

30

TOURISM AS A GROWING SERVICE INDUSTRY

30.1 INTRODUCTION

You know that India has made a place on world's tourist map because of its great potential to attract tourists from rich countries. The capacity of foreign tourists to spare leisure-time and money for recreational tourism has led to its steady growth. A part of what we earn is spent to provide the necessary facilities to foreign visitors in tourist resorts of various types. In this lesson we will study the benefits of tourism and the way it has led to organise its activities.

30.2 OBJECTIVES

After studying this lesson you will be able to :

- assess the existing position of India's tourism from its profile;
- explain tourism playing its role as a service industry;
- discuss the development and promotion of invisible exports through tourism;
- analyze the impact of tourism on greater need for development of transport network and for organising other amenities.

30.3 PROFILE OF TOURISM IN INDIA

It is convenient to begin with an outline of all important aspects of tourism. It will be our reference point to understand factors explaining its growth. Since 1970s, South Asia the region to which India belongs, has barely managed to maintain its

share in the tourist Market. It has recorded only one percent of international tourist arrivals. India occupied 25th position in 1996 both in number of foreign tourists and in terms of foreign exchange earnings in the world. Even Hongkong and Singapore, the smallest in area in our neighbourhood, are ahead of us.

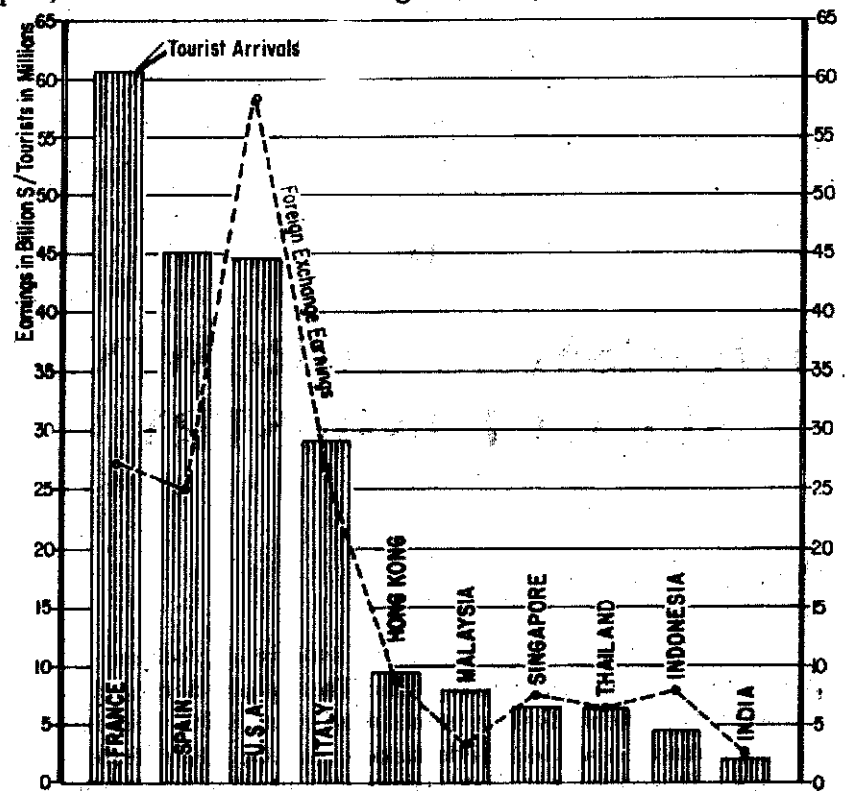


Fig 30.1 A comparison of tourist arrivals and foreign exchange earnings in a few countries

Yet these visitors have been staying for not more than 6 days in Singapore because of its having only 1000 sq. km area and its very high standard of living. On the other hand, their stay in India has on an average been of four weeks. From this viewpoint our share is not discouraging against the apparent four to six million a year visiting Singapore. However, the longer stay in India may be explained by the inexpensive or low standard of living in India and that for many tourists it is only a kind of home coming. The number of foreign tourists in India has increased from 17000 in 1951 to 2.3 million in 1996. Although there has been a proportional rise of about 30% between 1993 and 1996, our share is very small as compared to about 570 million such tourists at the world's level. Over a longer Period, it has remained constantly for less than one percent of world's total because has risen only by 1.18 million between 1980 and 1996.

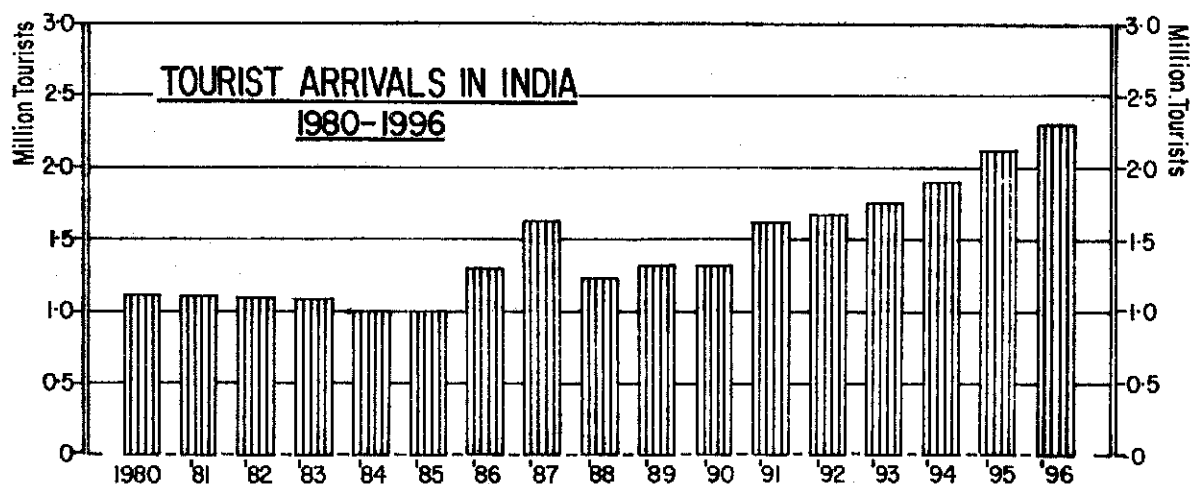


Fig 30.2 Arrivals of foreign tourists in India

It is found that every tenth human being is a traveller in the present day world and their numbers may rise to 800 million by the close of this century. Generally less than half percent tourist arrivals in India in respect of the global numbers, our country's position forms a poor contrast. Realising the significance of such an estimate, a target of 5 million tourists was laid down by India very recently, it has been only to be revised to 3.5 million due to lack of infrastructure and travel promotional facilities.

Until recently hardly 2 to 3 percent of our people could afford to travel to other countries. Now with the rise in the number of middle class people comprising prosperous farmers, entrepreneurs and professionals, nearly 15% of their population was recorded as potential overseas travellers in 1990. It is a significant indicator in another way that more than 100 million people a total higher than the population of most of the developing countries are placed in this category. Major destinations for the out-going Indians have been in the South East Asian countries and largely Britain in Europe. In 1990, 34% of them went out primarily for holidaying, 23% to meet their friends and the relatives and 30% on business visits.

Within the country itself, 2.3 million was the number of domestic tourists in 1996, inclusive of 1.5 million as pilgrim tourists. This number has, however, decreased from 5.5 million recorded in 1981. Some reasons for this decline can be easily imagined. More than half of the domestic tourists moved out of the seven states of Maharashtra, Madhya Pradesh, Uttar Pradesh, West Bengal, Karnataka, Gujarat

and Tamil Nadu. No true estimate of our pilgrim tourists could be made so far.

In days to come, even if ten percent of our people move out of their home states, it would involve a massive movement of more than 90 million people. This movement has one major though an invisible benefit of creating a feeling of oneness, our belonging to one country and to one nation. Home tourism also generates capital for investment to promote the cause of international tourism.

We earn a good chunk of our foreign exchange from what the incoming tourists from European countries spend in India. They form 38% of all tourist arrivals and nearly half if we include others coming from the North American countries. It is inclusive of the tourists arriving from Bangladesh and Pakistan. Yet even an increase from 24214 in 1994 to 40583 in 1995 of Pakistanis did not add much to our revenue because of their stay with their Indian relatives. This also holds good about the international tourists of Indian origin coming from the U.K and elsewhere. Infact this forms a large chunk of international tourists visiting India.

