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**"EMERGING TRENDS OF TOURISM IN INDIA :  
A SOCIOLOGICAL STUDY"**

**Dissertation submitted to the Jawaharlal Nehru University  
in partial fulfilment of the requirements  
for the award of the Degree of  
MASTER OF PHILOSOPHY**

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SCHOOL OF SOCIAL SCIENCES  
JAWAHARLAL NEHRU UNIVERSITY  
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INDIA  
1995**

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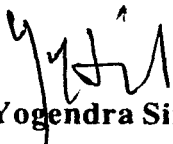
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SCHOOL OF SOCIAL SCIENCES  
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21st July 1995

**CERTIFICATE**

This is to certify that the Dissertation entitled "**EMERGING TRENDS OF TOURISM IN INDIA : A SOCIOLOGICAL STUDY**" by **MANISH KUMAR VERMA**, has not been submitted for the award of any degree to this or any other Univeristy. We recommend that this Dissertation may be placed before the examiners for the consideration for the award of Degree of **MASTER OF PHILOSOPHY** in **Sociology** of Jawaharlal Nehru University, New Delhi.

  
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## **INDEX**

### **Acknowledgement**

1.	<b>Sociology of Tourism : A Retrospect</b>	1
2.	<b>The Problem and Methodology</b>	24
3.	<b>Culture, Social Conflict and Tourism</b>	31
4.	<b>Ecology, Environment and Tourism</b>	61
5.	<b>Government Policies and Level of Development in Tourism</b>	95
6.	<b>Conclusion</b>	126
7.	<b>Bibliography</b>	129

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July 21st, 1995



**MANISH KUMAR VERMA**

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*Chapter 1*

***SOCIOLOGY OF TOURISM : A RETROSPECT***

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In this globalized world of change and progress, tourism has become of utmost importance. Any concept of fun, leisure, pleasure, joy, recreation etc. falls directly in the grab of Tourism. It touches not only the economic fabric of society, but also has deep rooted effect on social-political norms, cultural values as well as Health and ecology. It promotes national integration and international understanding, creates employment opportunities and augments foreign exchange earnings. It also gives support to local handicrafts and cultural activities. On the one hand, it can be, if tackled with understanding, of immense benefit to mankind in general and on the other hand the unbalanced tourist movement can also result in social upheavals which can in turn let off the chain of irreversible reactions.

**TOURISM DEFINED:-** "The word 'TOURISM' is related to 'TOUR' which is derived from a latin word 'Tornos' means a tool for describing a circle or turners wheel. This is a word of compass or rather a pin at the end of a stretched string, used to describe a circle. It is from this word 'Tornos' that the notion of a 'round tour' or a 'package tour' has come which is very much of the essence of tourism. It was as late as 1643 that the term was first used in the sense of going round or travelling from places to places, around an excursion, a journey including visiting a number of places in circuit or sequence, circuitous journey, embracing the principal places of a country or region."<sup>1</sup> **Webster's Dictionary** defines tourism as "a journey at which one

returns to the starting point, a circular trip, usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned."<sup>2</sup>

Tourism in the pure sense is essentially a pleasure activity in which money earned in one's normal domicile is spent in the places and activities which gave them temporary satisfaction. Boorstin's analysis see it as a 'Pseudo Event' He says "Isolated from the host environment and the local people, the mass tourist travels in guided groups and finds pleasure in inauthentic contrived attractions, gullibly enjoying the 'Psuedo-events' and disregarding the 'real' world outside."<sup>3</sup> "All tourists for Maccannell 'embody a quest for authenticity,' and this quest is a modern version of the universal human concern with the sacred. The tourist is a kind of contemporary pilgrim, seeking authenticity in other 'times' and other 'places' away from that person's everyday life."<sup>4</sup> Particular fascination is shown by tourists in the 'real lives' of others which somehow possess a reality which is hard to discover in peoples own experiences.

In the sanskrit literature there are three terms for tourism derived from the root 'atna' which means going or leaving home for some other place. The three terms are:

Paryatna: It means going out for pleasure and knowledge.

Desatna: Means going out of the country primarily for economic gains.

Tirthatna: Means going out to places of religious



merits.

On the question of why do tourists travel, Gray, in one of the earlier statements of motivation, saw two basic reasons for pleasure travel - 'wanderlust' and sunlust? Former he defines, as, 'that basic trait in human nature which causes some individuals to want to leave things with which they are familiar and to go and see at first hand different exciting cultures and places.... The desire to travel may not be a permanent one, merely a desire to exchange temporarily the known workaday things of home for something which is exotic.' Sunlust on the other hand, 'depends upon the existence elsewhere of different or better amenities for a specific purpose than are available locally. Wanderlust might be thought of essentially as a 'push' factor whereas sunlust is largely a response to 'pull' factors elsewhere." <sup>5</sup>

As definitions indicates, there are several motives for travel, each requiring its own facilities and having a different impact. Thus government agencies in search of a comprehensive definition of tourist, and one which will facilitate the measurement of this activity, have resorted to the more general term of "Visitor". The definition most widely recognized and used is that produced by the 1963 United Nations conference on Travel and Tourism in Rome, which was adopted by the International Union of official Travel Organization (IUOTO) in 1968. It states that a visitor is:

"Any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited."

Thus, tourism is concerned with all travelers visiting foreign parts, where it be for pleasure, business, or a combination of the two. The only exception is some one who is setting up a new residence in a foreign country and will be earning a salary and paying taxes in this new country. The IUOTO definition was intended for international travel but it can accommodate domestic tourism by substituting region for country.

Visitors have been subdivided further into two categories to assist the measurement of tourist traffic and the assessment of the economic impact.

1. **TOURISTS-** Who are visitors making at least one overnight stop in a country or region and staying for at least 24 hours.

2. **EXCURSIONIST-** Those visitors that don't make an overnight stop, but pass through the country or region. The excursionist stays for less than 24 hours, and include day trippers and people on cruises.

Thus, according to generally accepted definition 'tourists' are temporary visitors making at least an overnight stay in the country/region visited and the purpose of whose journey may relate to: Leisure (recreation, holiday, health, study and sports), business, family, mission, meetings. So tourism does not only mean travel for

recreation and pleasure but also includes business journeys and travel for variety of other personal reasons excluding those for gainful employment.

In India, up to 1970, the tourist arrival figures were compiled according to the old definition of tourist, namely:

"A person visiting India on a foreign passport for a period not less than 24 hours and not exceeding six months for non-migrant, non-employment tourist purposes<sup>6</sup> From 1971, the new definition of tourist has been adopted which reads as:

"A person visiting on a foreign passport for a period of not less than 24 hours for non-immigrant, non-employment tourist purposes".<sup>7</sup>

This definition is in accordance with the recommendation of UN conference of International Travel and Tourism 1963, wherein no upper limit is envisaged.

This is a growing recognition among writers and scholars on Tourism as the relationship and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure or recreational purpose. While writers differ on the degree to which other forms of travel (e.g. for business, for health, for educational purpose) should be included under tourism, there is a growing recognition that "tourism constitutes one end of the broad leisure spectrum. In a geographical sense, a basic distinction between tourism and other forms of leisure, such as that practiced in the home (e.g. watching television) or

within the urban area (e.g. going to the cinema or a walk in the park), is the travel component. Generally tourism is taken to include atleast a one-night stay away from the place of permanent residence or origin.<sup>8</sup>

**Schneider and Hanson**, on the other hand, take tourism as one aspect of modernization, citing the emulation by locals of tourist behaviour as an illustration of the 'incorporation of distorted metropolitan life styles by dependent regions and issues of economic dependence.'<sup>9</sup>

**Krapf** notes that mass tourism is one consequence of an age of mass consumption. He then goes on to ask whether tourism is an appropriate form of aid, whether the development of a luxury sector is justified when many people donot have the bare essentials of life. He concludes that tourism has a 'special function' in developing countries, a function which he defines in terms of a series of 'economic imperatives' viz:

- exploitation of the countries own natural resources,
- international competitiveness due to favourable terms of trade,
- an ability to provide internally many of the goods and services required,
- improved balance of payments,
- Social utility of investments in tourism: employment generation and multiplier effect,
- balanced growth.

