

CHALLENGES FOR INDIAN TOURISM INDUSTRY

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Abstract

This paper makes an attempt to provide an in-depth analysis about the challenges for Indian Tourism Industry by discussing significant development as well as positive and negative impacts of tourism industry growth in India. It also helps in evaluating growth & development of tourism as a service industry in India and its impact on the overall development of Indian economy. Tourism industry is fast growing industry in India and it has vast potential for generating income, employment and foreign exchange besides giving an impetus to the country's overall economic and social development. It has a great potential to give the diversification. The main objective of the present study is to study the growth of tourism industry in development of Indian economy by analyzing the employment generation by tourism industry and the infrastructure development regarding to tourism in India. However there are pros and cons involved with the development of tourism industry in India.

Keywords: *Employment, Infrastructure, Transportation, Hotel Industry.*

Introduction

Tourism is the most important industry in the service sector of the Indian economy. It is one of the world's fastest growing industry and it can play role in accelerating the economic development of the country is widely recognized. It has generated a number of social and economic benefits, promotes national integration and international understanding, and creates employment opportunities to a large number of people and foreign exchange earnings. Tourism also supports local handicrafts and cultural activities for many developing countries, particularly the small country. They are mainly dependent upon tourism; this tourism offers a more reliable source of income. Number of factors, such as, population growth, shorter working days, larger paid holidays, increase in general awareness among people for traveling the need for recuperation from tensions of modern life, have created favorable conditions for the growth of tourism. So this industry has registered a tremendous growth all over the world during the last few years.

Over the years, tourism has emerged as a major segment of the Indian economy, contributing substantially to the foreign exchange earnings and creating large-scale employment opportunities. Various aspects of the development of tourism in our country are briefly reviewed below. The Travel & Tourism Competitiveness Report 2011 ranked the price competitiveness of India's tourism sector 28th out of 139 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 43rd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The Indian government has identified a shortage of 150,000 hotel rooms,

with most of the undersupply in the budget sector. India has rich history and its cultural and geographical diversity that makes it international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism. The incredible progress in the field of industries and other productive activities directly led to economic and social progress, greater progress, higher real income, longer leisure times, and increasingly cheaper and varied tourist plant facilities. The spread of education has created cultural awareness and has stimulated desire to travel. The progress achieved led extensively to the development of modern tourism by considerably minimizing the time and space. In fact, world has now transformed into a 'close neighborhood' where one can reach any place in a matter of hours.

The tourism policy, of India recently revised and redesigned by the Government of India includes the long vision statement to promote balanced and sustainable tourism which enables socio-economic development and to establish Madhya Pradesh as a destination that provides a complete tourism experience. Set up an institutional mechanism to promote private investment. Set up an effective regulatory mechanism for sustainable tourism. Provide reception, assistance, information, amenities, hygiene, security and infrastructure for the tourists. Adopt the principle of "First Conservation Later Tourism" for Cultural Heritage. Make eco-tourism an effective tool to sensitize masses regarding environmental conservation. Ensure active and coordinated participation of Government departments, voluntary organizations, community and all other stakeholders of tourism sector.

Objectives of the Study

- To assess the existing problems in the way of tourism development in India particularly in

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terms of tourist information, public awareness aspects.

- To analysis the Contribution of tourism industry providing job opportunities in India.
- To analysis the contribution of Tourism in Indian Economy, Specially Income, Employment and Infrastructure.
- To do the SWOT analysis of Indian tourism industry.

Research Methodology

The study was explorative cum descriptive in nature. It is an empirical research based upon the secondary data. The secondary data was collected through study of various academic works in the relevant field.

Review of Literature

Ahmad Jafari Samimi, Somaye Sadeghi and Soraya Sadeghi (2011), in their study "Tourism and Economic Growth in Developing Countries: P-VAR Approach" find that causality and long-run relationships between economic growth and Tourism development in developing countries using P-VAR approach during 1995-2008. The findings reveal that there is a bilateral causality and positive long-run relationship between economic growth and Tourism development. On the other words, the tourism-led growth hypothesis is confirmed, as well as, output level which relates to economic well being and level of development is important in attracting tourist. The significant impact of tourism expanding on developing countries economy justifies the necessity of governments intervention aimed, at promoting and increasing tourism demand by providing the tourism facilities. As well, the economic expansion in developing countries affects the tourism growth which is reflected by the development in infrastructure and tourism resorts.