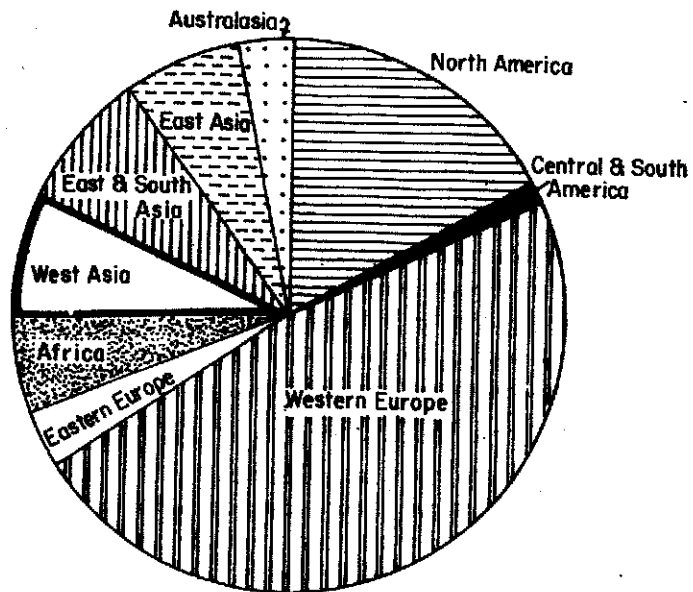


Fig 30.3 Foreign tourist arrivals from different regions

Out of world's foreign exchange earnings from tourism of 372.6 billion US dollars in 1995, India's share was only 2.76 billions or just 0.7% of the former. Study the position of India in foreign exchange earnings in 1996 shown in fig. 30.4 The poor state of our infrastructure, far lower than even the level of some developing third world countries, is one of the main reasons for such a position. But this small fraction amounted to no less than Rupees 2000/- crores in 1988 and rose to nearly 9000/- crores rupees in 1995. Our target is to raise it to Rs. 40,000/- crores by the year 2000 A.D.

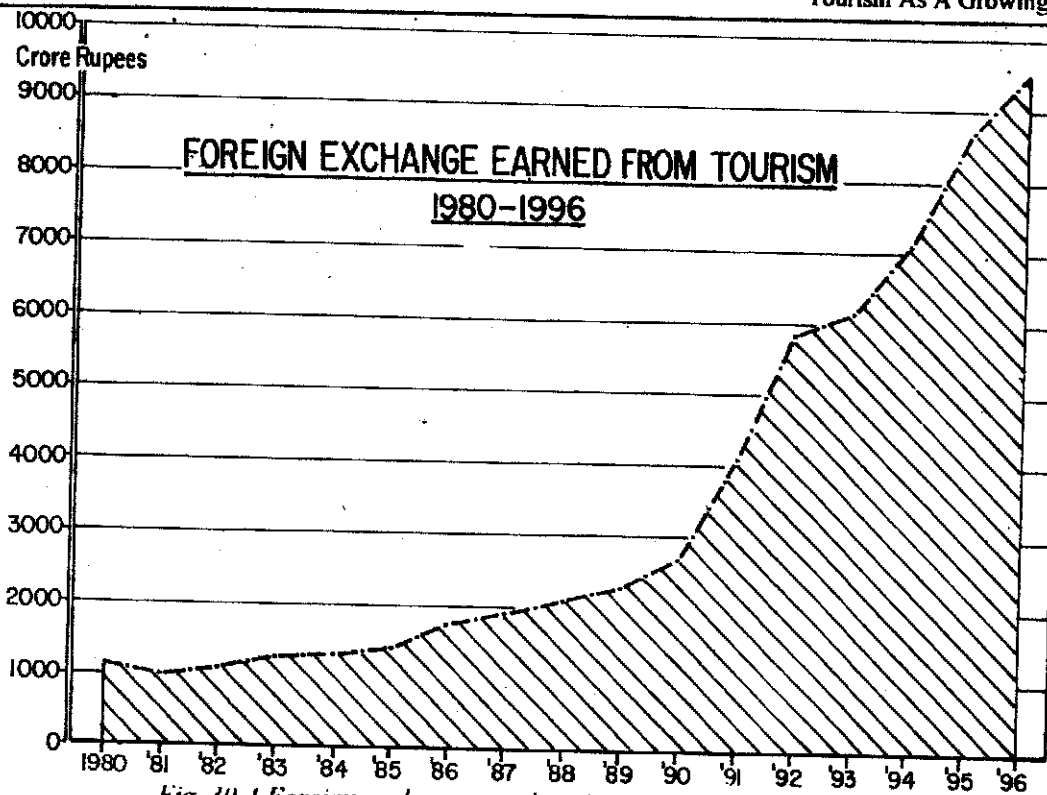


Fig 30.4 Foreign exchange earnings from tourism

After taking a note of the economic gains of international tourism and its relevance for building a favourable image of India, we face the challenge to develop mass tourism inclusive of its bad effects.

For the first time tourism was mentioned in India's second five year plan by including a scheme for the development of facilities at places visited by foreign tourists. This task was undertaken by the Central Government. The States were asked to attend to the development of a few places frequented generally by the middle class and low-income group of domestic tourists. It was in the sixth plan when the use of existing capacity for accommodating tourists was examined to form a correct estimate of future needs. For the first time, it was also felt that we shall have to be equally watchful to protect the environment in view of the increase in the number of visitors.

In the seventh plan (1985-90) period tourism was accorded the status of an industry by as many as 15 states. The exploration of the potential for sale of handicrafts, to open new forms of tourism and to organise circuit tours, was considered important. From this plan period onwards, the emphasis has been on four aspects of tourism. They are (i) the generation of employment through its activities; (ii) inviting private investment, possibly foreign capital, as the necessary input; (iii) preparation of 15-

20 year perspective plan by the states for developing infrastructure was proposed; and (iv) the great need for enhancing the coordination between various related Government departments and other agencies for promotion of travel-tourism.

In the ninth plan, a greater attention has been paid to promote the cause of domestic tourism in support of international tourism. In small measures, domestic tourists provide financial resources for paying wages to the local labour for their services to some extent. This plan has drawn a list of 21 pilgrim towns in all parts of India to provide reasonable facilities to probably the largest number of our own people visiting them. This strategy would also attract low-budget tourists to come closer to our countrymen on special occasions celebrated at these places.

The budget allocation for tourism increased from 1.58 crore rupees in the Second Five-Year-Plan to 364.61 crores in the Eighth plan period. It is likely to increase in Ninth Five-Year plan relying more on private funding of the schemes. The number of top class hotels has risen from 166 in 1963 to 976 in March, 1996 and the hotel rooms from 47407 in 1992 to 57435 in 1996. It is being proposed to add 683 new hotels and 35452 more rooms in the coming years. The carrying capacity of our railways, air lines, chartering of new flights and new routes and of the motorways has to be increased. But these facilities made available to the foreign tourists fall too short of what they receive else where.

Besides the opening of five star hotels and launching of publicity drive, India needs to have skilled persons from the lowest to the highest level of management. Hotels or other types of accommodation at modest rates will attract more tourists by lowering the cost of stay. Information guides and traffic managers are required at all air ports and major traffic terminals to help the tourists. India has been lacking badly in this respect. The organisation of tourist police as a separate force will have to be looked into as is customary elsewhere to handle massive numbers of tourists, and their specific problems.

- * The number of foreign tourists in India, mostly from European countries, has been increasing steadily, bringing in an income of Rs. 9000/- crores in a year. Nearly 15% of Indians belonging to prosperous middle classes have also entered in the category of international tourists apart from 2.3 million (inclusive of 1.5 million pilgrims) in that of domestic tourists.
- * In terms of the numbers of tourist arrivals and the foreign exchange earnings, India's shares are only a fraction as compared to the world at large.
- * From Second Five Year Plan onwards, India has taken steps and has prepared a number of schemes to develop all aspects of tourism.

INTEXT QUESTIONS 30.1

1. Tick the correct alternatives in the following statements by cancelling out the wrong one :
 - i. About 2.3 million/1.5 million has been the estimated number of domestic tourists inclusive of pilgrims in 1996.
 - ii. The number of international tourist arriving in India has touched 10 million/2.3 million in 1996.
 - iii. India's earning of foreign exchange from tourism is 9000/- crore rupees/25,000 crores rupees.
 - iv. Fifteen/twenty two states have already declared tourism as an industry.
 - v. India's Eight Five Year Plan provided 158/- crores rupees/ 365/-crore rupees for development of tourism.
2. Fill up the blanks by choosing appropriate word given in the bracket below :
(tenth, 0.5, hotels, 15, 372, 6, 2.76, four, 90, 10, 21, 17000, 23, 57435)
 - i. Barely _____ percent of global number of tourists arrive in India every year while every _____ person in the world will be a traveller by the end of century.
 - ii. Even _____ percent of Indians were recorded as overseas travellers recently.
 - iii. Out of a total _____ billion U.S. dollars from world's earning from tourism India's share is _____ billion U.S. \$.
 - iv. An increasing number of Pakistanis tourist in India do not add much to our earnings because they seldom stay in _____.
 - v. A _____ percent of our population moving out of their home states within the country comes to about _____ millions.
 - vi. A tourist stays only for 6 days in Singapore but for about _____ weeks in our country.
 - vii. India's Ninth Plan earmarks _____ pilgrim towns for provision of better accommodation facilities for the largest number of pilgrims.
 - viii. While the number of foreign tourists has risen from _____ in 1951 to _____ lakhs, number of hotels has reached _____.