Krapf's emphasis is clearly on tourism's contribution to economic growth and the notion that tourism has a special function in this regard" 10

Thus, on the basis of above discussion, we can come to some general conclusions about the characteristic of tourism. These can be illustrated in the form of:

1. It is highly complex and is an amalgamation of phenomena and relationship rather than a single one.

2. The phenomena and the relationship arises from the movement of people to various destinations and their stay in these destinations. Thus in the former case, there is a dynamic element journey and in the latter case there is a static element stay.

3. Tourism is a distinct activity. The people travel. The journey and stay are two aspects in destinations outside the normal place of residence and work. Thus, the touristic activities are peculiarly different from those of the resident and working population of places through which the tourist travel and in which they stay. Therefore, it is easy to make a distinction between touristic and general activities.

4. The movement of people is temporary and is of a short term character. They have the intention to return within a few days, weeks or months.

5. It is non remunerative. The various destinations are visited by tourists. The visit is not for the purpose of paid work. There is no intention to take up employment.

6. Tourism is a multi-dimensional phenomena. There are many and varied activities which make their own separate and individual contribution to a comprehensive services to tourists. It is not a clear cut sector but has pervasive impact on all sectors of activity. These activities although separate are interdependent. Which require cooperative efforts and common policies. There is an urgent need of co-operation & co-ordination between tourist centres, hoteliers and tour operators.

7. It is not an industry so much as a market. It does not produces goods but services. It is primarily a service industry and a large proportion of those actively engaged in it find employment in tertiary occupations, e.g. hotels, catering, transport, travel agency etc.

8. The industry is also marked by a fairly distinct seasonal rhythm. The casual work and seasonal unemployment are often distinguishing features of the industry, especially in the resort areas.

9. This industry is dominated by the changing ideas and attitudes of its customers.

#### **ORIGIN AND EVOLUTION:**

A quarter century ago, travel was the privilege of a few rich, affluent and adventurous people. Today, with the rise in the standard of living of people in several developed and developing countries along with fast technological revolution, due to industrialization and

consequent urbanization and modernization, overseas holidays are within the reach of middle and working class. Travel, today, is sold like any normal consumer product through retail outlets, wholesalers, and even departmental stores of every countries. More and more people with small income are taking overseas travel/holidays.

In India, the origin of tourism can be seen in the form of **religion and pilgrimage**, the desire to see the places of pilgrimage. In a way religion was the single motive for travel. Travel for these reasons is not confined to only the Hindus. The Buddhist pilgrims not only from India, but also from the world over visited India in large numbers. There are numbers of shrines of Muslims, saints and monasteries which attract lakhs of people every year. Christian Churches, Sikh and Jain temples and many other shrines made India a unique country so far as home tourism is concerned.

In the pre-Industrial era pleasures travel was limited to the wealthy and privileged. The earliest travelers were the explorers but, like many today, they frequently combined business interests with the exploration. **Marco polo** is an excellent example of such a pioneer. Still the most popular form of domestic travel was the pilgrimage, which became a social and recreational event in addition to a religious commitment.

More extensive reminders of the early days of tourism lie in the spas and seaside resorts whose origins were linked to the pursuit of health, but which eventually become centers of amusement and recreation.

"A notable legacy for today's tourism from the pre-industrial era is the Grand Tour. During the seventeenth century" increasing numbers of potential diplomats, men becoming rich through colonization of England and scholars in search of European learning, began to legitimize gallants' jaunts which thus imperceptibly merged into the educative and political institution known as Grand Tour".<sup>11</sup>

The industrial revolution brought about major changes in the scale and type of tourism development. The increases in productivity, regular employment, and growing urbanization gave more people the motivation and opportunity to go on holiday. In contrast to the earlier dominance by the wealthy, tourism began to embrace a broader social spectrum, and as in other areas of social behaviour, class distinction became apparent. The emerging middle class combined higher incomes and growing education into annual holidays. To escape from the responsibilities and the congested urban environment they sought relaxation and recreation in areas of natural beauty and in turn, created the beginning of the modern holiday industry. The greatest change in the face of tourism was brought about after the second world war due to increased mobility. The development of jet engines made it possible to fly large numbers of people, great distances at high speed.

Thus, the character of tourism itself shifted, from the pilgrimage to earlier claimed grand tour based on emotionally neutral observation and recording of galleries,



museums and high cultural artifacts, to the nineteenth century 'Romantic Grand Tour' which saw the emergence of 'scenic tourism' and a much more private and passionate experience of beauty and the sublime.

But, "to be a tourist is one of the characteristics of 'modern' experience. Not to 'go away' is like not possessing a car or a nice house. It is a marker of status in modern societies and is also thought to be necessary.<sup>12</sup> If people don't travel, they lose status: travel became synonymous of status. It is a crucial element of modern life to feel that travel and holidays are necessary. 'I need a holiday is the surest reflection of a modern discourse based on the idea that people's physical and mental health will be restored if only they can get away' from time to time. Dr. Robert Runcie, Archbishop of cantenbury, said on 11th December 88 in observer "In the middle ages people were tourist because of their religion, whereas now they are tourist because tourism is their religion." This statement of Archbishop clearly shows the importance of tourism in today's life. Detawise tourism is growing 5-6 percent per annum and will probably be the world's largest source of employment by the year 2000. At present, it is India's largest foriegn currency earning industry.

#### **NATURE AND SCOPE:**

Tourism is a multi-facet activity as it touches nearly all sectors of national life. Rapid and continuous development has been the key note of national and

international tourism. "Presently travellers comes from various socio-cultural background with varied tastes, desires and restricted leisure time. The commercialization of many hobbies or leisure time activities has made them possible to the common people. Large number of people are now moving abroad to participate in exciting and exotic activities of mountaineering, water-sking, under water swimming, pony trekking etc. They like riding, boating, shooting etc. organized for large groups constructing its own specially designed low-priced accommodation and very often providing its own entertainment and other services. Social tourism to able to bring vast number of tourists into remote and relatively under-developed regions."<sup>13</sup>

At the same time, the expenditure made by tourists accounts for the development and prosperity of the tourist industry. Though travel stands for a temporary outing from one's local place, it envelops a complete tremor in the equilibrium that one achieves between himself and the alien world, while living at one particular place for a long time. It exhausts a series of amenities to complete a visit worth its purpose. These traits or basic amenities essential for tourist industry are as follows:

**1. Home Country:**

- Going Railway Station to taxi/Rickhaw.
- Porters/Kuli for Luggage.
- Tips to Porters/Kuli.
- Bringing Railway Ticket.

- Purchase of newspaper, books, magazine etc.
- Buying of meal either from station or from Railway's canteen.
- Airways.

**(2) Reaching Holiday Resorts:**

- Requirement of services of Porter/Kuli and taxi/Rickshaw for hotel.
- Dharamshala or Hotel get booked by the travel agent.
- Entertainment requires some expenditure.
- Use of sports, swimming pool, tennis court, billiards etc.
- Travel to local places by Car/Taxi/Rickshaw /Bus.
- Payment to local guide.
- Pay excursion to the surrounding side.
- Visit to local Pub or wine shops/hotels/Restaurants.
- Marketing of local handicrafts, cloths and other famous goods.
- Requirement of services of essential daily needs like Barber, dry cleaners etc.
- Visit to historical monuments and cultural festivals
- Use of Banks, Post office etc.
- At the completion of the vacation, payment of bill to Dharamshala/Hotel.