Purna Chandra Padhan 2011 in the study Forecasting International Tourists Footfalls in India: An Assortment of Competing Models in 2011 find that the tourist demand forecasting applying various alternatives forecasting models and asses the forecasting performance. Using univariate forecasting model, the forecasting performance of various models are evaluated, based on alternative model selection criteria, such as MAD, MAPE and MPE. For empirical analysis monthly data over the period Dec 1990 to Jan 2010 is applied. The result found that SARIMA model provides better forecast values than other competing model. The advantage of this model is also that it not only captures Autoregressive and moving average process in the series but also the seasonal process. As policy implications, for univariate series SARIMA model can be applied for forecasting tourists demand in India. However,

other factors affecting tourist demand should also be taken into consideration while forecasting tourists' demand, which perhaps is one of the limitations of this paper.

Adamos Adamou and Sofronis Clerides 2011 in the study "Tourism, Development and Growth: International Evidence and Lessons for Cyprus study find that investigate the relationship between tourism specialization, development and economic growth. Descriptive cross-country comparisons indicate a link between tourism specialization and level of development. Econometric analysis shows that tourism specialization is associated with higher rates of economic growth at relatively low levels of specialization but eventually diminishing returns set in and tourism's contribution becomes minimal. Cyprus was one of the success stories of international tourism in the 1980s and 1990s but has since struggled to position itself in the international tourism landscape. Its example illustrates well both the promise and the limitations of tourism-driven economic growth.

Dr. Suman Kumar Dawn, Swati Pal in July 2011 in their Study "Medical Tourism in India: Issues, Opportunities and Designing Strategies for Growth and Development" find that India is in an advantageous position to tap the global opportunities in the medical tourism sector. The government's role is crucial to the development of medical tourism. The government should take steps in the role of a regulator and also as a facilitator of private investment in healthcare. Mechanisms need to be evolved to enable quicker visa grants to foreign tourists for medical purposes where patients can contact the Immigration Department at any point of entry for quick clearance. Tax incentives to the service providers, import duty reduction on medical equipment, committees to promote and foster medical tourism are some of the initiatives that can be undertaken. There is also a need to develop supporting infrastructure such as transport services to facilitate tourism in India. The tourism, health, information and communication departments need to work in tandem for efficient patient care. This paper has recommended some of the medical tourism strategies for further promoting medical tourism in India. These include building and promoting the image of India as high quality medical tourism destination, creating and promoting new combination of medical tourism products, keeping up the high standard of quality treatments at a reasonable price, providing informative online and offline materials and make them available to the potential customers. Also attaining the accreditation/standard to reassure the quality of treatments as well as emphasizing on the needs and

demands of the existing target markets must be incorporated.

Madhusmita mishra and prabina kumar padhi 2010 in the study emergence of tourism in the sustainable growth of india: an empirical analysis study find that tourism is an important and flourishing industry in the country. It is termed as a useful measure for employment generation, poverty alleviation and sustainable human development in india. It accounts for one-third of the foreign exchange earnings of india and also gainfully employs the highest number of people compared to other sectors. This sector also attracts the domestic tourist and foreign tourist in an enthusiastic way which resulted in improving well balanced economy for the nation like in india. The present paper elaborates about the status and development of tourism in the context of india. It shows that due to tourism sector india has gained brand image in the mind of foreign tourist and the data regarding tourism shows about the increasing trend of foreign tourist arrival which resulted the boosting in foreign exchange earnings in the year 2001 to 2010.

Growth of Indian Tourism

Tourism in country really came of age when the national policy began laying stress on the sector from the third five year plan during which the plan outlay for developing tourism was raised to Rs. 8.00 crores from Rs. 1.58 crores during the second five year plan. Increasing public sector outlays have been allocated to tourism during the successive five-year plans, Rs. 195 crores during the sixth plan and Rs. 345 crores during the seventh plan. The outlay for the eighth plan period has been fixed at a substantially higher level of Rs. 804.10 crores. The plan outlay for the ninth plan developing tourism was raised to Rs. 859 crores from Rs. 798 crores during the eighth five year plan. The plan outlay for the tenth plan developing tourism was raised to Rs.1592.30 crores from a mere Rs. 859 crores during the ninth five year plan. The plan outlay for the eleventh plan developing tourism was raised to Rs. 3644.71 crores from Rs. 1592.30 crores during the tenth five year plan.