30.4 TOURISM SERVICES INDUSTRY— MEANING AND SIGNIFICANCE

Tourism is a highly labour-intensive industry of a unique kind. It provides different sorts of services needed and expected by the incoming tourists. At the world's level, it is one of the largest in terms of money spent by tourists in the countries of their visit. This amount exceeds the GNP of many country with the sole exception of the USA. About 8 million persons forming 2.4% of our work force are directly employed in the hospitality services. These workers are employed in hotels, restaurants, bars, transport services for tourists, gifts or souvenir shops at tourist spots. They look to the expectations and needs of visitors in matters of accommodation, food or catering and different modes of transport in the host country. This compares well with ten million persons in the USA.

Indirectly, lakhs of people are also employed, part time or full time, in numerous related service jobs of secondary nature. In the lean year of 1994-95, their number was estimated to be over 10.6 million. At the world level, the number of persons employed directly and indirectly in tourist services was 212 million of which India's share comes to about 9 percent. In other words 44 out of every 100 workers in this industry serve the tourists directly in hotels and 56 are absorbed indirectly in the related jobs.

Outside the direct tourism sector, the jobs available are no less important. They include jobs offered by organised agencies providing taxis of luxury coaches within tourist areas. They are suppliers of guides or interpreters, folk artists, craft dealers, financial services, sports and photographic equipment of tourists interest. Additional jobs come up in laundries, medical stores and shops dealing exclusively with tourists in toileteries and cosmetic goods. Food processing, furnishing concerns and entertainment houses like cinemas are other allied areas concerned with tourism indirectly. Agriculture, manufacturing, building and road construction works get a boost from increasing demands of tourism. More of hotels and motels opened in an area mean a multiplication of a number of interconnected service industries, one following another.

Even visits to old monuments are included in what is now called the "heritage industry". This name is appropriate because we earn out of them just as we sell any other industrial product. It is proper to say that tourism is not any single or a specified kind of industry. Rather it pertains to a cluster of service industries. Their development as a part of economic activity is least expensive and far less difficult as compared to the development of an area through agriculture or manufacturing.

As an industry, tourism creates its demand by attracting tourists on the one hand. On the other hand, it starts providing market for a number of other industries. It enlarges the scope for the work of advertising bureaus and visual media as well as for the government's tourist departments to lure tourists in ever increasing numbers. According to one estimate, an investment of one million rupees generated generally through the promotion of domestic tourism, creates 89 jobs in the hotels sector. In

comparison, the same amount creates only 45 jobs in agriculture and 13 jobs in the manufacturing industry.

As the network of tourist services grows, the distribution of casual or seasonal employment for a very large number of self-employed people becomes widespread all over the area around the places of tourist interest. As a world's largest economic force, travel and tourism is growing, twice faster, in the Asia-Pacific region, although this boom is by-passing India at the moment. As per one estimate one million regular jobs in tourism sector can alone pay 40% of the entire bill of petroleum products of India a year by its foreign exchange earning.

- * As an economic activity, commercialised nature of tourism has changed it into an interconnected group of service industries.
- * They provide direct as well as indirect jobs, both casual and permanent, in hotels and the related sectors.

30.5 INVISIBLE EXPORTS

The services rendered to foreign tourists are the invisible products of tourist industry. These invisible products i.e. hospitality services for tourists, turn into invisible exports as well. You will understand from the following account how tourist services get included in the category of invisible exports of our country.

In terms of our earnings through foreign exchange, we are exporting tourist services rendered to all foreign visitors as long as they stay in India. Though they remain invisible articles in our international trade, our efforts have succeeded in getting cash from them just as we get from the export of other goods. On the other hand, an Indian tourist staying in a foreign country pays for services rendered to him or her from the country's exchequer. The international travel of every outgoing Indian citizen becomes a non-material invisible item of our imports. On the other hand, the travel of an incoming tourist of India becomes a non-material invisible item in the list of our exports. The sale of a creative item to a foreign visitor here in India itself is an additional benefit. By exporting the same product through an agent, our profit is reduced. Moreover, the perishable articles like eggs, butter, milk or many vegetables, which we are not ordinarily exporting, are consumed by the visitors in hotels during their stay.

A lot of foreign exchange is earned by this invisible export without actually sending any goods outside the country and without causing any decreases in our income on other grounds. A foreigner gets a greater value for his money because of low value of our currency in comparison with the currency of countries like USA, Britain, Germany or Japan. Such currency rates in India make holidays of tourists from these countries cheaper and longer. The greater amount spent by them during their longer stays increases our profits earned through this invisible export. At the same time we have to spend far less an amount on organisation of tourism in India as compared to what these countries incur. The earnings from tourism in rich countries are of little significance to them.

More the foreign trade of a country, more is the number of tourists, including a large number of business entrepreneurs and professionals by way of their frequent visits. This has given a boost to our tourist industry. Travel tourism creates its own market because many tourists are themselves traders. The money spent by a foreign tourist in India offsets the losses incurred because of an adverse balance of payment position. For instance (WTO Report 1990) in 1988, India received 1390 million US dollars from tourism out of which 438 million were deducted as our expenditure on tourism. A net earning of 952 million dollars resulted in a favourable balance of trade. Exports in the form of our tourist services was of over 10% of India's total exports in terms of money. Among most of the developing countries of Asia and Africa we occupied second position in this respect.

Next to ready made garments, gems and jewellery, tourism is our largest export item in terms of its earnings. While in the case of jewellery etc., 74% is the import component, less than 7% is spent on promoting tourism by our overseas publicity bureaus. It clearly retains 93% of each dollar earned from tourism.

- * Services rendered to foreign tourist during their stay in India are in a way the products of tourist industry. These invisible products become invisible items of our exports, just like other goods included in the foreign trade.
- * The tourism industry in India accounts for the third largest share in our foreign exchange earnings. It helps a lot to offset the losses from unfavourable balance of trade and of payments. It can meet 40% of our yearly bill of imported petrol and petroleum products.

30.6 DEVELOPMENT OF UNDERDEVELOPED AREAS

The travel of foreign visitors in our country forms the basis for development of tourism as a kind of India's export industry. It is a key to raise the level of economic activity through the sale of products and services to travellers. More the number of visitors, greater is the demand for sale of a variety of articles produced by our crafts persons correspondingly it increases the opportunities of employment at local areas. These advantages are of special interest to the relatively under-developed areas within the country.

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

Yet the sands along the seashore, snows and the sunshine in high mountains or greenery of the countryside are the wealth of many of these underdeveloped areas. These attractions can be exploited for development of tourism.

A part of the amount of expenditure spent by foreign tourists during their stay is

left as a direct source of income for the local residents. The money paid by the visitors to business people becomes the wages of workers used for their services.

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

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

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

When tourism brings more money and an increased prosperity, there is a demand for better schooling for the children. It is likely to improve the educational levels. Special types of residential schools have been established in such under-developed areas. Tourism has also a liberating effect on women in drawing them out of the earlier totally secluded or restricted life.

Local people of such backward pockets start renovating and preserving their old monuments and the landscape. This awareness is an asset in creating a new sense of pride among the local people for something attractive lying close to them.

- * Besides commonplace benefits of tourism in providing new sources of income and jobs, it plays a special role in developing the economy and raising the quality of life of our under-developed regions.

INTEXT QUESTIONS 30.2

1. Answer the following in not more than a few words :
 - i. Name two types of invisible exports through tourism.
 - ii. Out of international and domestic tourists who are the source of earning foreign exchange?
 - iii. How do we gain by an increase in the numbers of domestic tourist?

- iv. What are the three alternate resources to develop the under developed areas?
 - v. In what ways does the sale of local products to foreign tourists provide a readily available market?
 - vi. What for is tourism called a service industry?
 - vii. Name three things included in 'heritage industry'.
2. Fill up the blanks with appropriate words or figures by choosing them out of the bracket below :
- (2.4, favourable, hotels, 89, 56, third)
- i. _____ provide jobs directly related to tourists services.
 - ii. As much as _____ percent of India's work force is employed in hospitality services for the tourists.
 - iii. An investment of one million rupees creates _____ jobs in hotel sector of tourism; _____ time that in agriculture.
 - iv. A net earning of 952 million U.S. \$ out of 1390 million U.S \$ from tourism, India's balance of trade becomes _____.
 - v. Tourism is already the _____ largest export item of India.
 - vi. Out of every 100 persons employed in tourism industry, _____ persons are employed in jobs of secondary nature.

30.7 TRANSPORT AND TOURISM

A transport system acts as a bridge between places of tourist origin and destinations. It opens out a region by providing an access to its tourist places. In its absence, the resource potential for tourism i.e. attractions and amenities, can't be of any benefit. We cannot talk of the planning of tourism in an area without organising its transport system. The system consists of a network of routes or means of transport and the modes of transport. The former include air, sea or water routes, roads or the motorways and the rail transport. The latter refers to aircraft, ships, steamers, cars taxis coaches or buses and the railways trains. At places in tourist areas you may come across ropeways and electric driven trolleys; pony and tonga riding, cycling and sailing in boats. The last three modes of travel do not require the use of any artificial motive power technology.

Tourism is most attractive if an area has all possible types of transport facilities within its network. The connections of major routes in the country to nodes of important towns in a tourist region can be managed by national and regional organisations. But greater is the role of private travel organisations of the local area to look to the transport needs of tourists within the network.

