better late than never. In the words of Mr. Shyam Suri Federation of
Hotel & Restaurants association of India “we are very happy that our request has been granted after three year of lobbying”. This will give some relief to already heavily tax industry. “Originally the tax was designed to include mandap owners and outdoor caterers, so, the decision to exempt hotels is a positive step towards tax rationalisation”, said Mr. R.K. Puri secretary Hotel Association of India. He also said the additional amount allocated in the budget would be used for overseas marketing to promote India as a safe destination for overseas tourists and to develop infrastructure in places.

(2) **Other Exemptions:** The New tourism Policy of Uttar Pradesh has provisions for exempting all recognised tourism units from trade tax, entertainment tax, luxury tax for five years, from the date of commencement. Emphasis has been laid on wide publicity through media besides introducing single table system, setting up of ‘Paryatan Mitra’ and ‘Tourist Police’. Heritage Zone and Heritage City will also be set up under the New tourism Policy to preserve and protect heritage in Uttar pradesh.

Infrastructural facilities will be developed at all the religious places. Stress will also be laid on new channels i.e. Yoga, Ayurveda, Naturopathy, Adventure sports etc. The number of inspections in hotels will be reduced and luxury tax will only be levied on such hotels which charge a rental of Rs. 1000 or above.
(3) **Provision of facilities of various cities:** Agra itself is known to the world for its historical monuments. Of late, a new highlight to the city in the form of “Sound and Light Show” has been added. Keeping in view the increasing number of tourists in cities like Agra, Varanasi, Lucknow, Dehradun etc, special efforts are afoot to provide national/international air services to these cities, U.P. Tourism through a memorandum has requested the Government of India, which proposes landing and taking off facility and grant this facility in the night also to foreign chartered airoplanes at Agra airport, to convert airports of Agra, Varanasi and Lucknow into international one by adequately developing them.

(4) **Publicity:** Considering the multi dimentional importance of publicity sector in giving adequate exposure of tourist attractions, tourist activities and facilities at national and international level, much emphasis is being laid on plannned publicity by the Department of Tourism, Uttar Pradesh. In order to communicate the latest factual information to those interested in India and abroad, Uttar pradesh Tourism Department has entered the Internet age by arranging website. The website is www.uptourism.com, CD rom is also being produced under the caption ‘Come UP-feel India’. Action is also being taken for producing ‘Audio Casette Tour Guide’. New logo of the Department of tourism has also been released. To acquaint
tourists with the glories spiritual and cultural heritage of Uttar pradesh and to promote cultural tourism in state, the Department of UP tourism organises various activities such as Taj Mahaotsava in the city of Agra.

**Events which have promoted Agra as a highlight feature:**

Besides all the efforts, planning and measures which are on plan and which are to be adopted for the promotion of Agra, there are various events which are organised or conducted in the city of Agra, keeping the attraction of the city in background for the promotion of this city, and these have produced a result of great importance. There were few events organised in Agra and which have promoted or propagated the city through the commercial point of view, where as some of the features were on the political front while there were some others which were on the entertainment media like the television shows, music concerts and the filming of various movies and songs. The list given below gives a brief account of the events which have promoted Agra as a centre of attraction down the years.

**The Yanni Show (1997)**

One of the greatest composers of the world Mr. Yanni had a life long desire in his heart to play some symphonies and compose some new melodies which he has planned to be rendered in the background of Taj Mahal. This longing desire of the great musician and composer came into reality when all things
were organised and he got the permission from the Government of India to play and fulfill his desire of playing music in the background of the Taj Mahal in 1997. The day came and it was the month of March, things were organised and special lighting effects and arrangements of sound system were set up on the opposite bank of the Taj Mahal, on its southern end. The show was so successful that it pulled a crowd of thousands into the concert show by the name “Live Yanni by Taj”. The show was filmed and its telecast was shown to the people all around the world and in this way, through the combination of “Yanni’s music by Taj”, this city and this wonder of the world got much publicity and promotion which it never got before. The impact through this promotion resulted an increase of the good percentage of people all over the world to watch the show and the telecast of the show further resulted in the increase of the number of tourist arrivals in Agra.