SWOT analysis of Tourism Industry at a glance

Strengths

1. India's geological location is a culmination of forests, deserts, and mountains and
2. beaches.
3. Variety of culture i.e. a mix of diverse civilizations and their traditions. A wealth of archeological sites.
4. Indian tourism is known for its heritage and monuments.

5. India has a corporation to administer support issues related to tourism.
6. Country of prosperous heritage and traditions having a enormous and varied history.
7. Places of prehistoric civilization and settlements dating back to numerous centuries present in India.
8. Unity in Diversity i.e.. Multicultural people staying collectively in the same country. One of the best growing economies of the world.
9. Growing literacy rate among the local people and improving infrastructure leading to increase in tourist visits.
10. India has been maintaining good and pleasant association with different countries which helps the people of those countries to get the visas easily to visit India.

Weaknesses

1. Lack of sufficient infrastructure. An intolerant attitude among certain sections of the people.
2. No appropriate marketing of India's tourism in a foreign country. Foreigners still think of India as a land of snake charmers.
3. Loss of local culture as well as the loss of traditional environmental awareness is one of the negative impacts of uncontrolled tourism (Nyaupane and Thapa 2004).
4. Costly travel, elevated fuel prices resulting in the increase of fares of flight and trains which the major means of transport are for the tourists.
5. Lapses in security and safety incidents of flaunt and harassment of tourists in some places.
6. Gap between requirement and supply of manpower. Insufficient standard hotels in the country leading to the crisis of accommodation for the visiting tourists.
7. Lack of proper infrastructure.
8. Poor health, lack of hygiene and proper sanitation among common people especially in the rural parts of the country.
9. Incidents of local people harassing and torturing the visiting tourists especially the foreign tourists in diverse parts of the country.
10. Irregular progress

Opportunities

1. More hands-on role from the Government of India in terms of framing policies.
2. Allowing entry of added multinational companies into the country giving us a worldwide perception.

3. As well as development of domestic tourism is one of the factors of the growth of the tourism industry.
4. A pioneer initiative by Ministry of Tourism, Government of India that will help tap into the full prospective of tourism in India.
5. A countrywide promotion that aims at sensitizing key stakeholders towards tourists, through a process of training and orientation.
6. The Commonwealth Games 2010 in New Delhi was the largest ever event in India's sporting history.
7. International players of different sports from across the world visited to take part in CWG 2010.
8. This resulted in India's place on the world map as a 'sporting nation' having the competence to host a major sporting event.
9. Major advance for the Indian tourism industry since many foreign tourists visited for seeing the sights and to observe the CWG 2010. This is definitely a key source of income for the Government.

Threats

1. Financial conditions and political disorder in other countries affects tourism.
2. Aggressive strategies adopted by other countries like Australia, Singapore in promoting their tourism affects Indian tourism.
3. Tourist often ignored, Cheated and rudely dealt with Spoils the image of country.
4. Terrorism incidents like 26/11, 11/7 have an impact on the psyche of the visiting tourists. These incidents considerably reduce the foreign tourist arrivals in India.
5. The rising Naxalite activities and constant Maoist attacks in the country is not helping the cause.
6. Crime rates growing in the country ranging from insignificant thefts to serious murder cases.
7. Diseases in recent years such as Dengue, Chikungunya and Swine Flu are causing the tourists to stay away from visiting various parts of the country.
8. Escalating competition from other exotic countries. Eg. Singapore, Hong Kong etc.
9. Food problems plague the tourists.
10. Lack of basic infrastructure and accommodations for tourists in rural areas of the country.
11. Women particularly western women get harassed by the local men making it unsafe for women and aged tourists.

SWOT analysis of major aspects of Tourism Industry

Hotel Industry

Hotels form one of the most important support services that influence the arrival of tourist to a country. The major players in the industry are Indian Hotels Company Ltd (IHCL) operating under the Taj brand, the Oberoi, Welcome Group of Hotels, Hotel Leela Venture and the Ashoka chain of hotels, owned and operated by the Indian Tourism Development Corporation (ITDC).