**(3) Returning back to Home/native place.**

- Once again the use of same services for one's return.

Broadly speaking, tourism can be based upon the above mentioned factors. In another words, one can say that any tourist activity requires the above mentioned services, without which tourism can loose its sharpness. So far as the

scope of Tourism in India is concerned, it is a matter of fact that she has a vast tourism potential because of her unique diversification of both cultural and natural attractions, which constitutes the raw material of the industry. India has an ancient civilization that is preserved in the religion, customs, traditions and architecture. It has a distinctive culture and way of life. The abundance of temple here would certainly interest many visitors. It's traditional dances and music are loved by all. India is full of varied and spectacular scenery including snow-capped monuments, glaciers, geysers, boiling pools, unique glow worm caverns, beautiful lakes, fine beaches and appealing mountains, with exciting wildlife, lovely deserts, a manifestation of history which goes back to more than 5,000 years. This has resulted in historical movements of great antiquity like the stupas in sanchi, beautiful monument of Love-Taj Mahal and many other illustrations in art and architecture of fabulous temples, mosques, and churches. In this region are represented the great faiths of the world-Hinduism, Buddhism, Islam. This region offers to the tourists, the most exciting costumes, foods and festivals. The most unique asset of tourism is that there is no shortage of raw materials. India's unique variety of cultural and natural attractions constitute the resources for the industry.

Geographically, India comprises of three distinct units:

- Himalayas and their associate group of mountains
- The Indo - Gangetic plains that runs parallel to the southern foot hills of the range.
- Southern peninsula or Deccan Plateau that occupies most of the central and southern parts of the subcontinent.

The assembling of diversification is that the Himalayas range is dramatically high, the Indio-Gangetic plain is a nice plain with hardly a variation in altitudes from sea to shining sea, and the southern peninsula is a fairly high plateau with coastal strips.

There are four main seasons in India:

- Summer season - Starts in March and ends in May
- Rainy Season - Starts in June and ends in september
- Post-Monsoon period - Starts in October and ends in November
- Winter Season - Starts in December and ends in February.

From Kanyakumari to Himalayas, climate varies and so the people, their customs and traditions. The rivers of India may be classified as **Himalayas rivers**, generally snowfed and continuous flow throughout year, **Deccan Rivers**, generally rainfed and therefore fluctuate in volumes, and **coastal rivers**, specially of the west coast, short in length and have limited catchment areas.

The most spectacular diversity of India lies in its physical features. It represents museum of races comprised of almost all ethnic groups of the world. The discovery of Harappa culture in the early part of the century placed India on the map of early culture. The decline of the

civilization and the rise of Aryans may be considered as the turning point of Indian history. Nature and history both have made India one of the most attractive country of the world. It offers every thing in a rich variety-mountains and hills, valleys, highest peaks, sea beaches, landscape, scenic beauty, monuments and memorials, traditional art and dances, fair and festivals and dozens of other precious things which made the country a mosaic of living tradition.

Tourism needs variety and India with its vast dimensions and diversity offers to every class of visitors something not found elsewhere. Unlike other export industries, there is comparatively little investment needed for promoting tourism. The scope for the expansion is unlimited. It is an industry, a source of income especially of foreign exchange, an exercise in national image building. It has fantastically rich and varied tourist potential. The tendency of tourists is to delimit India to a set of monuments or scenic marvels. India thus becomes khajuraho, Gulmarg, the Taj Mahal and Mahabalipuram, with little or nothing in between except a few necessary stop-overs. To enlarge this focus, the places of interests and the resorts for tourism need to be developed and the amenities and facilities provided for tourists can be gradually expanded.

#### **SOCIOLOGY OF TOURISM:**

After so much of discussion about the nature and scope of tourism, one most vital and fundamental question arises

as whether we can consider tourism from sociological point of view or not. In another word, is there any physibility of "Sociology of Tourism"?

Tourism's concern with socio-cultural, economic, political, ecological and Health issues, lands it in the domain of sociology. There is large scale interaction between tourists and the local people which offsprings the **"Bastard culture"** through the process of diffusion. After 60's and especially in the period of 90's most dramatic changes in the behaviour as well as living standard of peoples of India is observed, and, tourism can be said as one of the most important contributory factor. Apart from this tourism gives job opportunity to millions of unemployed and semi- employed peoples, which thus consequently helps in the upheaval in the standard of living due to access to more economic gain. This further contributes to the education and socialization of people.

All these factors mingling together act as an instrument of modernization of the country. Thus tourism acts as most important factor for the modernization of Indian tradition.

In a very useful review of the sociology of tourism, **Cohen** identifies eight main sociological perspectives on tourism: tourism as commercialized hospitability, as democratized travel, as a modern leisure activity, as a modern variety of the traditional pilgrimage, as an expression of the basic cultural themes, as an acculturative process, as a type of ethnic relations and as a form of neo-

colonialism. He then suggests, sociological research on tourism 'falls naturally' into four principal issue areas: the tourist, relations between tourists and locals, the structure and functioning of the tourist system, and the consequence on tourism.<sup>14</sup> Anthropologists, according to **Graburn**, have also focused on the study of the impact of tourism on host populations as well as on the study of tourists themselves. In this review, Graburn explores the notion of tourism as ritual and play.<sup>15</sup>

"Turner, in his analysis of pilgrims, partly revealed the important **rites de passage** involved in the process of tourism. There are three such stages: first, social and spatial separation from the normal place of residence and conventional social ties, second, liminality, where the individual finds him/herself in an 'antistructure ..... out of time and place' - conventional social ties are suspended, an intensive bonding 'communitas' is experienced, and there is direct experience of the sacred or supernatural; and third reintegration, where the individual is reintegrated with the previous social group, usually at a higher social status." <sup>16</sup>

Impact of tourism is the most important common sociological theme which emerged from the different disparate studies, with varying emphasis given to economic, social, cultural and environmental issues. On the basis of all the previous works done by the scholars, some minimum characteristics of the social practices emerges which



conveniently describes tourism as "**sociology of Tourism**". According to **John Urry** these can be narrated in the form of:<sup>17</sup>

1. Tourism is a leisure activity which presupposes its opposite, namely regulated and organized work. It is one manifestation of how work and leisure are organized as separate and regulated spheres of social practice in 'modern' societies. Indeed acting as a tourist is one of the defining characteristics of being 'modern' and is bound up with major transformations in paid work. This has come to be organized within particular places and to occur for regularized period of time.

2. Tourist relationships arise from a movement of people to, and their stay in, various destinations. This necessarily involves some movement through space, that is the journey, and a period of stay in a new place or places.

3. A substantial proportion of the population of modern societies engages in such tourist practices, new socialized forms of provision are developed in order to cope with the mass character of tourism. (as opposed to the individual character of the 'travel')

4. Places are chosen for tourism because there is an anticipation, especially through day dreaming and fantasy, of internal pleasures, either on a different scale or involving different senses from those customarily encountered. Such anticipation is constructed and sustained through a variety of non-tourist practices, which falls directly in the court of sociology, such as film, T.V.,

literature, magazines, records and videos, etc.

5. Tourism involves the collection of signs. When tourists see 'two people kissing in Paris'. What they capture is 'timeless Romantic Paris' when a small village of England is seen, what they anticipate is the 'real old England'. Thus, this in a way helps in the spread of culture and customs through signs.

6. In due process, an array of tourist professionals develop, who attempt to reproduce ever - new objects of tourism. These objects are located in a complex and changing hierarchy. This depends upon the interplay between, on the one hand, competition between interests involved in the provision of such objects and, on the other hand, changing class, gender, generational distinctions of taste within the potential population of visitor.