The Filming of Indian TV Show (1999)

If Yanni show was an effort in the promotion of Agra to the people all over the world, there was also the shooting and filming of the other two TV programmes again held during the month of March in 1999 which helped a lot in the promotion of Agra as a tourist destination. These were the Musical shows of the most popular entertainment channel of India, Zee TV and the programmes were CLOSE UP ANTAKSHARI and TVS SAREGAMA. Both the shows which were hosted at the same place against the background of the Taj Mahal were mega successes, as approximately all the great singers of India,
either classical or modern gathered under one umbrella and that was Music with Taj. The popularity of these televisions shows have done wonders in the Indian subcontinent and this is also a very popular media in the Gulf and Middle East countries as well. In this way the tools of promotion of Agra was combined with an already popular channel and the visual effects of lighting on Taj gave its looks like it had never before. The satellite channels are on air, at international level, so the viewers of these channels have got the concealing message of invitation to the city of Taj, by these two great events.


Yanni's show and the musical shows of Zee TV helped in attracting the attention of the music lovers and people through entertainment, there was September 2000 which witnessed the conduction of the annual Travel Agents Association of India meeting at Agra. It was approximately after 26 years that the TAAI has selected Agra as its centre for its annual meeting. This resulted in the gathering of the people involved in the tourism industry from all over the country. There were many people who explained this city with new dimensions and new looks. The prejudices of the people have been broken down and the people from all over the country had witnessed and enjoyed the pleasures of the city. This proved to be quiet helpful in the promotion of tourism of the city of Agra and the most important reason being that it was the group of those people who are involved in the trade and were the true tools in the category producers and promoters of the services of Tourism.
The Presidential Meeting Place

This is very much evident from the events organised down the years that efforts has been made in the field of promotion of Agra as a Centre for visitors. The above events clearly describes the promotion of the city in combination with popular entertainment media and through the collection of people involved in the trade. There was one more area and that was the highlighting of the city on the Political front. It was in 2001 that the Indian Prime Minister Mr. Atal Bihari Vajpayee and Pakistan President General Parvez Musharraf decided Agra as a venue for their talk for the improvement of Indo-Pak relation. Though the talk was not very successful, even then Agra was in limelight by the media and news channels like a hot cake.

Other Events

Apart from all the above there are other events which have been organised down the years from time to time. These events include organisation of conferences and seminars by the different organisations and companies related in their respective fields. Be it the software companies, the pharmaceuticals, the mechanical companies etc., they have organised and conducted conferences and seminars in different hotels/places from time to time. These events do not have created the impact of promotion like the other things but in a way they have created a taste of Agra as a city for attraction for the people coming to this place. Their visits might result in generating the
arrivals of the tourists to Agra, when they share their good experiences and pleasures about their visit and stay in Agra. This kind of impact shows a more prominent result than any other tool of promotion, as the feedback which a person gives in through his own shared experiences and practical observations, hence the person receiving the information makes its impact congruent to the practicality. The same information if provided through some media or channel or any agency in between may include some gimmick or hidden harsh facts, which is not the case with the version of his friends or relatives.

The Kite Festival

Flying kites is an old traditional game of the people of India. There were many places in India which are famous for kite flying and kite flying is an integral part of the lives and social customs and traditions of people residing in those places. There was an effort made by the Uttar Pradesh Tourism in Agra, that an event was held in February 2001. There were people from all over the world who came to Agra just for flying kites in front of the Taj Mahal. Again the venue was same, the northern side of the Taj Mahal opposite the bank of river Yamuna, where people all over the world with different designs and colours of kite came and a sort of competition was held showing the technique and engineering of the kite flying. There were kites of the shapes of serpent, gliders, a series of kites tied in one string, the kites having the holes within them and many others. Though, the event was not on such a large scale as
there were Yanni Show or the Antakshari of Zee TV, yet it was a sort of a milestone in raising one more orientation in the field of promoting Taj Mahal as one of the backdrop against a new thrust area i.e. 'The Kite Flying festival' on the bank the Taj Mahal.

**Shooting of Various Movies and Videos**

There was a point taken up in the Tourism Policy 1998 to promote Uttar Pradesh and specially Agra through filming of movies and songs and this point was taken up in practical and has been quiet successful. There can be a list made of movies and video songs which have been shot in Agra and specially keeping the Taj Mahal in the background. The names of the movies include **Pardes** in 1997 by Subash Ghai, **Jeans** (1998) **Tera Jadoo Chal Gaya** (2000), Songs in the movies like Bichhoo, video songs like "Meri Jaan" by Vasundhara Das and "Nari Nari" by Hisham Abbas. The list also includes the ad films of Coca Cola, etc. This promotion through the films has been made possible only by the efforts of the UP Tourism and the Archaeological Survey of India by granting the permission to all the producers and film makers who have done their job excellently well by showing and promoting Taj Mahal through their cameras. The list also includes several south Indian movies like ‘Iruvar’ etc. which has shown its impact in the regional areas of south.
Things/Events which have adversely affected tourist market:

If the early nineties were prosperous years for the growth of Tourism Industry of India, there were many events/mishappenings which have effected the tourism industry in negative growth. The political unsuitability of India as a whole has overall placed harmless in the incoming traffic to India. In 1990 and 1992 the communal riots during the months of December has already effected the tourist arrivals. There were many cancellations during that season which was supposed to be peak season for tourist arrivals. These disturbances had posed a total negative image of India as a country of political uncertainty and land of great risk and danger. Agra being a part of this country could not escape from the eclipse of this malignment, which was true up to an extent. When the tourist traffic started picking up its volume and pace, there was again a setback in 1994 in the form of the rumours and news that was about the spreading of Plague in Surat, Gujrat. This up and downs from the existing environment and scenario has always effected the tourism business and posed a negative impact on the tourism market of Agra and India as a whole.

Moreover, there were Nuclear tests that were performed in Pokharan in 1998 which caused a feeling of anger and annoyance among the citizens of America and Europe. The people there have very patriotic feelings about their country and following this annoyance of their nation as a whole, they started boycotting India as a tourist destination in total. This further reduced the traffic.
of Americans and Europeans towards their choice of holidays as India. Last but not the least, it was recently in September 2001 when whole of the United States witnessed a black Tuesday after the suicidal attacks from the planes of United Airlines following the collapse of World Trade Centre and attack on the Pentagon as well so that incident has proved a bad omen in the Tourism Industry of India and the negative results are still going on following one after another.

Hence analysing the total scenario of Indian Tourism Market, the events of unstable conditions here and the coverage and highlighting of these events through media has resulted in the negative orientation of the tastes and preferences of the people of the world in terms of choosing India as a destination of their dream holiday.

**Orientations in Different field for Tourism Promotion in Agra**

Other Thrust Areas in which tourism can be developed in Agra by the promotion of advertising such as :-

1. **Destination for Orchid lovers** :- The varieties of flowers which are part of Indian flora can play a key role in promoting the Agra as destination for the lovers of Orchids, either professional or amateur. According to current estimate, there are some 20,000 species of orchids in 800 genres.

There are variety of flowers which have strange and interesting names, that may easily attract any patriots or the lovers of fragrances and colours from the orchids e.g. Seeta Pushpa (Rhynchostylis retusa), is the name of an orchid
which is derived from the legendary epic Ramayana indicating that Sita is believed to have adorned herself with it while she was in forest. Similarly Draupadi Pushpa (Aendes multiflora) is the orchid that has reference in Mahabharta. Jehangir himself was a connoisseur of orchids and gardens. This contributions in this regard may not find its evidences in Agra, but the Shalimar and Nishat Gardens of Kashmir are still telling the stories of his passion for gardens & flowers. The Mughal Garden in Delhi is also an example for the exhibition of flowers. If not exactly Mughal Gardens, Delhi, something similar can be created in Agra, which may be result oriented. An effort in this regard is the demonstration of FLOWER SHOW which is organised every year in the Golf Ground of Circuit House of Agra. But the limitations with this short term event is that it lasts only for a couple of days or so. Moreover this show is not reflected as the Highlight of the month and it fails to gather that much viewers from overseas as any other event in India is doing. This only serves the purpose of entertaining and exhibiting the local residents of Agra and not the outsiders.

However if this show is published properly or any garden lawns of Taj Mahal or any other monument is developed like Mughal Gardens, this may serve and will prove to be fulfilling the role of publicity and promotion of floral exhibitions in Agra. There may be an additional step in developing Orchid Sanctuaries in Agra like the Government of other states are doing e.g. Sersa
Orchid Sanctuary in Arunachal Pradesh, Takdah in West Bangal, Saramsa in Sikkim and Barpani in Mizoram.