There are around 1000 categorised hotels and the total room availability is pegged at 97,000 rooms. Hotels are classified into six categories according to the star rating assigned by the Department of Tourism. These range from one star to five star deluxe depending upon size and facilities. About 30% of the rooms fall under the 5-star deluxe categories. To find out the current status of this industry, strength, weakness opportunity and threat (SWOT) analysis is needed. This will help us in understanding this industry and also identify the weak points.

Strengths

1. A wide variety of hotels is present in the country that can fulfil the requirement of the tourists.
2. There are international players in the market such as Taj and Oberoi & International Chains. Thus, the needs of the international tourist's travellers are met while they are on a visit to India.
3. Manpower costs in the Indian hotel industry is one of the lowest in the world. This provides better margins for Indian hotel industry.
4. India offers a convenient tourist destination with the income it has. Thus the magnet to pull customers already exists and has prospective grow.

Weaknesses

1. The cost of land in India is high at 50% of total project cost as against 15% abroad. This acts as a major prevention to the Indian hotel industry.
2. The hotel industry in India is heavily staffed. This can be gauged from the facts that while Indian hotel companies have a staff to room ratio of 3:1, this ratio is 1:1 for international hotel companies.
3. High tax structure in the industry makes the industry not as good as international equivalent. In India the expenditure tax, luxury tax and sales tax go up the hotel bill by over 30%. Effective tax in the South East Asian countries works out to only 4-5%.
4. Only 97,000 hotel rooms are available in India today, which is less than the Bangkok hotel capacity.

- The services presently offered by the hotels in India are only limited value added services. It is not comparable to the existing world standards.

Opportunities

- Demand between the national and the inbound tourists can be effortlessly managed due to variation in the period of holidays. For international tourists the peak period for arrival is between September to March when the climatic environment are suitable where as the national tourist waits for school holidays, usually the summer months.
- In the long term the hotel industry in India has dormant potential for growth. This is because India is an ideal destination for tourists as it is the only country with the most varied topography. For India, the inbound tourists are a mere 0.49% of the global figures. This number is expected to increase at a unusual rate thus approaching up the requirement for the hotel industry.
- Exclusive experience in heritage hotels.

Threats

- Guest houses replace the hotels. This is a budding trend in the west and is now easily spread up in India also, thus diverting the hotel traffic.
- Political instability in the area reduces tourist traffic and thus the business of the hotels. In India examples of the same are Insurgency in Jammu Kashmir and the Kargil war.
- Varying trends in the west demand similar changes in India, which here are hard to execute due to high project costs.
- The economic situation of a country has a direct impact on the income in hotel industry. Lack of training man power in the hotel industry.

Transport Facilities

A fine knit and synchronized system of transport plays a significant role in the continued economic growth of the country. The current transport system of the country comprises of numerous modes of transport including rail, road, air transport etc. Tourism industry is also affected by the performance of these services heavy road taxes are the great threat to the tourism industry. Airports are the main infrastructure provision that a country has to present to the international tourists. It would be astonishing to note that prominent tourist's destinations like Jaipur and Goa do not have an international airport. Foreign guests, who constitute more than 60% of the tourists destined for these cities, presently have to travel via Mumbai, unless they are ready to charter

a flight. This makes things burdensome and time consuming, thus disappointing many time aware tourists from visiting these places. Similar is the case of cities like Agra, Udaipur and Varanasi where foreign tourists account for approximately 50% of the total tourists arrival.

These services decide the position of a place in a tourist's portfolio. They on one hand attract tourists to a particular destination and on the other act as a major de-motivating factor if they are not capable to fulfil the expectations of the visitors. So the main bottlenecks to this industry are to be found here. In this regard an attempt to SWOT analyse some of these services and detect areas that need attention. To find out the current status of this industry we have done a strength, weakness opportunity and threat (SWOT) analysis. This will help us in understanding this industry and also recognize the weak spots.