7. Home tourism is full of economic, social and cultural benefits. The international tourism is a passport to peace, home tourism is the key to national integration.

8. If people travel from one State/Country to another, visit to historic places and intermingling with the local people, make them aware of the varied culture and heritage of that ancient land. This knowledge make them more tolerant to the differences in languages, beliefs, culture and customs.

9. Growth of tourism represents a democratization of travel. Travel had always been socially selective. It was available for a relatively 'limited elite' and was a marker of social status. But from second half of the 19th century occurred

development of mass tourism by train. Status distinctions then came to be drawn between different classes of traveller, but less between those who could and who could not travel.

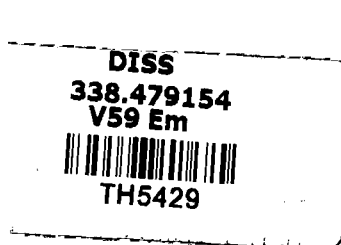
Thus, "Sociology of Tourism" can be defined as "the relationships and phenomena arising out of the journeys and temporary stays of people traveling primarily for leisure and recreational purposes." 18

CONCLUSION:

Tourism industry is a small part of the total leisure industry. It comprises of several activities including accommodation and catering, transportation, tourist attractions, entertainment, various types of facilities from government and non - governmental agencies, travel agents and tour operators. All these factors in a crisp form hybridizes for tourism. It has got impact over socio - cultural, politico - economic, ecological and health aspects of population.

India's tourist potential lies in her cultural and historical monuments, variety of climate and landscape, warm and friendly people with a tradition of festivals, music and dance as alive today as centuries ago, beautiful natural scenery from the mountains to the beaches and the interesting spectacle of a nation striving to attain a harmonious blend of ancient glory and modern achievement.

Tourism in India changed slowly and gradually with the winds of change in the world structure. With its advent in



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the form of pilgrimage and religion, it has come long way to reach the stage of mass tourism. In present day, it has become almost a status symbol. Now tourism is consumed like any other consumer materials. Infact, it has become a part of life of modern people. Globalization due to industrialization and technical development in the field of transportation and communication acted as a ploy to encourage this industry. The rapid growth of tourism can be seen in the form of the fact that it is growing with the speed of 5 - 6 percent per annum and is employing millions of people. This shows the importance of tourism in present day life.

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*Chapter 2*

**THE PROBLEM AND METHODOLOGY**

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## INTRODUCTION

Forty Eight years are mere grains of sand in the historical hourglass of a country's progress. Yet, in this very short time period since independence, tourism has emerged in India as an organized industry involving the sophisticated and multi-disciplinary skills. The changing dimension of this vast expanding industry are bringing into sharper focus concerns over the cultural, ecological, environmental, social and political consequences of tourism.

Really, it seems quite attractive and charming as well as a matter of great enigma and puzzle for the scholars to know the special features attached with tourism industry, which attracted the entire world and made them its victim. It has become a mysterious and speculative concept which easily attracts people to know some more about it. This is precisely the reason why I decided to work on such an interesting topic.

### NATURE AND SCOPE:

Any dymystification and debunking of the impact of tourism in India easily reveals the socio-cultural, economic, political and environmental, consequences which, it has on the Indian Soil.

A unique asset of Indian tourism in that there is no shortage of raw material in the form of natural and cultural attraction. From the snake charmers to the eternal snow capped peaks of Himalayas, and the system of folk-dances to the big game hills, these all encompasses Indian

tourism. It abounds temples and having a manifestation of history that goes back to more than 5,000 years. On the other hand world tourism has become almost a status symbol. A quarter century ago, travel was the privilege of a few rich, affluent and adventurous people. Today with the rise of standard of living of peoples along with technological revolution in transportation industry, overseas holidays are within the reach of middle and working class.

In this background the main scope of my study would be to see the effect of tourism in India. Who are those persons taking interest to go to India for tourism? What prompts them to go to India for their holiday resort? Also to see the emerging changes in traditional tourism, to highlight continuities and changes observed in that. To understand the role of tourism in changing values, rituals and in bringing about changes in the traditional customs and traditions as well as culture of India. Coupled with this the impact of tourism on culture and economy as well as on the ecology and environment. Finally, what is being done and is being done by the government of India for the promotion of this vastly expanding industry?

#### **OBJECTIVES OF STUDY:**

The main objective of my study is to make a systematic analysis and sociological interpretation of how the tourism process is under gradual change, both the traditional channels and the modern form of tourism. What effects it is making on the people.



Secondly, how are these changes in tourism preserving the continuing culture and how is it bringing changes in socio-cultural aspects of society?

Thirdly, what are the particular qualitative changes taking place in the socio-Cultural lives of the people in villages, towns and metropolitan areas of the country.

Fourthly, what contribution mass media is making in the spread of tourism? For example, to attract the tourists of Britain, the slogan, 'India only 9 (nine) hour away was created.'

Fifthly, could the changes in the culture of society in this prospective be termed as "Crisis" or as "Cultural renaissance", is the relevant question which comes to one's mind.

Sixthly, how far the ecological and environmental aspects is getting effected due to spread of tourism?

Seventhly, What have been done from government and non-governmental organizations for the promotion of this industry? What are those various aspects which needs improvement, so that it attract more and more tourists.

Eighthly, how far economic gain due to tourism effected the pattern of life of the people. The issue of consumer orientation of mind become of utmost importance in this aspect.

There are other various questions which pins one when one thinks of tourism. These are:

1. What is and will be the nature of new hybrid culture due to tourist interaction? What is its content and form?
2. Will the new culture be accepted and fused in the life pattern of peoples of India?
3. Tourism has to fulfill certain needs of the society, for its better maintenance and continuation. How far the new tourism policy has been capable of doing so in present society?
4. What are the evolving changes in the culture of the people ranging from dress pattern to life style and consumption pattern?
5. Are the basic characteristics of old culture has been in its organic unity and spontaneity, has it been preserved with the introduction of modern tourism? To see sociologically, what role does tourism is playing in the building or destroying the social, cultural and political attitudes of the peoples involved.
6. What role has tourism policy played, eitherways, in preserving the traditional cultural environment, or in destroying it? What is its effect on rural social structure especially with regard to youth culture coupled with this, the observed changes in the world view like religion, caste, fate, festivals and, aspects and attitudes linked to it.
7. What is the impact of tourism on the natural environment. How wildlife is getting effected due to this? It's role in river pollution and erosion of soil due to deforestation.

8. Last but not the least, what are those enraging sociological trends which can be important for present day tourist's analysis.

**PLAN OF DISSERTATION:**

For the convenience of analysis, I divided my dissertation in six parts. The first chapter of this paper deals with the topic "Sociology of Tourism: A Retrospect" In this section I dealt at length, what tourism is all about. How did it originated? The process of bearing up of it in India. What is the difference between the tourism of medieval period to this modern time. What is the nature and scope of tourism in India. And Finally how tourism falls in the domain of sociology i.e. how sociology of tourism is possible.

The second part which I am dealing in this paper is "the problem and methodology". What are the various questions which rose to my mind when I decided to work on tourism? What will be my methodology? And last but not the least what will be the nature and scope of my study.

After this, in my third chapter-:Culture, Social conflict and Tourism", I tried to discuss some sociological phenomena which arose in India due to rapid-fire growth of tourism. How the culture of India is in a gradual process of transformation due to interaction with alien culture because of cultural interaction with tourism. What are the various modes of changes in the behaviour as well as life style of people of India. People, who are in close touch with the

tourist are showing changes in their entire life style. They have started selling their culture, customs and tradition. I tried to analyze, whether this commodification of life style is positive for the growth of society or it is taking away the society towards a crisis.