2. Development of Medicare & Yoga Spiritual Centres in Agra :- Some Orchids which are a part of Indian vegetation, play some very important role in medical healing. Many of herbs and flowers serve as the base for preparing Herbal & Ayurvedic Medicines. These herbal medicines and vaccines are becoming very popular in the western countries. Many people travels from their home countries to get the herbal treatments. The state of Kerela has developed many such centres for promoting the Herbal and Ayurvedic medicines and massage centres. Herbal massage is one of the major highlight of promoting Kerala as tourist centre. If such kind of centres are going to start, there is one thing certain, that people from abroad will definitely chose a holiday with Taj+Ayurvedic Medicare, rather than 'Beaches+Ayurvedic Medicare' catering the requirement of Ayurvedic Medicare to the tourists coming to Agra.

However in case of Yoga and Spiritual Centres, the case is not of complete absence. There are some Yoga centres in the nearby area of Taj in the Cantt Area. Moreover there are also the lessons of Yoga and meditation gives to the staying tourist in many hotels such as Mughal Sheraton, Jaypee etc. But neither of these centres nor the instructors or gurus in the Hotels are serving purpose of making Yoga a highlight feature of promoting Agra as destination of Taj and Ayurvedic/Spiritual healing. If such centres are being
opened and publicized properly, this city will not only serve to fulfill the passion of cultural and visiting but also as the healing centre for those who are sick and suffering from diseases.

The Science of Ayurveda or Indian medicine has its roots in prehistoric or pre Vedic period from about 2700 BC. To 1500 BC, the period much before the Mughals. But this ancient city of Agra can still find some of genius of the field popularly known as Hakeems among the local natives of India and the art of this practice is known as Hikmat. These science or the nobles/practitioners of the sciences of Ayurveda or Hikmat have been eclipsed in the popularity of the modern world and the advent of science and technology. The western world is paying attention to these parts of sciences as well nowadays. Apart from the Medicare, Ayurveda also provides beauty care through its umpteen advantages. Beauty management through the use of Ayurvedic methods is also one of the important features of the advantages of Ayurveda.

The Indian civilization having an age of more than 5000 years and it has contributed something in each era which has provoked the people all over the world to visit India. Now a days there is a development of a tendency of the western world and that is to go back to the nature and find solace and comfort from it. Health is also becoming connected with travel and tourism. We have a health system which is as old as Vedas and Puranas and survived the ages. This system is derived from nature and age old practices and many people travel from for to obtain help and permanent care. The Arabs and
Chinese coming to India for the same reason have many evidences in history. India is famous for its spas which have immense medical qualities and with proper management of these leading centres will became major tourist attractions and proper management of these centres will prove a value addition to the existing tourist destinations. The nature therapy also includes the Ayurvedic treatment of the suffering bodies.

3. **Agra as Promotion Centre for Gourmets:** - No other country of the world can host of such a vide range of food and drinks as does India. And more so, in the months of summer the variety of dishes ranging from the marine food, to the vegetarian dishes, the great Mughal Kitchen dishes to the delicious deserts having a peculiarity of some particular region. No visit to India is complete without experiencing the rich flavours of Indian cooking. And the food is not necessarily chilly. One can enjoy the non vegetarian delicacies of traditional Mughal kitchen such as Chicken Dopyazah, (named after one of the courtiers of Akbar, Mulla Dopyazah), or a person will definitely love the traditional Indian sweet meats made from the thickened milk called Khoya. Cool delights like creamy kulfi and rasmalais acquire a unique flavour when served in earthen cups called kullads.

Cardamom filled Gulab Jamuns, saffron flavoured cashew nut burfees and crisp squiggly jalebies are other favourites. Summers in India gives the best choice of tropical fruits and vegetables and the best way to have them is the way to locals do. Without under fuss and cooking Freshly cut juicy red
slices of water melon, crunchy sweet rings of sugarcane popularly known as ganderis, lovely ripe pineapple, the likes of which no canned product can match and mouth watering mangoes. There should be actually an entire food festival which should be organised in Agra and publicised at international level. There is not a single point where India lacks behind in catering world class cuisines to the people, but the only feat is that proper orientation towards the marketing of this particular section should be properly taken.

The weather is also just right for a chilled glass of fresh fruit. Juice or thick creamy milk shakes, summer is also the best time to wash down a hearty North Indian meal of barbequed chicken and roti (local bread) with a tall frothy glass of whipped yoghurt called lassi, which can be enjoyed both sweet or salty or a glass of butter milk (Matha).