A tourist requires not just an access to a tourist region but also an easy access in

terms of cost, time and level of comforts. The provisions are favourable if there are easy connections between different modes of transport from one route to another; and between the major and minor places of tourist interest.

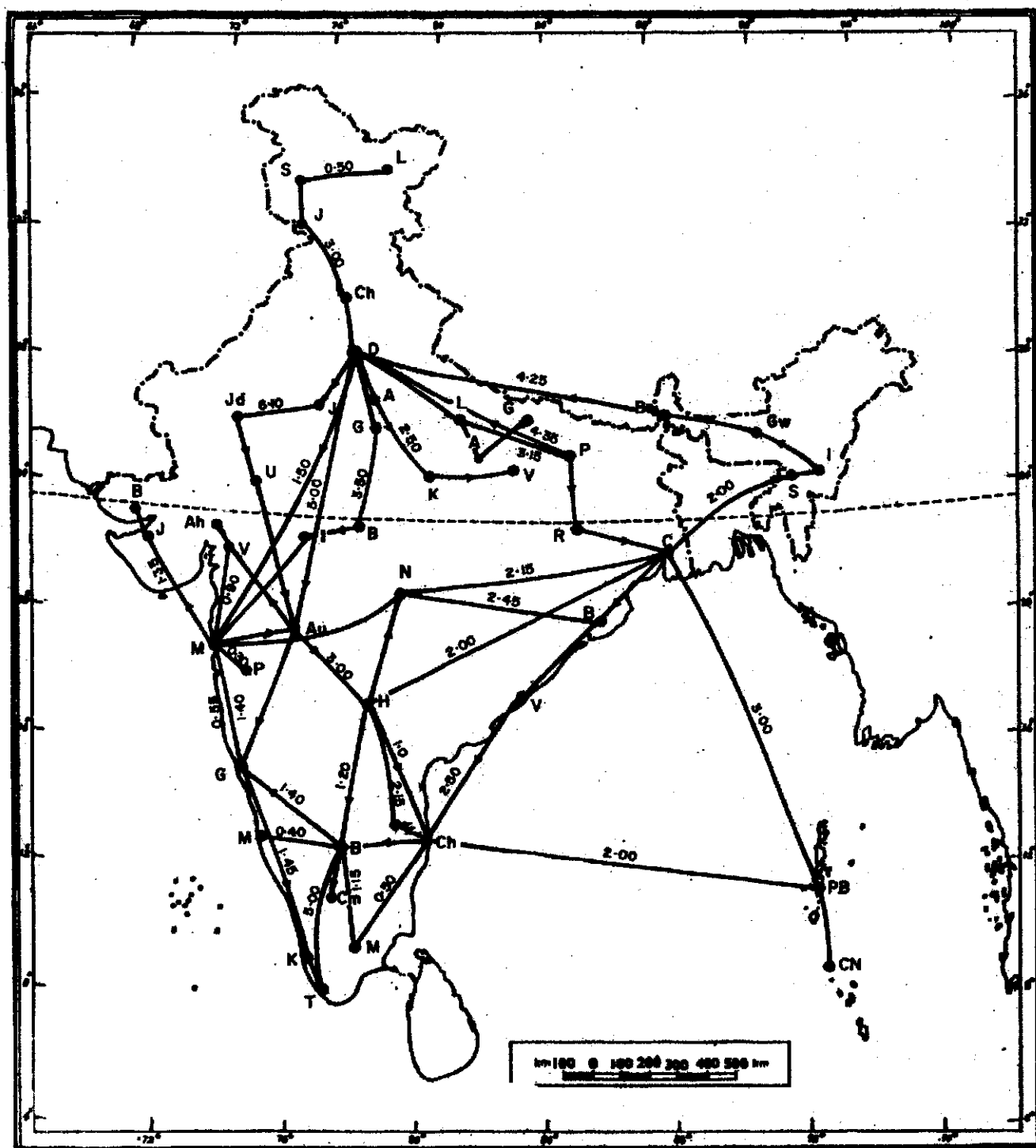
Now a days it is the capacity of a transport system which determines the size of tourist traffic and increases or decreases the pace of tourist flows. It is estimated that the tourists pass on their income to us by spending 40% of their total expenditure on travel alone.

A. AIR TRANSPORT

Aeroplanes are known for their speed and an increasing capacity to carry travel-tourists over long distances. About 97% of international tourists arrive in India today by air. Within the country 82% of them travel by air as compared to 11% by sea or water routes and 7% on land routes. Compared to 120 hours of sea travel between London and New York in 1920, the modern jet planes flying high above the zone of disturbing surface winds take 6 hours and the concords a little over 2 hours. The coming Jumbo jets would run at the speed of sound and are likely to assume primary importance for global tourism. From the tourist point of view, the time taken in air travel is as important as are the safety and efficiency of air transport. The comforts provided by a high standard of aircraft seating, of hospitality services during the flight and a prompt attention to the passengers at the airports are no less important. A regularity of the timings of flights, improvement of aircraft and the facilities at airports are necessary parts of such a face-lifting.

High class travellers from rich countries are business tourists who can pay for the costlier air travel. The speed of an air travel is of greater value to them than even the fastest rail journey, while moving about within India. They want to complete their business deals and also their visits to maximum tourist spots within the limited time at their disposal. They do not even wait to avail of any group discounts or off-season concessions offered by air travel companies. Still in order to attract low-budget leisure-tourists, Air India offers a number of concessional tickets because tourists form the largest proportion of air travellers today. A better management of our five major airports, upgrading of those of Kochi and Bangalore and the creation of 12 model airports including those of Jaipur and Ahmedabad in west, Varanasi, Bhubaneswar and Guwahati in east, Amritsar in the west and Srinagar in north are our foremost needs.

The entry points for over 70% of international tourists are Mumbai and Delhi. They must act as country's major clearing houses for the incoming tourists. A busy foreign tourist may altogether drop India from his or her travel schedule if the confirmation of an airseat or hotel accommodation would take as long as two to three weeks as is the case today. World Travel Organisation estimates that other than the maintenance of high standards of air transport, a 10% reduction in the cost of air tickets fetches an increase of 17 to 22% in the number of tourist travellers. Needless to say that it earning more revenue for our country. Equally important is the need to simplify legal formalities of emigration and immigration at the ports of entry and departure and the reduction in time it takes. Even the baggage clearance should take minimum of time.



* Based upon Survey of India Outline Map printed in 1957.

The territorial waters of India extend into the sea to a distance of twelve nautical miles measured from the appropriate base line.

Responsibility for correctness of internal details shown on the map rests with the publisher.

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Fig 30.5 Air routes and air ports of tourist importance

B. SEA TRANSPORT

It has lost its choice to air carriage of passengers over long or time-consuming distances. But cruising for short distances in our coastal waters, in lakes like Chilka or Vembanad, hopping from mainland to islands or from one to another island holds promise for tourists. All-inclusive package tours for domestic and for the foreign tourists from Kochi to Lakshadweep islands and from Chennai or Calcutta to Port Blair and Car Nicobar are becoming popular. Such a tour includes the total cost for providing travel, accommodation and other facilities.

Along the extreme southern reaches of West Bengal, the land is split by numerous rivers and water channels, all emptying into the sea. There are no roads in this 4262 sq km watery wilderness of the Sunderban, the largest forest of its kind in the world. Nearly 40% is the water supported dense forest in this vast delta, actually composed of 54 tiny islands. The scope for water cruising between these islands is much more as compared to the Chilka and Vembanad lakes.

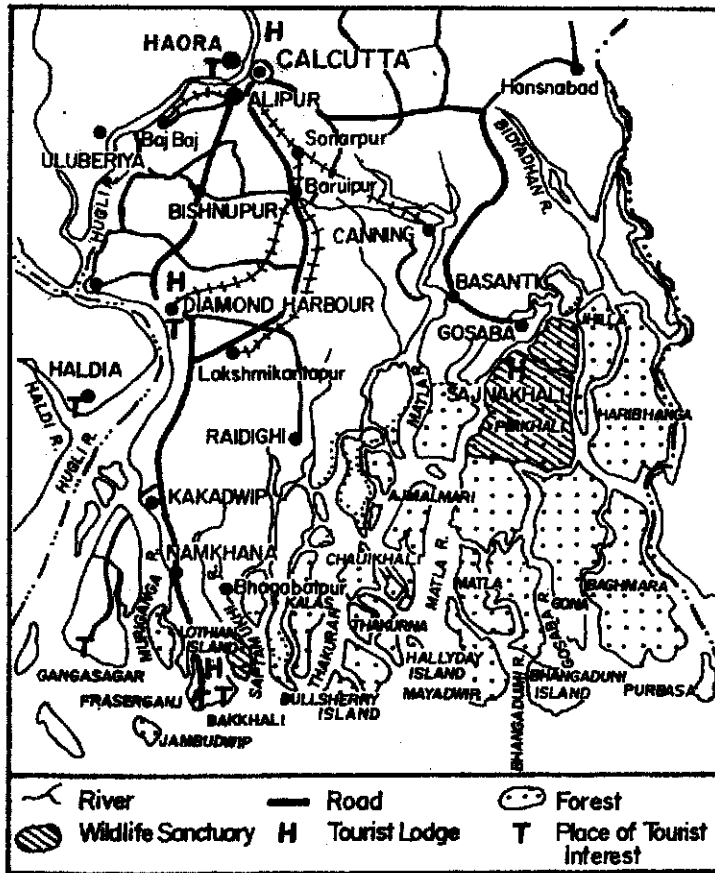


Fig 30.6 Waterways of Sunderban

C. ROADS OR MOTORWAYS

Since 1970s, a greater use of private car exclusively for an affluent individual and his family, and of taxis, luxury coaches or buses for lower-budget groups of 8 to 30 persons, have been gaining popularity. The National highways in India and motorways along scenic and busy roads have revolutionised the use of private cars, taxis or coaches by the holidayers. These vehicles connect airports and major rail terminals with city centres and with tourist places falling within specific local areas. Motorways provide more links within a network of routes. Their greater advantage lies in comfortable sightseeing through all-inclusive package tours of important tourist circuits. The golden triangle of Delhi-Agra-Jaipur is one example of such a circuit. Many such circuits have now come up and new ones are being proposed as the hubs of travelling tourists.