The fourth chapter deals with, "Ecology, environment and Tourism in India". It is a well known fact that tourism has grown very rapidly within a short span of time. To come along with the growing tourist's needs, lot of changes in the geographical structure of society has taken place. The most important of these are the construction of hotels, skiing places, deforestation etc. Due to these, the natural resources of society are getting destructed. What is the real impact of this destructive process on ecology and environment in India. This I tried to analyze in the chapter.

In my fifth chapter, I took " Government Policies and level of Development." There I discussed the management and marketing process of tourism. What have been done and is being doing by the Indian government to boost the industry, which lays golden eggs. Whether these development process is giving right results or not? What we need from the government. How far we are able to provide various facilities to tourists? What is the role of media in this sphere?

The last concluding chapter gives a brief summery of my relevant findings of this dissertation. I tried to find the

answers to those questions, which I raised in the first chapter, the problem and methodology."

**METHODOLOGY:**

The study of these objectives was in the light of historical and present Socio-Cultural, economic, and political context to get a wholesome perspective and to understand the sociological significance of the present trends of tourism in India.

There were plenty of secondary sources on the topic. Literature of general as well as specific nature were available. This included books, Literature, Journals, Newspapers etc. Apart from this, raw data from Ministry of tourism have been used. For the analysis of articles and speeches, the methodology of content analysis have also been utilized.

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*Chapter 3*

***CULTURE, SOCIAL CONFLICT AND TOURISM***

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The introduction of outside ideologies and foreign ways of life into societies that have been relatively closed or isolated can lead to "Changes in attitudes, values, behaviour and even the entire lifestyle of the host population, which can result from merely observing tourists". In a way, tourism development has a bearing on the social as well as the economic and environmental texture of tourist destinations. The complex impact of this development is evident in those countries that have undergone rapid tourism development process as a result of their urgent need to overcome major economic and social problems. A major phenomena arising from an economic - oriented development approach is its socio - cultural impact. Various researches conducted on the detection and classification of the social impacts in the form of social conflicts and benefits emerging from tourism development have indicated that, any social conflict produced in the wake of tourism development could cause tension between hosts and guests, as well as among the host themselves, leading to a decline in tourist flows.

It is clear that negative socio - cultural impacts in the wake of tourism development are not unavoidable. A deterioration in tourist's propensity to visit a given destination and a decline in the willingness of the locals to host international tourism occur only when the emerging social conflicts exceed the "local normative tolerance level" If the local community is ready to come to terms with these social conflicts (i.e., to regard them as a price that

has to be paid in order to improve its standard of living and quality of life), then the changes are good that the local's frustration will be kept low. Thus, tourism is having both negative as well as positive impacts over the societies concerned.

Talking to positive impacts of tourism, **Prof. Negi Says,**<sup>1</sup> "Tourism draws people and nations closer together, helps to dissipate prejudice and corrects misunderstanding thereby makes a substantial contribution to the world peace." In the word of **Tennyson:**

"Ah, when shall all men's good  
Be each man's rule and universal peace,  
Lie like a shaft of light across the land-".

Similarly, "**Adam Smith's** remark that, "The discovery of America and that of a passage to the East Indies by the Cape of Good Hope are the two greatest and most important events recorded in the history of mankind" may seem to imply that mankind began in Europe, yet the Portuguese voyages to the east were undoubtedly among the significant steps in the direction of the mingling of mankind, which previously existed as isolated peoples with few mutual contacts."<sup>2</sup> Thus tourism is one of the most important factor for the national integration as well as international understanding. This happens when people of different culture come and live together for a period of time and share each other's views, customs and culture.



In a nutshell, one can say that, this demonstration effect is unavoidable because tourists generally possess greater financial and leisure time affluence than many local residents, and their vacation experiences are based frequently upon conspicuous consumption. The demonstration effect can be a benefit if it encourages local people to adopt and work for the things they lack, because in the process this helps their development. However, in many Third World destinations, including India, it has created resentment, as local residents find themselves unable to emulate the life styles and products they are witnessing.

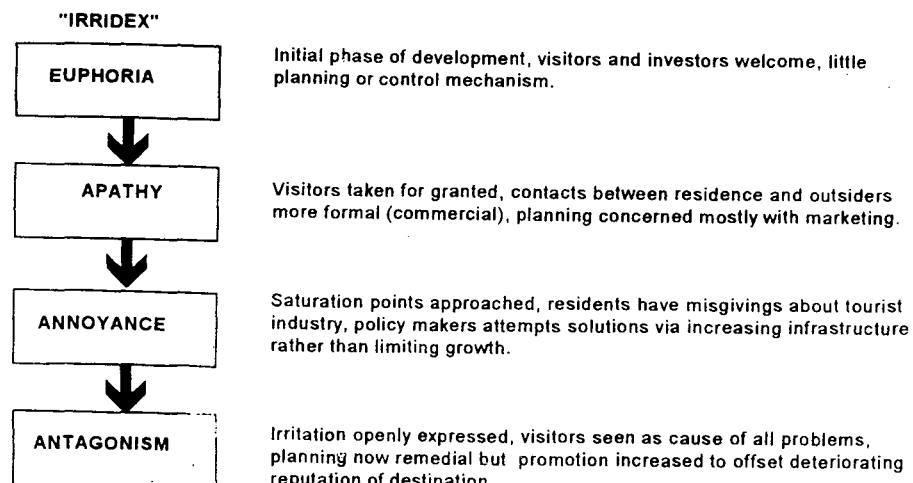
#### THEORETICAL CONSIDERATIONS

Tourism development in many countries has been part of a central government policy to strengthen the socio - economic status of peripheral areas. Such policies are implemented especially in those areas that have unique socio - cultural or physical qualities and hence, can potentially attract large numbers of tourists. In many such areas, diversification of the local economy is impossible and, therefore, tourism development is considered either the only or the major means to provide higher living standards and a better quality of life.

The limits of local tolerance for tourism may be described as a Social carrying capacity because exceeding this threshold will have detrimental effects on the industry, since an unfriendly atmosphere will reduce a destination's attractiveness. D'Amore has defined social

carrying capacity for tourism as "that point in the growth of tourism where local residents perceive on balance an unacceptable level of social disbenefits from tourism development."<sup>3</sup> If tourism development is not carefully planned to meet local resident's requirements and expectations, this threshold will be low, and locals will most likely develop negative attitude towards the process. The question in this eventuality is whether locals will openly demonstrate this dissatisfaction. A display of dissatisfaction will cause an unfriendly atmosphere and, therefore, deter tourist's visits. On the other hand, the argument is also advanced that such negative reactions will not be made openly to tourists unless the locals have reached a point where they no longer want to come to terms with the social implications. This point refers to the upper limit of the local's social - carrying capacity.<sup>4</sup>

**Doxey** noted that the existences of local tolerance thresholds and host's resistance to further tourism development were based on a fear of losing community identity. Based on this observations in carribean and Canadian destinations, he developed a model that shows a direct link between increased community irritation, or stress, and continual tourism development.<sup>5</sup>



## CAUSATION THEORY OF VISITOR - RESIDENT IRRITANTS

In the early stages of development visitors are likely to be greeted with enthusiasm by local residents. The new industry brings employment and revenue, plus the early visitors (explorer types) are appreciative of local customs and lifestyles. This state of "euphoria" is particularly noticeable in areas where there are few alternative forms of employment, and when the level of tourist activity is not overwhelming. As the volume of visitors increases, contact between resident and visitor becomes less personal and more commercialized and visitors demand more facilities built specifically for them. The industry is now taken for granted and local people develop a more "apathetic" attitude to the activity. If development continues it may exceed community tolerance threshold because of increased congestion, rising prices, and its threat to traditional ways of life. Then apathy can turn to "Annoyance," as residents feel their community is being changed around them and the costs of accommodating the industry are beginning to exceed perceived benefits. But annoyance pales into insignificance if development continues and leads to "antagonism". At this stage open hostility to tourism facilities and visitors can occur, as local residents perceive it to be the cause of all their economic and social problem.