4. Promotion of Agra as a tourist destination through Fairs and Festivals:- Fairs and Festivals play an important role in the development of a place as an attraction for the visitors. The best example of this can be revealed from the Kumbh fair of Allahabad. Lakhs of pilgrims go to the city of Allahabad to take a dip in the holy waters of river Ganga and to attain "Moksha" or salvation in their life after death. In lakhs of pilgrims go for religious purposes then thousands of people go to attend the fair and to see the people doing the religious ceremonies. Similarly there are other fairs and festivals which are celebrated across the whole country of India and serve the purpose of attraction people to that place.
In the city of Agra also there are some events organised and during those events, Agra is highlighted as the destination for people to visit under the banner of generation of the event. As such there are many fairs, which are celebrated in Agra which have some religious, cultural or commercial importance, but they play a very little role in promoting Agra as tourist destination during that particular fair or festival. The famous religious fairs of Agra include the Kailash Fair and Basant Fair, which are celebrated by the local residents of Agra. However, the fair which has a role in promotion of tourism in Agra is the 'Taj Mahaotsava' held during the every year between 18 to 28 of February. This is the most important among its fellow festivals to attract tourist because this time Agra enjoys its peak in terms of climate. The winters are not very harsh and the summers are far, so optimum cold is remains present in the atmosphere and people lovingly call this period as 'pink winters'. This time around the young buds blossom into orchids. Perhaps this is the best time to visit Agra, specially for a person who is used to European or Mediterranean climate. The venue of this Taj Mahaotsava or the Taj fair is Shilpgram, approximately at a distance of one kilometre from the Eastern gate of the Taj Mahal. The ground is decorated like a true open Air Exhibition, where one can find the stalls and shops of Indian handicrafts, marble inlay works, Indian cuisine from different states of India, Goods of leather etc.

This fair lasts for about 10 days and out of which at least three or four days are scheduled for a cultural event to take place. This cultural programme
may include either a classical dance show by renowned dancer of India, or may be a Musical show either classical or vocal or may be instrumental, or sometimes it may also result in the dance show or musical night by any of the popular pop stars.

There is one main drawback of this Taj fair and i.e. most of the audiences of this event are local in habitants of Agra City and this crowd includes people from all sections of society. Majority of crowd attending the fair are not up to the mark of literate and gentle gentry. So the events of mischief, misbehaviours, eve teasing are very prominent there. This creates a negative feeling on the people coming from outside, be it international or domestic tourists. So all the efforts of promoting Taj Mahaotsava goes in vain. The limitation of the organizers are that they can neither ignore the local inhabitants nor the participation of international tourists can be left behind, which is one of the prime aim of this fair. Thus to control the crowd is the biggest problem for the local administration in the Taj Mahaotsava.

5. Agra as a centre of attraction for ornithologists: - The people who have a little bit of interest in birds or aerial creatures, apart from having some interest in the history, culture and glory of India, Agra is the best destination the nearness of this world heritage city to the two Bird Sanctuaries makes it an ultimate destination for the lovers of Taj and Birds. The two Bird Sanctuaries near to Agra are :-
(a) **Patna Bird Sanctuary:** Unlike its name, this sanctuary is not in Bihar but it is located about 50 km. from Agra District. This is a newly created area, whose foundation stone was laid very recently. This is located in Etah District. Here about 300 species of domestic and migratory birds are found. This project of UP Tourism costs about Rs. 25.91 lakh and includes two dormitories, banquet hall, lobby restaurant etc. The sanctuary is expected to draw more tourists after necessary facilities are made available there.

(b) **Keoladeo Ganga National Park or Bharatpur Bird Sanctuary:** This Sanctuary is located on the Agra Jaipur highway and is a two hour drive from Agra by road. Not less than 328 kinds of birds have been witnessed in Bharatpur Sanctuary. Out of these 117 are the migrated areas from Siberia and China. The shallow lakes present in the Sanctuary hosts a house for 80 types of ducks. This sanctuary offers many more things to its visitors. A naturologist can very well explain and guide things about the birds to a visitors. The bicycles can also be hired in the sanctuary or the Rickshaws are also a better deal to see the sanctuary. The rickshaw pullers also serves the purpose of local guides/social friends to the tourists. Unlike Patna Bird Sanctuary, Bharatpur Bird Sanctuary has some good venues for fooding and lodging. The two famous lodges are the ITDC Bharatpur Forest Lodge
and the Laxmi Vilas Palace Bharatpur. These two can serve and cater the needs of the visitors like the luxurious star category hotels.