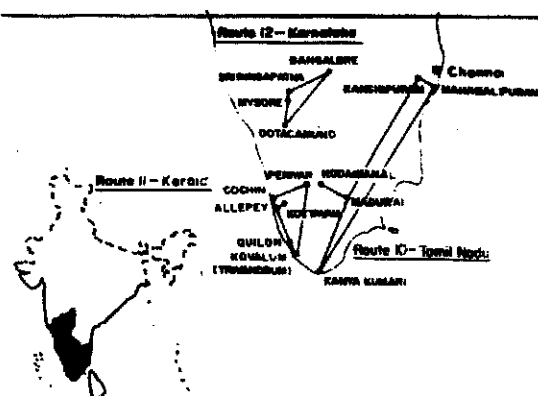
Motor transport has helped to carry passengers to less costly tourist inns along the highways away from the crowded city hotels. This facility has not only reduced the unmanageable crowds of visitors in the busy seasons inside the great cities but also provides a big relief to low-budget student and young tourists. As roads are shared by many users, a growing congestion due to an increase in traffic is becoming a problem to tackle. There is an urgency of adding new roads and an improvement of the existing ones by way of providing multi-lane routes in response to the growing demand of tourist traffic.

The dead-end roads where a visitor has to return the same way are no longer liked by the pleasure-loving tourists. Road tourism has been better looked after in our states in the Himalayan and hilly regions. These are not served by other modes of travel and at the same time are a great charm for the mountain loving travellers.

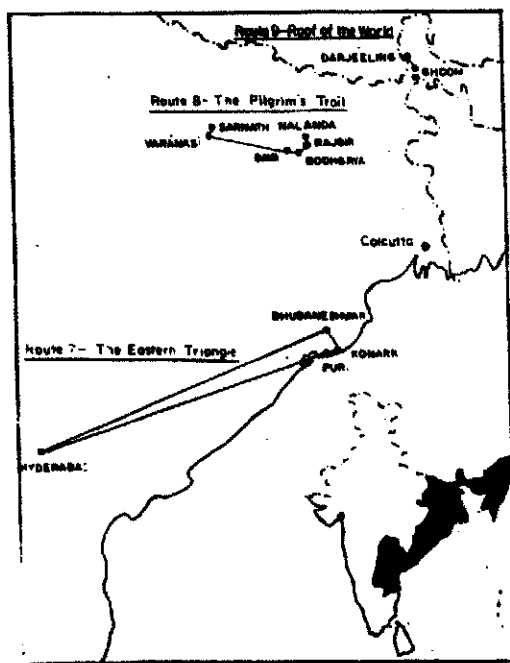
In the plains, even a popular tourist motorway from Delhi to Agra, takes 5 hours covering just 250 km distance. Much time is still wasted on travelling from one state to another because of the formalities for clearing the check posts and the consequent traffic jams. Compare it with 12-13 hours travel time taken for passing through a number of independent countries of Europe from any point in Scandinavia to Rome because of the absence of such time-taking restrictions on the way.

D. RAIL TRANSPORT

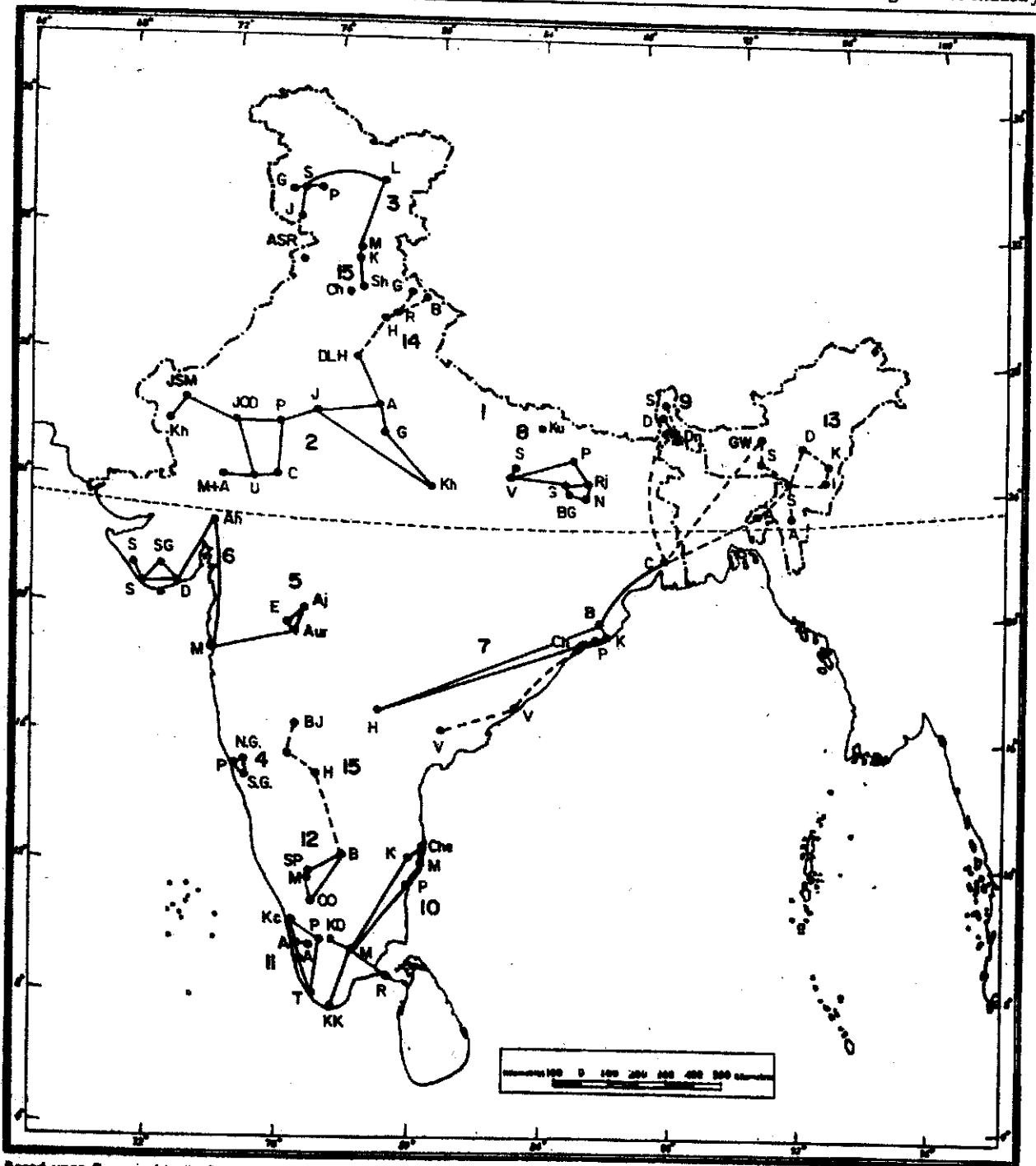
Organised tourist travel started on railways since the close of world war two. The rail network of our country could operate cheaply and quickly for travellers in those days. It provided only the low-budget comforts. Rail routes connected major cities within 200 to 500 km distances in addition to the very long-distance subcontinental service extending over several hundred kilometres. The most prominent trunk routes connecting Mumbai, Chennai, Calcutta, Delhi and back to Mumbai form the golden quadrilateral. From the two end points of Delhi and Calcutta there are offshoots respectively cover the North west and the North east. Diagonal routes within the quadrilateral connect our four metropolitan cities, namely Mumbai and Calcutta on one hand and Delhi and Chennai on the other. Almost all the quadrilateral and diagonal routes have been electrified to ensure clean and quick travel. There are five little mountain trains connecting the most scenic hill resorts.