Airlines Industry

Strengths

- Airlines are the most ideal mode of transportation by the foreign tourists as the ease provided by the airlines is higher.
- The savings in time that this mode of transport offers is enormous.
- A manpower cost in the transportation in Indian hotel industry is one of the lowest in the world. This provides enhanced margins for Indian hotel industry.
- India offers a convenient tourist destination linked by air. Thus the magnet to pull customers already exists.
- Low cost carriers have brought boom in air travel.

Weaknesses

- Incompetence of the domestic airlines there are number of instances of flight being cancelled or late. Secondly frequent strikes by the pilots and maintenance problems are a major cause of worry. This is one of the reasons that make a tourist discouraged
- Lack of basic services at the airport. When international airports propose such services like free transportation facilities, private lounge facilities at airports, food etc, it sometimes become impractical to find a clear toilet in our international airports.
- Government does not let the capacity of existing airports to increase and private and foreign operators are not given clearances to function in the country.

Opportunities

- Development and up gradation of the present airports, India's geographic locality

makes it a perfect location to provide as a link between the East and the West.

2. Airline market growth offers frequent expansion opportunities for both leisure and business destinations. This is predominantly true for international destinations.
3. Technology advances can result in cost savings, from more fuel efficient aircraft to more mechanized processes on the ground.
4. Technology can also result in augmented revenue due to customer-friendly service enhancements like in flight Internet access and other value added products for which a customer will pay extra.
5. Link-ups with other carriers can very much increase passenger volumes. By coordinating schedules, airlines can offer service to destinations via a code share agreement with a partner carrier.

Threats

1. Domestic airlines (Air India and Indian Airlines) face major competition from other transnational airlines.
2. Under cutting in for their survival and then go on to business. A global economic recession negatively affects leisure, optional travel, as well as business travel.
3. The price of fuel is now the largest cost for many airlines. An upward spike can threaten the business model.
4. A plague or terrorist attack anywhere in the world can disapprovingly affect air travel.
5. Government interference can result in new expensive rules or unexpected new international competition.

Road and Railways Network

Strengths

1. India has one of the major road networks in the world. Country's total road length was 30, 15,299 km. More roads are being added in near future.
2. Trains like Palace on Wheels provide a sense of Indian majesty of the days gone by.
3. Deccan odyssey, Heritage on wheel, Taj trains offers exclusive Rail experience.
4. High standards and increasing passenger flow of the international air traffic.
5. A well-built railway system about 60 % of the cargo is carried by the railways.

Weaknesses

1. The road condition in India is very shocking. The roller coaster ride is not what is expected while travelling by the tourists.
2. Heavy road taxes.
3. The majority of the roads are in a poor condition (lighting, traffic signs, etc).

4. A high number of road victims which remains the highest in India.
5. The rolling stock of the railways is exhausted and old.
6. The railway transportation is slow, which hinders the passenger transportation.
7. The transport services are badly developed in India.

Opportunities

1. As the tourism industry expands the airline industry is also in for a boom.
2. The smaller places that cannot be accessed by the air, road and railways are the next finest options.
3. To progress the safety on Indian roads via superior road quality.
4. To optimise the system of railways and auto transport roads and further coordinate with the territorial planning.
5. Develop the public transport system, particularly in Madhya Pradesh with a suitable pricing policy.
6. To develop logistic services to guarantee India becomes more noteworthy transit route for cargo.
7. The prospective of regional airports should be assessed and developed.

Threats

1. There are no major threats to this industry as there is no alternative at present.
2. Airlines are the only threat, which will take time to develop to come up to have such wide circulation as rail or roadways.
3. The fast growing number of passenger and cargo can cause a further damage to the roads.
4. Increasing load upon the urban centres transport system.
5. The workforce emigration.
6. Political changes, predominantly in regarding the transit sector.