6. Combination of Taj Mahal with other attractions :- The Taj Mahal in its existing presence is marketed as a monuments to visit and to enjoy its existing features. But there is another dimension of marketing this place as a tourist destination in combination with other attractions as bonus. These attractions include many things, for which some basic platform is present and some measures should be adopted to bring those attractions at par. Some of the examples of the possible combination of attractions are:-

Taj Mahal by the boat ride :- Taj Mahal is already located on the bank of river Yamuna, which is a gift to this monument as an existing potential of enjoying the pleasure of the viewing Taj by Boat cruise. The sufficient waters of the river Yamuna after the Monsoon rains can offer an exiting offer to enjoy the beauty of Taj from the northern side of the Taj Mahal. This side gives a unique picturesque look of Taj Mahal as there are no obstructions from the other bank of Yamuna. If some boats are lowered into the water and the tourist are offered the service of enjoying Taj on the boat with a boatman, it can be equally popular as the Gondolas of Venice. Any single effort in this direction will prove to be a boon in the regard of improving marketing and promotion of the Tourism in Agra.
7. Development and Promotion of Agra as a venue for Sports: Games and Sports event are very popular nowadays. Any sports event held in the particular region sets all eyes of the media and sports and game lovers to that place. This example can be best demonstrated by the cricket tournaments, which are organized every year in the city of Sharjah UAE. Though it is a land of desert, and yet there are basic infrastructure and facilities for the organization of cricket tournaments and trophies to be organized every year. This development of infrastructure i.e. construction of Stadium, cultivation of grass in the sands of desert is no less than a miracle. This is the best example of an inspiration of achieving the limits of sky. If someone can blossom the deserts and pull the crowds of thousands and lakhs for the particular reason of a sports venue, this can be the case with any other destination of the world.

Agra is such a popular city world wide, still there are no facilities and amenities for the promotion of the city as a centre of sports development. If there were any series or any One-Day International Cricket Match had been organized in Agra, it would have added an extra glitter to the shine of this beautiful city which has so much to offer, so much to cater for the people of all tastes and preferences. This is also an attraction for the sports loving persons and the team members of the various games of world. If any of the cricket team visits India on its tour of India, it definitely visit Agra. So there will be hardly any player of the cricket team who have visited India, but have not visited the city of Agra or The Taj Mahal.
If we consider and analyse the present available options and facilities for the development of sports and games, we find that there are no proper venues for the organisation of any tournaments or any sports event to be held at national or international level. There is only one stadium which exists in Agra and that is Eklavya Stadium located in the Sadar Bazar. The stadium’s size is also not that big that it can serve the platform for any international sport event to be held. Besides the size there are also no modern techniques or developments present which can serve the games at international level. There is also a Golf ground which is situated on the Taj Road behind the Circuit House, but till date this ground has not been able to conduct or organize any Golf Tournament which can place this destination into the limelight and can serve as a tool of promoting this Agra city as a destination for the Golf lovers as well.

8. Agra a venue for the Archaeologists:- The historical importance of this city of Taj has its vital importance in creating a chapter of today on the foundations of past. The historical buildings, monuments, mausoleums have in their own way revealed the period of the glorious past and many historians have declared their opinions and have done their publications and research work in describing the period of history after concluding their inference from these buildings. The remains and ruins of those buildings which are not intact gives an opinion or the idea about the life style, culture and life or the never returning era. This helps in drawing an image of the Indian history, which is not
very much evident from the literary works, accounts of the nobles, bibliographies and autobiographies of the people during that period.

The process of discovering new clues and evidences for the conception of past has never stopped and still going on with a steady progressive rate. The Government body involved in this process in the Archaeological Survey Of India, Agra Circle, Agra having its office at 22, The Mall, Agra. The ASI is working for the purpose of discovering new evidences form the buried history of past. Their area of work in the city of Agra and neighboring suburbs is excellent and very helpful in deducting the results. There were some excavations made in the city of Fatehpur Sikri and its neighboring areas.

Hence it is very much evident from the facts and analysis that if one can think of his or her dream destination in India the ultimate destination which comes into mind is the City of Taj Mahal, Agra. But the studies and the reports clearly reveal that the city is not witnessing the presence and stay of the desired number of Tourists, the number it should actually do. There are many things in which the city is lacking behind in spite of the presence of the enormous and vast potential present in itself. Thus there should be proper planning and promotion of Tourism which should be adopted by the collective effort of Public sector Organizations, Private sector organizations, the citizens of Agra city and above all the people involved in the Tourism Industry of Agra.
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