30.7 A Circuit Route in Northern India



30.7 B Circuit Route in Western India



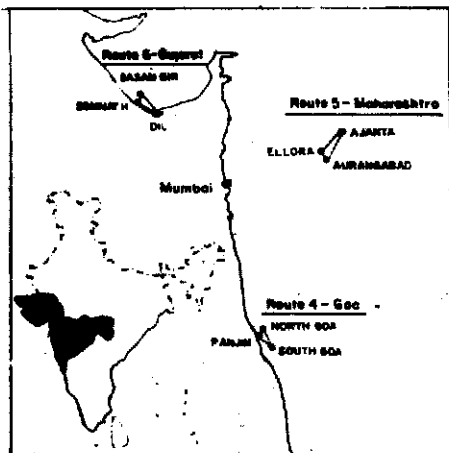
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Fig 30.7 Tourist Circuits



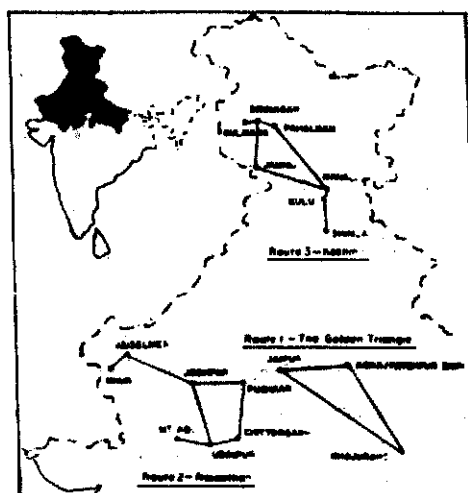
30.7 C Circuit Route in Eastern India

for pleasure loving and the slow moving tourists. The tracks once used by old steam-run engines are still being used by these fantastic locomotives of historic significance. A rail museum at Delhi stands a witness to various phases of the development of railway system. It is of some interest for the tourists to visit it.

Railway services are yet not the first preference of busy and affluent class of foreign and domestic tourists. They are fast losing ground to the airways for these categories of tourists. The long-distance luxury trains called the Rajdhani expresses have now been introduced linking up almost all the state capitals with the National capital of Delhi. Delhi has become a major hub of rail transport by adding another luxury class Shatabdi expresses for relatively shorter distances. A royal type of train known as 'Place on wheels' provides an all-inclusive package tour of seven days covering important tourist places of Rajasthan besides Agra and Delhi. Its luxury coaches provide all comforts once enjoyed by in their palaces. A new train providing similar facilities is named as Royal Orient. It connects Delhi with selected routes of Rajasthan and Gujarat. Another palace on wheels service is soon to be extended over a six days' coverage of the tourist circuit of Karnataka with further connections to Goa and Mumbai. The two luxury trains and one more super-luxury train provides facilities for sightseeing recreations, restaurants, sleeping and protection from dusty, hot or adverse weather outside. The trains are halted to throw opportunities to the tourists to enjoy folk dances and the fairs pre-planned at selected places. The trains named as Taj express and the Pink city express are also tourist trains covering Delhi-Agra and Delhi-Jaipur tracks respectively in return trips every day. Indian railways have offered a number of new attractions to all-budget foreign travellers if they choose to travel by luxury or other long-distance trains.

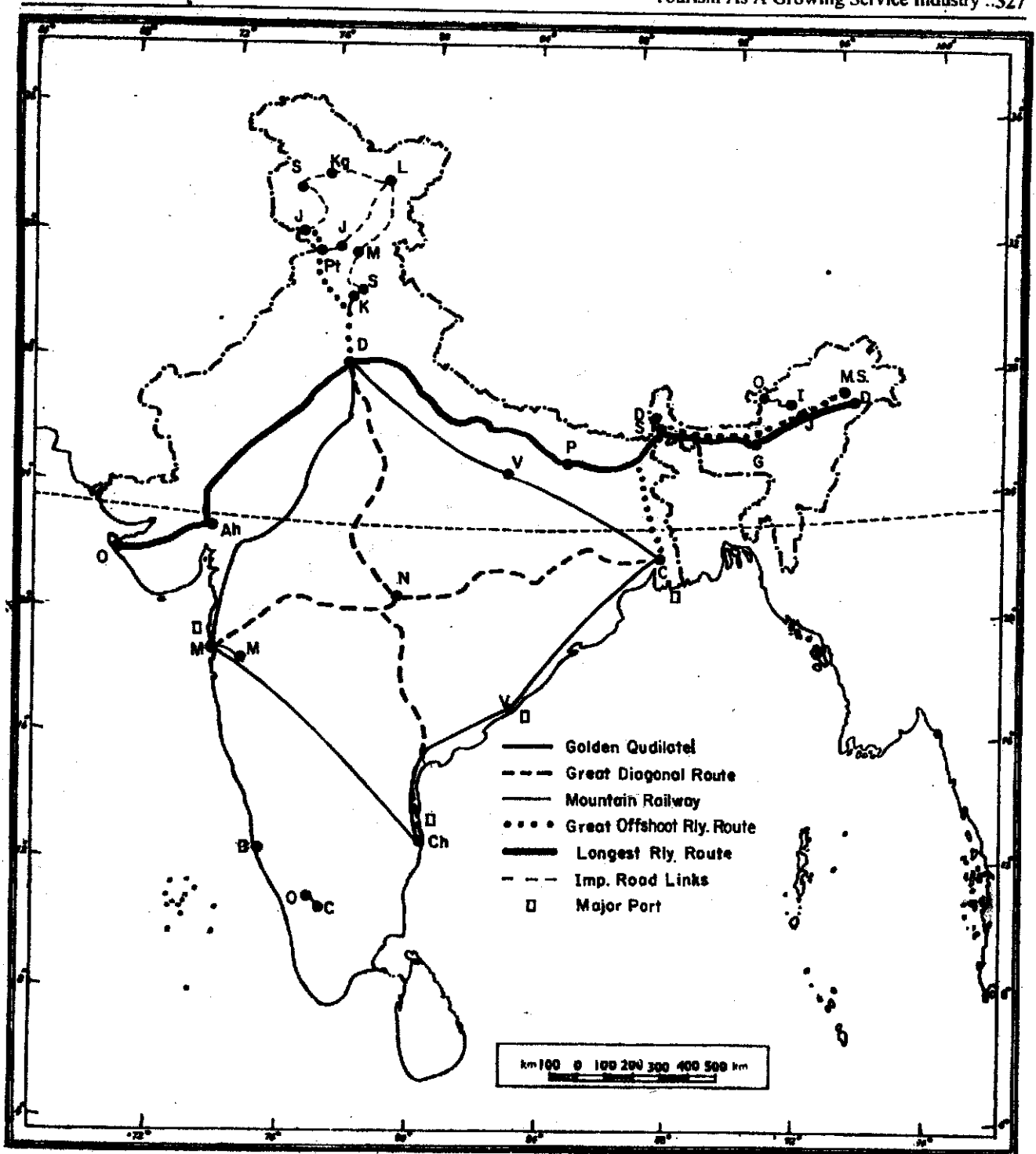
A facility known as Indrail pass exists for foreign tourists to choose a circuit tour of a wide variety of attractions without any route of travel restrictions within a period of validity ranging from 7 days to 90 days. Its choice is completely left with the users. For domestic tourists, a circular rail ticket is arranged reducing the difficulty of getting connections on their way. Travel cars are arranged for moving from point to point as per the schedule fixed by the travellers themselves.

Still our rail catering services need to be improved further to bring them on international standards. Although 25% of berths are reserved for foreign travellers, there are complaints that railway reservations are not confirmed till the eleventh hour. It is certainly irritating for foreign tourist.



30.7 D Circuit Route in Southern India

- * Transport routes of various types provide an easy access to a tourist destination and the transport system is of prime importance for promotion of tourism.
- * As cost is of little importance for speed-loving business tourists from countries like the USA and concessions of air tickets are offered to low-budget foreign tourists, air travel is their first preference.
- * Travel by sea has lost its importance except for cruising, sightseeing along coastal waters or for visiting the islands.
- * Despite the provision of super-fast luxury trains, the rail journey even to tourist places within India is the second preference of today's busy tourists.
- * Since 1970s, motor transport, use of private cars and luxury coaches along the highways and points within a tourist circuit has been rising in its popularity.
- * Much remains to be done to make our air, rail and motor travel more comfortable to attract foreign tourists to avail of our hospitality services at traffic terminals.