Tour Operators

Strengths

1. Travel agents are moving from being mere ticket issuers to travel consultants taking whole liability for the consumer's requirements.
2. Travel agencies not only provide the image of the country to the concerned parties but also attract them to visit a country by the eye catching packages.
3. Vertical assimilation
4. Skilled management team
5. Determined acquisitions
6. Diversifying its market and reducing reliance on Indian market

7. Excellent range of choice of holidays
8. Diverse distribution channels

Weaknesses

1. Travel agents are most affected by the taxes that are part of the industry.
2. Propagation of brand names could cause misunderstanding
3. Abnormal growth will the bubble burst?
4. Incomprehensible range of acquisitions
5. Local company with international ambitions

Opportunities

1. As the number of tourist is increasing, there is a need to recognize their requirements and the travel agencies can tap this section.
2. To become the ideal Indian Tour Operator
3. To be the market leader
4. To expand in to other tourism related sectors such as green tourism, ecotourism
5. To look forward to future trends in the travel industry

Threats

1. With the initiation of internet the role of travel agents is shifting and the whole industry faces a threat of annihilation unless they change to meet the requirement of tourists.
2. Consumers tire of the same old holidays.
3. Augmentation of low cost airlines.
4. Customers can prepare their own holidays and put the package together saving 10% on the cost of using a travel agent.
5. Economic recession, increasing interest rates
6. Changing consumer behaviour.

Government Policies Regarding Tourism Industry

One of the most obvious reasons that the study has brought out is the lacuna in the Government's policies towards the industry. The Government is the most important player in this industry and all the other players have to follow the guide taken by it. However, the actions of the government have not been practical. Rather it has been late in increasing to the prospect that the tourism industry offers. There are not adequate incentives been offered to the other players like Hotels and the travel agencies? There are no incentives for the hospitality industry to set up shop in area, as is the case with other industries. The government should be taking the lead and attracting the industry to places that have enormous tourist prospective but have still not completely developed. Incentives like tax holiday or a condensed rate of duties would go a long way in the encouragement of the places.

Secondly, the various limitations those are in place in areas like Sikkim and the North-East should be comfortable so that more people can visit those places. Even when the Government is in charge of maintaining the sites of historical significance, it has been greatly weighed down due to resource crisis. The sites that are under the Archaeological Survey of India are in useless condition, as the agency does not have sufficient manpower or the money to look after all of them. This has lead to the regular decay and demolition of many important sites both by nature as well as because of sabotage. There have been cases where whole temples have been thoroughly exposed and completely dismantled without the agencies in charge being aware of them.

Poor Infrastructure

The infrastructure has been a foremost reason why the international tourist has been skipping the country. Belated or nonappearance of connectivity to diverse locations, lack of appropriate accommodation facilities, bad roads and no communication amenities are some of the factors that are stopping people from visiting many places. Unless the infrastructure is properly developed, a large majority of tourists will give the country a skip. Again this is linked to the above restricted access. The lack of a Government that is practical. Unless the government sanctions the infrastructure projects there will be no improvements in the state of affairs. A very recent example that has been in the news is the airport project in Bangalore. Although the plan has been lying with the government for three years, still now it has not been implemented. There is an acute lack of appropriate accommodation facilities for the tourist. So more hotels have to be built. Even currently there are some places that are not properly connected by even good and traversable roads. These also need to be developed.

Apprehensions about the Law and Order Situations

The lack of protection that is faced by a lot of international tourist is also a foremost root for concern. There have been many instances where tourist have been physically beaten, robbed and sexually harassed. Any such incident reflects badly on the country and creates a negative illustration in the country from which the tourist has come. In the mid nineties, when revolution was thought to be on a turn down in Jammu and Kashmir, five foreign tourists were kidnapped. This lead to a lot of scream and the State Department of the USA issued a specific warning to its citizens not to visit Jammu and Kashmir. Even though the notice was only for J&K still then it exaggerated the total inflow of tourist into the country. Similarly French national/ Japanese National were sexually

assaulted in New Delhi and that too had attracted international notice. Apart from these, there are hundreds of other incidents like cheating to murder that blemish the image of the country. Socio-religious problems (Riots etc) have become a usual affair and the country is not professed as a peaceful destination. All these concerns have to be critically looked into by the concerned agencies.

Approach & Strategies

In addition to the facilitation role assigned to itself by the Government in the development of tourism, the Government will adopt the following strategy towards the private sector with the objective of securing its active involvement in leading the development of tourism in the state.