On theory which outlines the possible dangers for traditional destination societies is the acculturation theory.<sup>6</sup> This theory states that when two cultures come into

contact for a length of time an exchange of ideas and products will take place. This exchange process, however, will not be even, because the stranger culture will dominate and begin to change the weaker culture into a mirror image, the relative strength of a culture is based on its socio-economic conditions, its population size and the type of contact it seeks. The tourist literature have noted a gradual weakening of traditional Third World cultures, influenced by the taste of relatively affluent tourists. Varley found that "the types of accommodation and consumer goods demanded by visitors [to Fiji] require the supply of modern standardized products." Thus, Fiji's tourism development not only exposed islanders to increasing numbers of foreigners but also to their products and ways of life. Consequently, it is no surprise that a conference work shop on "the impact of tourism on small developing countries" concluded:

"There may be conflict between (a) attempts to conserve "traditional" landscapes and lifestyles and (b) efforts aimed at economic development and improved standards of living.

Thus, as a socio-cultural event for both the traveler and the host, tourism should consider the needs of both parties. Upto this point the emphasis has been on the customer and his convenience, but local disillusionment with the industry indicates that the feelings of residents can no longer be ignored. Destination areas have been inconvenienced by the congestion and debased by certain

staged events and attractions, plus there is growing concern over the acculturation process of tourism. We can easily analyse these events and consequences of tourism in India as well as other third world developing countries.

#### IMPACT OF TOURISM:

**Murphy** says that "the social impacts involve the more immediate changes in the quality of life and adjustment to the industry in destination communities. The cultural impacts focus on the longer term changes in a society's norms and standards, which will gradually emerge in a community's social relationships and artifacts."<sup>7</sup> Apart from that "the social impact of tourism will vary according to the difference between the visitors and the visited, whether in terms of numbers, race, culture, or social outlook. **Lundberg** observes that in general: 'the force of tourist generated local impact seems to increase with distance from the generating country' "<sup>8</sup>

For our conveniences of analysis, we can broadly divide the social impact of tourism in two parts, namely, the Socio-economic impact and the socio-cultural impacts. These two sub-division can further be sub-divided into various divisions, encompassing both positive and negative effects.

POTENTIAL SOCIAL IMPACTS OF TOURISM <sup>9</sup>

IMPACT	POSITIVE ASPECTS	NEGATIVE ASPECTS
<b>Socio-Economic</b>		
1. Individual Economic Independence	Wages	Conflict in traditional societies
2. Labour Force displacement	Migration to tourism region for employment	Forced migration of residents from region
3. Changes in Employment	Employment in tourism sector	Seasonal unemployment, abandonment of traditional forms of employment
4. Changes in land value	Increased value of land	Higher land prices; conflict over land use changes in ownership
5. Improved living standards	Improved service, facilities, infrastructure	Inflation generated tourism
6. Changes in political-economic system	Growth of new elite, growth of depressed regions	Splits in national unity
<b><u>Socio Cultural</u></b>		
1. Growth in undesirable activities	-	Growth in crime and Prostitution.
2. Social dualism	Cross-Cultural exchange, widened dimension	Conflicts in values.
3. Demonstration Effect	Stimulation to improve living standards	Frustration, increased spending growth in import bill
4. Culture as a commercial commodity	Preservation of cultural heritage, growth of pride	Culture loses meaning as it is commercialized for tourists
5. Growth of hostility	--	Growth of resentment hostile servile attitude growth on the part residents.

## SOCIO-ECONOMIC IMPACTS

While the tourism industry has definite effects on the economy of a country in terms of job creation, increased foreign exchange earnings, or a growth in the import bill, there are also indirect socio-economic impacts, many that have both positive and negative aspects to them.

### 1. ECONOMIC INDEPENDENCE

In most tourism areas the majority of jobs, particularly the unskilled ones, will be filled by women and young people, many of whom are earning the money for the first time. This can cause conflict in traditional societies where parents and/or husbands have always held more power or status. They sometimes find it hard to accept the fact that family members have both economic independence and exposure to new and threatening ideas. "Traditional economic production was centred on the family where much of the work consisted of services for which there was no payment. The extension of wage system to so many levels of the domestic economy has transformed into commodities services that were traditionally provided on a reciprocal basis. Instead of society based on services mutually rendered, we have a society increasingly dominated by money, in the form of price tag."<sup>10</sup>

### 2. LABOUR FORCE DISPLACEMENT:

In many countries, especially those limited in size, local populations have been displaced by tourism

developments that are often built in the more scenic areas (i.e. a type of competition for resources). Migration could occur because of razing of a squatter townsite to build a resort, or the flooding by tourists of a beach formerly used by fisherman, and as a result family and economic patterns can be broken. **Suhita Chopra** in the study of **urbanization of khajuraho due to tourism** says that "Investigations into several realms of migrant activity-economic, infrastructural and the realms of acquaintances- show considerable dissatisfaction with the present set up. While seasonality of tourist trade, low tourist traffic, poor urban compensatory allowances (dispute inflationary trends in khajuraho) result in dissatisfaction in the economic realm, low neighbourhood satisfaction results from disparity in the socio-economic status with the local populace and poor quality of social overheads. All in all, the urban migrant's integration in Khajuraho's community life is very low and they remain unsatisfied in an atmosphere of subsistence urbanization." 11

The opposite phenomena can also occur. In **Yucatan**, the pattern of migration was towards the development rather than away, and many of the people working in the hotels are probably earning their first salaries. Labour force migration can therefore have both positive and negative effects. In undeveloped regions it can mean paid employment; in urban areas, it can lead to further crowding, higher rates of unemployment, and the growth of slums.



### 3. CHANGES IN FORMS OF EMPLOYMENT:

A frequent impact in areas with growing tourism developments is that local residents will leave traditional forms of employment, such as agriculture and fishing, to work in the hotels or restaurants. While they might become wage earners for the first time, the primary sector of the economy may be adversely affected by a loss of labour. A shift from jobs in the agriculture sector to those in the tourism and construction industries eventually results in higher food prices. Secondly, many jobs in the tourism industry are seasonal, so that the worker either remain unemployed throughout a number of months of the year or find supplementary work, which is often hard to do. These same people can also find themselves permanently unemployed if demand for their destination area shifts, a frequent occurrence in tourism. Malaysian protest poet Cecil Rajendra beautifully explains the phenomena as.<sup>12</sup>

"When the tourists flew in  
our island people metamorphosed into  
a grotesque carnival  
- a two week sideshow  
when the tourists flew in  
our men put aside their fishing nets  
to become waiters -  
our women became whores when the tourists flew in  
what culture we had flew out of the window -

we traded our customs for sunglasses and pop  
we turned ceremonies  
into ten - cent peep shows".

#### **4. CHANGES IN LAND VALUE AND OWNERSHIP:**

A common occurrence in areas beginning to develop a tourist industry is the skyrocketing of land values, which can cause conflict over land use and displacement of local residents from land that often goes into the hands of a group of powerful nationals or foreigners. This is especially true where tourism development is planned in a formerly untouched area. In parts of Barbados the price of land rose almost 50 percent annually in the early seventies.<sup>13</sup> Suhita Chopra says about Khajuraho that:<sup>14</sup> "An important feature of the urbanizing process in Khajuraho has been the change in the Structure and spatial organization of the rural centre. The section of society most affected by the changes in land-use pattern in the local populace - mainly agriculturalists who are faced with problems of poor compensation, scarcity of land and labour and urban regulations which are incongruent with the rural set-up. The amount of compensation has been so poor (an average of Rs 1758 per acre) that it has prevented its re- investment on agricultural land in surrounding regions."