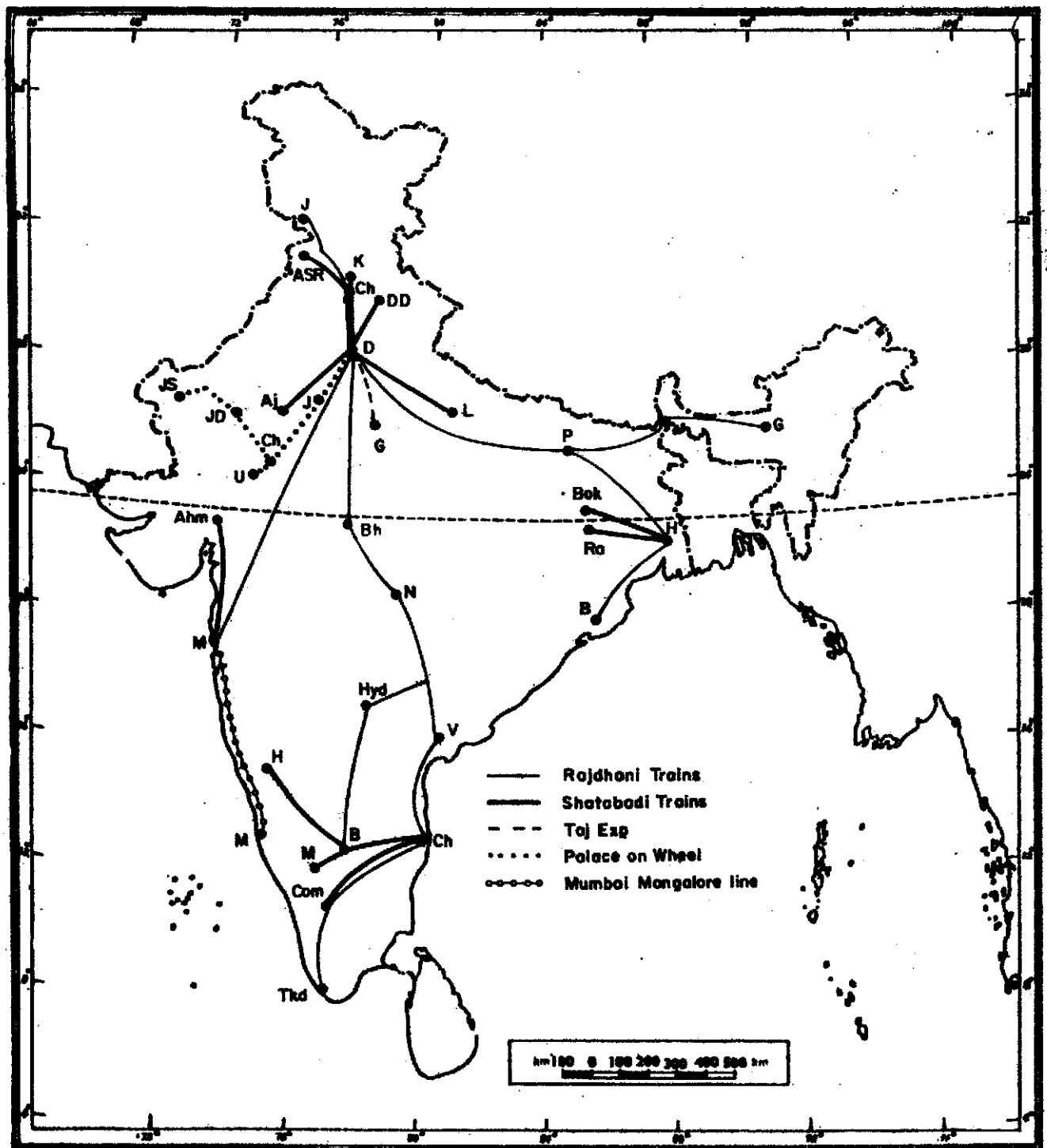
Based upon Survey of India Outline Map printed in 1967.

The territorial waters of India extend into the sea to a distance of twelve nautical miles measured from the appropriate base line.

Responsibility for correctness of internal details shown on the map rests with the publisher.

Fig 30.8 Major rail routes of India

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Based upon Survey of India Outline Map printed in 1967.

The territorial waters of India extend into the sea to a distance of twelve nautical miles measured from the appropriate base line. Responsibility for correctness of internal details shown on the map rests with the publisher.

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Fig 30.9 Rail routes of India's luxury trains

30.8 TOURISM AND ITS MANAGEMENT

The need for strengthening the infrastructure is not limited to the modernisation of airports and provisions of greater amenities in aeroplanes and the railway trains. There are other structures like accommodation in different classes of hotels suiting the varying requirements of tourists. Accommodation facilities in the host country is such an important part of tourist industry that it is now known as hotel industry. In other words it is an industry within the overall industry of tourism. Hotels earn 50% of the foreign exchange reachings us from foreign tourists during their stay in our country.

A great shortage of accommodation is being experienced in all the tourist centres all over the country because of a constant increase in the traffic of domestic and international tourist.

The rate of occupancy of hotel rooms has risen from 65% in 1991 to 74% in 1995 -many hotels showing a rise to over 95% at more busy stations. Seeing the rate of growth of tourism, we shall be requiring about 1.90 lakh rooms by the close of this century. Leaving aside the number of rooms under construction within the existing hotel space or in a few new hotels, an addition of 26000 rooms every year would be the need. At present only 3000 rooms are being added annually.

Land becoming costlier especially in metro cities, an annual investment of Rs. 1000 crores could meet the target. As the results achieved are very slow, it is reported that tour operators are thinking of deleting India from their tourist brochures. It shows how the improvement of hotel structures is as important as the construction of larger airports and provision of more seats in aeroplanes and in luxury trains catering to tourists.

Tourist accommodation includes hotels of different categories, motels tourist bungalows, and seasonal or longer staying arrangements in tourist resorts. The latter include lodges in forests, tents in camping grounds, houseboats floating on water, lodges near skill grounds. Many centres of tourist interest provide small hotels with lesser luxuries and provisions for a large number of recreations and sports. These are the examples of closer relationship between organisation of suitable accommodation and various tourist activities possible for a particular duration at a tourist place.

There are very big international hotels in our major cities. These hotels provide clean rooms and restaurant facilities suiting the tastes and budgets of their high class inmates. In addition they have large conference halls, communication linkages with internet facilities, telephones, working and recreational environment and even health clubs. They have shopping centres and trade facilities. Rather there are hotels within a larger complex of hotels for exclusive use of business tourists coming from rich countries like the USA. Yet their tariff rate is lower as compared to the rates in New York, Paris or London hotels of this nature. At the other end are the 'Airtels' located close to major airports offering accommodation to outgoing and incoming air tourists. On the basis of comforts provided, hotels are catego-

rised into one star to five star hotels.

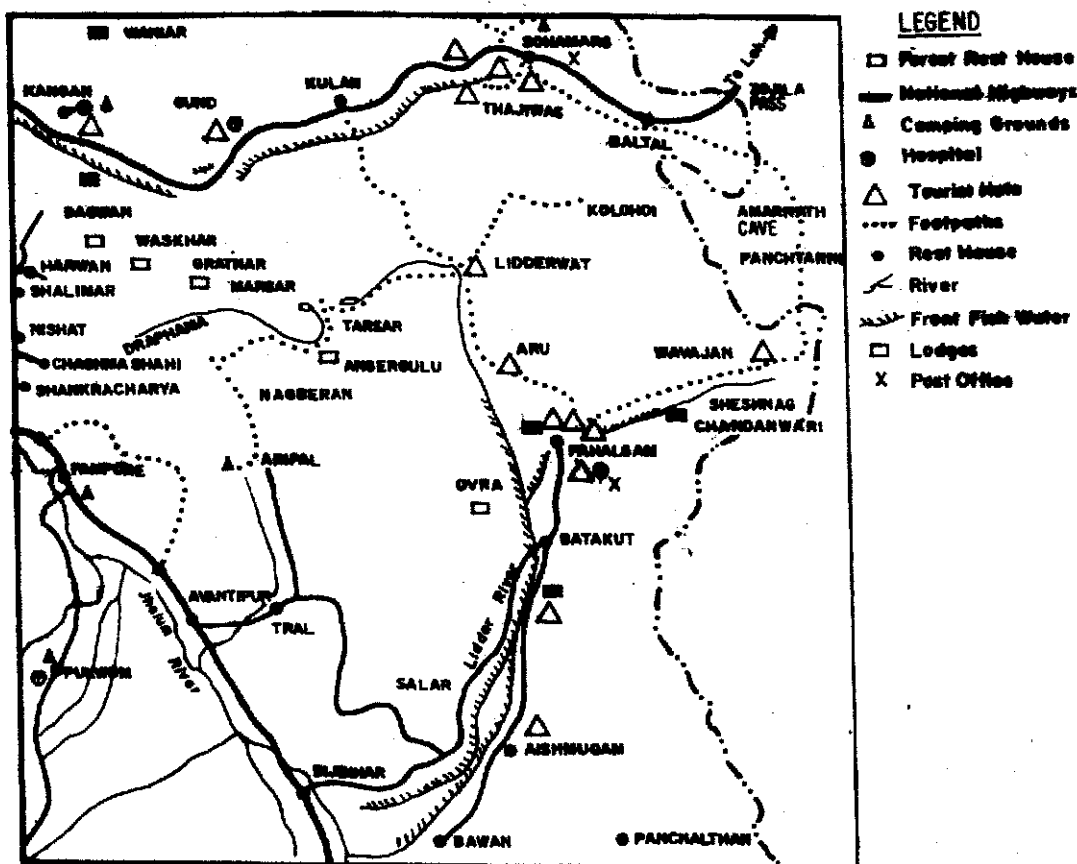


Fig 30.10 Accommodation facilities in Kashmir

Motel is a kind of hotel meant to serve motor car tourists. We find them on the peripheries of cities and along busy highways. The greater use of car by travellers has been responsible for growth in the number of motels. These are very common in the USA. The idea is picking up gradually in our country depending upon the number of passing vehicles and the tourist traffic along a highway. Motels are less expensive depending upon the facilities they provide. For instance they provide cooking gas connections and facilities for self cooking. They also provide highly personalised services to the tourists. They must have a car parking space closer to the rooms, and the space to expand it in future. These are located at such distances where the car travellers generally choose to relax. The state of Haryana provides a good example of constructing a number of motels right from the vicinity of Delhi along the Grand Trunk road to Panchkula in the north, close to its border with Himachal Pradesh. Even though the state has few tourist attractions, a series of motels named after local birds tempt the tourists to rest awhile before taking the next lap of journey.