1. The tourism will be given the status of industry in order that the facilities and benefits available to the industry are also made available to tourism projects.
2. A special incentive packages will be made available for encouraging new tourism projects as well as expansion of existing tourism units.
3. Infrastructure facilities will be strengthened and developed within the state, particularly in special tourism areas which will be notified later and which will be developed by adopting an integrated area.
4. Effective mechanism will be set up to build meaningful co-ordination with the Central Government and the State Government agencies the local self-government bodies and the NGOs.
5. Government will encourage building effective linkage with the relevant economic agents and agencies such as the national and international tour operators and travel agents of reputed hotel chains and global institutions connected with tourism such as WTO.

Conclusion

Indian tourism industry needs enhancement in terms of behaviour, honesty. Foremost influential factor like politeness, humility, willingness to help and accept people has promoted their tourism. The above behavioural traits have to be strengthened and toughened in India. Indian Tourism Industry is grossly underutilized or unexploited in case of Tourism development where the Government both Centre & State may come out with a progressive policy on Tourism which helps to generate Infrastructure through the inflow of tourist to diverse regions to India. The Government should give sops like Tax holiday, Special packages to such areas. The Governments must step in the role of supervisor, facilitator in order to support private investment in it. A Task force needs to be made which has members from tour operators &

concerned Ministries which come out with holistic and reasonable approach to gauge this opportunity of rolling tourism Industry in the present time. The foregoing review of the tourism industry in India leads us to the conclusion that although substantial growth has been recorded by it in our country, there is a great potential, which could not be exploited on account of inadequate infrastructure facilities. Hence, there is an imperative need for further improving the country's tourism infrastructure including accommodation, transport, and information and communication facilities.

Tourism is a product-cum service that requires continuous trimming, moderation and updating in a fiercely competitive international environment. Effective marketing is the key to the problems of development of tourism for which a detailed analysis of the market profiles of India's main tourism generating regions is required. Aggressive marketing will have to be taken up in the existing tourism generating markets abroad as well as to explore new markets. Simultaneously, all-out efforts should be made for the development of the domestic tourism, which would serve as a sound ground for the growth of foreign tourism. Proper cooperation and coordination between the public and the private sector is a must for the future growth of tourism in the country. Further, there is a need for greater coordination among the adjoining states having tourist places of international significance. It could be in terms of inter-state tours with the help of common fleet of all India permit luxury buses. Following data previous information about development of tourism consider legal structure of the country. It was not enough; government has to do more things for the growth of the Indian Tourism.

This study was conceived and executed in the above mentioned context to prove that a utility-oriented regional empirical study will not only help us to meet the challenges of tourism in India but also contribute its humble mite to the formation of a national policy of tourism. The present study has been conducted keeping the national context in view. The study has, therefore, dealt at length not only with the governmental structures but also with non-governmental structures of tourism both at the National and State levels. Actually no State Government can develop tourism without active and enthusiastic co-operation from the national tourists' structure. The need of the hour is to evolve better co-ordination between the multiple tourist structures prevalent in the country.

Recommendations

The Indian Tourism Department must have an independent research, development and analysis wing to research tourist demand and tourism structure in India so as to develop the prospects of tourism. Experts in the fields of hotel management and tourism must be associated with all the decision-making bodies of the structure. The Government of India must also develop an institute of hotel management and tourism guidance in the state to have better trained and equipped units like tourist bungalows, hotels, midways night resorts etc. Government of India must open a large tourist information complex in New Delhi to motivate and guide both foreign and domestic tourists to visit India. All the tourist information bureaus must be adequately staffed and equipped to satisfactorily perform their functions. All state governments must encourage its employees to undertake journeys providing concessions on the Central Government pattern. All state Government should send proposals to the center for developing tourism. Thus the financial crunch faced by the state government would no longer hamper the development of tourism. Tourism should be declared an industry by Indian Government without any delay to attract the private entrepreneurs to invest in construction of hotels and other resorts. Indian government must enact a comprehensive Tourist Act to direct and regulate the activities of the governmental and non – governmental sectors of this trade at the earliest. The standard of room services transport services etc. should be improved for customers' satisfaction. The pre-service and in-service training programmes should be started for better results. Law and order should be improved for the development of tourism industry. Government should give the priority to the safety of foreign tourist in India. Better liaison should exist between State Tourism & Department and ITDC. Tourism Planning Board should be set up to do perspective planning to provide the required fillip to the tourism industry.

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