#### **5. IMPROVED STANDARD OF LIVING:**

A major beneficial impact of tourism is that local residents can take advantage of improvements made in health services, airports, water and sewage systems, and

recreational facilities that might have been built primarily with the tourists in mind, or that are paid for by local governments with the surplus from tourism revenues. Another example is the new roads that can facilitate access to markets for local farmers. A frequent cost of tourism development, however, is that prices are often driven up as a result of tourists who are willing to pay more for many items. While a "two price system" may be in effect, more often prices remain at a higher tourist level. This inflation can sometimes negate the positive impact of flows of tourism revenue into a region. **Subita Chopra** writes about Khajuraho that "While it can't be disputed that tourism development has established a number of urban institutions e.g. Police station, the penetration into these institutional structures is made difficult due to an extremely individualistic and materialistic philosophy that tourism has promoted. Moreover, the benefits of most welfare schemes have accrued to the rich and the powerful migrants. In the allocation of power and resources, the planning authority seems to have acted as a hidden mechanism for strengthening the inegalitarian set up."<sup>15</sup>

#### **6. CHANGES IN THE POLITICAL-ECONOMIC SYSTEM?;**

The development of tourism on a large scale can sometimes help to shift political and economic power from traditional groups to a new elite of businessmen who own the resources needed by the industry. Tourism growth can also lead to development of previously economically depressed

regions, such as Mexico's Yucatan and certain Caribbean islands. This can have beneficial economic and social impacts, or can lead to splits in national unity, as one region sets precedence over another in terms of resource allocation.

While speaking for international relation, **Mahatma Gandhi** once said, "I don't want my house to be walled in all sides and my windows to be stuffed. I want the culture of all lands to be flown about my house as to be walled in all sides and my windows to be stuffed. I want the culture of all lands to be flown about my house as freely as possible. But refuse to be blown off my feet by any".<sup>16</sup> This vision of Mahatma Gandhi, for international understanding seems to be fulfilled in the nature of tourism development. **Douglas Pearce** also comes to the same conclusion. He states by quoting **Mings** "The fundamental question remains: Does tourism help set the stage for improving international understanding? The result of this research suggest a qualified yes. However, perhaps the strongest statement possible at this juncture is that, very little evidence was discovered to indicate that international tourism is obstructing international understanding in Barbados. Fears that "Ugly American" tourists may be spreading ill will and generating international misunderstanding everywhere are not consistent with the findings of this study....."<sup>17</sup>

## SOCIO- CULTURAL IMPACTS

### 1. GROWTH OF UNDESIRABLE ACTIVITIES

It is commonly understood by people that tourism will bring in or help facilitate undesirable activities, such as gambling, drug trafficking, which will result in changes in the local system of traditional values. "Increased prostitution is commonly associated with an expansion of tourism, with vacations providing an opportunity for the inversion of sexual and other restrictions. Sex tours to Korea, Thailand, the Philippines and other Asian countries have drawn strong criticism from religious, feminist and other writers. Jones, in his brief study of prostitution in Bali, concluded that it is usually changed, not caused, by tourist demand. Cohen, in a more comprehensive study of tourism-related prostitution in Bangkok, highlights the broader social and economic conditions which lead Thai women into prostitution, notes that 'the majority of prostitutes still serve a local Thai and Chinese clientele' and 'that the women working with farangs are in many respects the "elite" among the prostitutes.' Cohen emphasizes the complexity of the different relationships which may exist and concludes: 'while it (prostitution) enables the girls to resolve some of the pressing problems caused by the precariousness of their life-situation, it does not usually resolve the problem of precariousness itself, but often exacerbates it'. Elsewhere, sex roles may be reversed, as with the 'beach-boy-canadian secretary' syndrome of the Caribbean or the

liaisons between young males and Scandinavian tourist in the Gambia"<sup>18</sup> Local residents are also often offended at the brief attire of tourists, women wearing shorts into town or bathing suits in the street. Another fear is that crime will increase as the tourism industry grows and affluent tourists are envied by poor residents. Dr. Nila Umesh remarks that "there is a tremendous temptation to initiate and emulate the tourist. In an enquiry into the problem of juvenile delinquency, we are obliged to recognize that tourism with its perpetual temptation is an important factor in the misconduct of our young offenders. We discovered that juvenile delinquency in no way stemmed from the need to satisfy primary and immediate needs, but rather from secondary needs created by the development of a different mentality, new styles of behaviour, a new outlook on life."<sup>19</sup>

#### **SOCIAL DUALISM:**

With the advent of tourism the fundamental patterns of the consumer society are in process of infiltrating our own society. The tourists are westerners on vacation who come here for a week of leisure and to get away from the year's accumulation of fatigue and worry. The tourist is a worker who has accepted. After slaving away all year he/she is allowing himself/herself on a change of scene and pace, regime and life style. One might say that **tourism introduces the behavior of a wasteful society into the midst of a society of want.** The rift between rich and poor societies

here is no more a theoretical scandal based on academic analysis. It is every day reality.

"Another social cost of tourism is that," says J.R. Brent Ritchie and Charles R. Goeldner, "What has been called the 'premature departure to modernization.' Foreign values and ideologies come to be accepted by and influence the lives and behaviour of local residents. Some may copy tourist behaviour and attitudes and ignore cultural and religious traditions. There may be abrupt and disruptive changes in the social customs and patterns, for example, women leaving their homes for the first time to work in the hotels as maids or cooks. Studies in Hawaii have linked this occurrence to a sharp increase in the rate of divorce. This can interrupt the slow, normal and unique process of development, and it is claimed that social dualism can result in a person who is partly westernized and partly holding onto traditional values. Disruption in societies and split families can often occur as a result"<sup>20</sup>

On the positive side, tourism is credited with beneficial cross-cultural exchanges that can result in international understanding and widened dimensions on the part of both local residents and tourists to whom new ideas have been transmitted.

#### **DEMONSTRATION EFFECT:**

The demonstration effect is basically the adoption by local residents, especially the young, of tourist behaviour and attitudes and consumption patterns. Charles Tyler writes that "It is the change in traditional lifestyles that alarms

many anthropologists. Even small scale development of tourism in some societies can have an adverse effect on the local population. The young are keen to adopt the 'Coca-Cola culture', and leave behind their rural homes and traditional lifestyle."<sup>21</sup>

It can be beneficial when locals might see what else is available in the world and be stimulated to work harder and get a better education to improve their living standards. However, this is only a social benefit. When the opportunities of upward mobility are there to be exploited, such as the existence of jobs and schools. Otherwise, the result will be increased frustration as young people go to school or move to the city in the expectation of a better life and find a lack of employment opportunities. **J.R. Brent Ritchie** and **Charles R. Goeldner** says, "the demonstration effect can also lead to spending on diverse items, such as blue jeans, records, sunglasses, even though the means to do so are not there. Some locals adopts the marks of affluence, wear foreign fashions, eat imported foods and drink imported liquor. Not only do they live beyond their means, but the consumption of imported goods is further increased."<sup>22</sup> **Douglas Pearce** says that "Inability by the local to emulate the visitor, if so desired, may lead to a greater awareness of poverty, envy, frustration and consequent ill-will towards the visitor or to his compatriots who have been more successful. At the same time, fulfillment of the desire for more imported goods may have significant adverse economic



effects. This is not a one way process, however, on their return home, tourists may, for example, retain a taste for food and drink experienced abroad and seek out ethnic restaurants or food stores." <sup>23</sup>