Tourists Youth hostels and saraies or inns, holiday homes and guest houses con-

structed by different agencies at various locations improvise accommodation facilities suiting different level of tourist budgets.

Lastly it needs to be noted that management of tourism requires a continuous supply of trained guides, travel agents, professional hotel managers, air hostesses, stewards and chefs and host of their assistances. Ensuring a comfortable stay of tourists is the job entrusted to right type of personnel managing tourist industry. As a sensitive service industry, the hotel, travel and tour managers must be skillful to pull foreign and other tourists to visit tourist spots, stay and travel in comfort.

- * More than the travel facilities, tourists need comfortable accommodation suiting their requirements. Hotels of various types and of different categories have to meet the increasing demand of tourist traffic.
- * India has entered a stage of experiencing shortage of hotels and also the number of rooms in existing ones requiring heavy investment of capital from year to year.
- * The organisation of tourism in a country like India is every different and difficult as it has to serve a large number of tourists with widely varying needs, cultural backgrounds and budgets. Hotel and travel management needs a continuous supply of right kind of personnel to be made available at every step right from arrival to the departure of tourists.

INTEXT QUESTIONS 30.3

1. Suggest one appropriate term used for the following :-
 - i. An hotel floating in a lake.
 - ii. A small wayside hotel providing space for parking of cars and other personalised services.
 - iii. A hotel offering accommodation for air travellers close to an airport.
 - iv. A travel schedule arranged for taking a round of tourist place of an area.
 - v. The largest water wildness in India mostly approachable by waterways.
2. What are the names of motels and places of their locations in Haryana along the Grand Trunk road (National Highway) from Fig 30.11
3. Fill up the blanks choosing correct words given in the bracket below :
(Chennai, Indrail pass, 97, 82, 1970s, 1.90)
 - i. _____ is a railway circular ticket only for foreign tourists travelling in India.
 - ii. _____ out of every 100 international tourists land in India by air
_____ and percent of them travel by air within the country as well.

- iii. Motorways using cars is the first preference of tourist since _____
 - iv. Delhi and _____ rail route makes a diagonal within the golden quadrilateral formed by joining the four major rail routes.
 - v. India would need _____ hotel rooms of all categories by the year 2000.
4. i. Which are the three segments of tourist industry required to strengthen its infrastructure?
- ii. Why is an international hotel called hotel within a hotel complex? Give four points.
5. Match the following two columns correctly :-

COLUMN ONE	COLUMN TWO
i. A network of route and a variety of modes of transport.	a. Golden triangle
ii. Tourist ticket inclusive of the cost of travel and accommodation.	b. Shatabdi express
iii. A mobile and seasonal tourist accommodation in the hills.	c. Tent in a camping ground.
iv. A short distance luxury train	d. Transport system
v. An itinerary covering Delhi-Jaipur-Agra-Delhi tourist circuit.	e. package tour.

WHAT YOU HAVE LEARNT

While going through this lesson you had a quick glance at the profile of international tourism in India. Our share in the world tourism is not even one percent-both in number of tourists and foreign exchange earnings. In 1996 as many as 2.3 million tourists visited India and our foreign exchange earnings were of the order of 9000 crores of rupees in 1995. Tourism is important for us because it accounted for the third largest item in our foreign exchange earnings in 1995. You had also a look at the nature of tourism industry. It is highly important for us because it creates new jobs at a much faster pace and with relatively low investment. The industry also helps to develop rather quickly the under developed regions like the mountainous ones. International tourism promotes invisible exports. It means we export our products and hospitality services without spending any thing on transport or advertisement. The existence and growth of tourism, whether domestic or international, badly depends on increased accommodation of all categories and dense and efficient transport network. There is a need to develop air, water and land transport using various modes in an integrating manner so that one supple-

ments the other. In essence tourism is a services industry that earns for us both a goodwill by helping us to sell our heritage and at the same time earn badly needed foreign exchange to make up for our unfavourable balance of trade in a big way.

TERMINAL QUESTIONS

1. Distinguish between the following briefly :
 - i. Hotel and a motel. ii. Mode and means of transport.
 - iii. Rajdhani and shatabdi trains.
 - iv. Golden quadrilateral and golden triangle of tourist routes.
 - v. Invisible and visible exports.
 - vi. Tourist circuit and a circular railway ticket.
 - vii. Invisible export and invisible import.
2. Explain the role of tourism in the development of exports in an area.
3. Locate popular tourist circuits in India and name them.
4. Which modes of transport require little of modern motive power technology?
5. State one major step required to meet the increasing tourist traffic in the cases of each of the following provisions :-
 - i. Roads; ii. Railways; iii. Airways; iv. Hotels
6. Answer the following questions briefly:
 - (a) Why are jobs created by the tourism industry preferred to those in agriculture or industrial sector ?
 - (b) How does the tourism industry help us in reducing the gap created by unfavourable balance of trade ?
 - (c) How many hotel rooms would be required to cope up with growing tourism in India by the turn of the century ?
 - (d) Give examples to show how concessions in air and rail tickets help in increasing the revenue of tourism industry.
 - (e) What is the number of hotel rooms available to the tourists currently in India ?
 - (f) Where is the new "palace on wheels" rail travel being planned ?
 - (g) What role do "Tour and Travel Agents" play in promoting tourism in India ?
 - (h) What is meant by heritage industry ?
7. Name the four states still operating Mountain narrow-gauge toy trains.

CHECK YOUR ANSWERS

INTEXT QUESTIONS

30.1

1. i. 2.3 million; ii. 2.3 million; iii. Rs. 9000/-crores; iv. 15 states; v. Rs. 365 crores.
2. i. 0.5/tenth; ii. 15; iii. 372.6/2.76 ; iv. hotels; v. 10/90 ;vi. four ; vii. 21; viii. 17000/23/976.

30.2

1. i.(a) Hospitality services to tourists (b) Souvenir or handicrafts are invisible products.
 ii. International tourists.
 iii. It generates revenue for reinvesting in tourism industry and infrastructure.
 iv. (i) Seashore sands, (ii) Snows and sunshine on high mountains and (iii) greenery of countryside.
 v. Without expending anything on transport publicity packaging etc on our products, we sell them to foreign tourists on the spot during their stay.
 vi. Because it provides different services expected and needed by the incoming tourists.
 vii. (i) old monuments (ii) post independence era buildings of public interest. (iii) Zoos/museums/exhibitions etc.
2. i. Hotel/hospitality ; ii. 2.4; iii. 89/ iv. favourable v. third; vi. 56.

30.3

1. i. Houseboat; ii. Motel; iii. Airtel; iv. Circuit tour; v. Sunderban.
2. See figure 34.11
3. i. Indrail; ii. 97/82; iii. 1970s; iv. Chennai; v. 1. 90 lakh
4. i. modernized transport system, hotel industry and management personnel of all kinds. (Refer also to fig. 34.10).
 ii. Besides clean rooms and restaurants, hotel within an international hotel complex provides conference halls, health clubs, shopping centres and communication network.
5. i. with d; ii. with e; iii. with c; iv. with b; v. with a.

TERMINAL QUESTIONS

1.
 - i. Refer to paras 3 and 4 under 34.8.
 - ii. Refer to para first under 34.7.
 - iii. Refer to 34.7.D.
 - iv. Refer to 34.7.D
 - v. Refer to paras 1 and 2 under 34.5
 - vi. Refer to 34.7.D.
 - vii. Refer to paras 1 and 2 under 34.5
2. Refer to last two paras under 34.5
3. Refer to figure 34.7
4. Refer to first para under 34.7
5. Improvement of existing roads by providing multi-lane roads; Improvement of Railway catering and reservation facilities; Better facilities at Air terminals for ensuring a regularity of flights; An efficient and trained hotel management to cater to the sensitive tourist industry.
6.
 - (a) See 34.4 para 3;
 - (b) See 34.5 para 4; and 34.4 para 4.
 - (c) See 34.8 para 2;
 - (d) See 34.7 para A para 3; and D para 1
 - (e) See 34.3 last para
 - (f) See 34.7 D. para 2.
 - (g) See 34.8 last para.
7. Himachal Pradesh, West Bengal, Tamil Nadu, Maharashtra.