#### **4. CULTURE AS A COMMERCIAL COMMODITY:**

Another potential impact of tourism is that art, ceremonies and rituals, music and tradition can become marketable commodities and lose relevance to the local people. With example, the Haitian Voodoo ceremonies, Balinese religious ceremonies, Hawaiian fire dances, and Canadian Indian rain dances put on mainly for the benefit of visitors. Charles Tyler writes that "culture" in this sense becomes divorced from its true role as part of everyday life. At its worst, it can become fossilized and adapted to suit the needs of tourists. As one ex-president of the Hawaiian Visitors Bureau confessed that: "since real cultural events do not always occur on schedule, we invent Pseudo-events for the tour operators who must have a dance of the vestal virgins precisely at 10 am. every wednesday." The same sorts of things can be seen on tours to visit tribes in more offbeat destinations like Borneo and Papua New Guinea. Cock fights, traditional dances and blow-pipe demonstrations are laid-on to order for tourists who generally learn very little about what real every day life is like.<sup>24</sup> Moreover, remnants of the colonial past, such as forts and plantations, becomes tourism attractions. As well as lowering the dignity of the people and their culture, a deterioration of the standard of local arts and crafts and a

"watering down" of local music, crafts, and ceremonies for mass tourist consumption can result. Ceremonies and rituals, which once had great importance for a native people, now become meaningless and are used primarily to attract tourist who feel no respect for the local beliefs or traditions.

On the more positive side, however, the tourist industry is also credited with helping to revive or preserve the cultural heritage of a destination area - monuments, ceremonies, arts and crafts, and traditions which otherwise might have been forgotten or died out. A sense of inferiority can be alleviated and a sense of pride in one's country promoted as tourist seek things not found elsewhere. Douglas Pearce writes that, tourists can have a strengthening and stimulating effect, either by reawakening interest in society's own culture or simply by supporting the ballet, theatre or museums by their presence and entrance fees. More generally, seasonal tourist demand and other business generated from tourism related workers may support shops and services which might otherwise disappear from none rural and other communities."<sup>25</sup>

##### 5. GROWTH OF HOSTILITY TO TOURISTS:

A major phenomena seen in many tourist destination areas, but especially in the developing regions, is growth of resentment and hostility towards the tourists on the part of the local residents. J.R. Brent Ritchie and Charles R. Goeldner says by quoting Gray" the poorer the host country, the greater irritants (such as arrogant display of wealth

and disregard of the host's values and sensitivities) are likely to be."<sup>26</sup> Two other factors influence relationship between the people of the developing countries and the tourist: the fact that the former is often ex-colonies of the tourist generating countries and, second, that the people are of different racial backgrounds. Fears have been expressed by West Indian writers that a form of neo-colonialism is developing as former "slaves" serves former "white master" and that a servile attitude or negative self image could grow on the part of a black, newly independent population.

Resentment and hostility to tourists can also grow as hordes of people descends on region with limited space, leading to strains on infrastructure such as roads and water and sewage systems. Services such as health clinics and police can be overtaxed, beaches become crowded and polluted, traffic jams become common, as do long lines in stores. These phenomena are especially prevalent in areas which are tourism "ghettos" (i.e. where tourism is the major activity) or those with a short tourism season.

Peter E. Murphy writes that "The most frequent quoted irritants for residents is congestion, particularly with respect to traffic and parking, but also in terms of longer shopping lines and the loss of a favorite spot in the local restaurant or pub. In some cases the problem of congestion outweighed all other perceived disadvantage, particularly in the smaller and more popular destinations. Second to congestion is a concern that as tourism grows in importance

local council begin to give it preferential treatment. Here some residents felt that the character of their community was being changed for the conveniences of visitors rather than for local people. The growth of motel strips and the advent of fastfood chains have been linked to tourism demand, and some residents felt they were losing control over the form and function of their own community. Another worry associated with tourism development is that property values will be inflated, and taxes will be raised as local councils invest in additional infrastructure. Residents are concerned also about the growth of litter and vandalism commonly associated with tourism development."<sup>27</sup>

Irritation at these occurrences is a major sign that the saturation point of a destination area has been reached. The saturation point in most host countries is a vague undetermined point of diminishing returns at which the benefits from tourism start to be outweighed by the socio-economic costs.

#### SOCIAL AND CULTURAL STRATEGIES FOR IMPROVEMENT OF SITUATION

A review of the preceding discussion lands us to a general conclusion that, the social and cultural issues through which the host countries are passing, can lead us to a situation of crisis. Though the present situation is not of misery and chaos but the warning signals are emerging. At present such signals reflect local inconvenience and dissatisfaction with the emerging tourist image, rather than distress over changed social structures or the loss of

cultural identity. The planning challenge becomes one of ensuring that present minor irritations do not blossom into issues that could threaten a community's socio-cultural objectives and viability as a destination. Thus, the triggering of a planned attitude towards the conservation of social and cultural legacy of the Indian as well as other developing nation's should be adopted.

D'Amore took social carrying capacity as a measure of social sensitivity to tourism development which also offers a guidance to tourism policy. He used it in regard to develop guidelines for tourism development in several small British Columbia destination. After considering which condition were conducive to socially sensitive tourism development and those which were inappropriate, he identified nine guidelines that are not just applicable to the British Columbia situation but to all aspiring destinations.

D'Amores<sup>28</sup> first guideline is that residents of destination areas must be shown the socio-economic significance of the industry through promotional campaigns. He advocates that promotional efforts go beyond attempts to instruct residents to smile and tell visitors to "Have a nice day". To encourage residents to share their resources and amenities requires that they must be made aware of the economic and amenity advantages that come with the industry. It would be easier to make residents smile and welcome tourists if they had something to smile about, such as "demonstrated" economic benefits and more amenities.

His **second guideline** states that tourism planning should be based on overall development goals and priorities identified by the residents. D'Amore feels that if residents can maintain their unique lifestyle and fulfill their own aspirations, then visitors can enjoy individualized areas that have not been altered to suit tourist expectations. Under these circumstances the chances of excluding local social carrying capacity will be diminished, because development will reflect the needs and desired pace of change of local residents and not those of the industry.

The **third guideline** suggests that promotion of local attractions be subject to resident endorsement. Promotion of a tourist image helps to determine what type and number of visitors will be attracted and what their expectations will be. There can be considerable variance between the local image as presented by tourism agencies and that perceived by the residents themselves. Many tourist attractions and gift shops around the Great Smoky Mountains National Park portray Cherokee Indians as wearing feather war bonnets and living in tepees, when this was never part of culture. This commercial image of a stereotype Indian has angered many Cherokee people and caused a great deal of bitterness toward the industry. Such discrepancies not only occur when there are cultural differences between hosts and guests but when domestic tourism brings towns people into rural environments.

The **fourth guideline** calls for coordinated public and

private efforts to maintain the integrity and quality of local opportunities for recreation and relaxation. Residents in remote areas often view their recreation opportunities as compensation for the lack of access to urban amenities, and as a consequence they consider any deterioration of these opportunities a serious matter. Local tourism development must avoid the dangers of over - harvesting local fish and wildlife similarly, local residents must be left some summer recreation outlets of their own. D' Amore reports strong tourism resentment in communities where tourists were beginning to dominate the use of local lakes.

The **fifth guideline** calls for greater involvement of native people in the development of local tourism, so that their traditions and lifestyle will be respected.

The **sixth guideline** recommends that local capital, entrepreneurial ability, and labor be invested in local tourism development. D'Amore recommends such action on the grounds that it will permit a greater degree of local control over the direction of tourism development and that the use of local resources will increase employment and economic benefits to the community. He notes that where residents have the impression that tourism is in the hands of outsiders, in the form of big companies and hotel chains, local people feel more alienated from the industry.

The **Seventh guideline** recommends that opportunities be provided to obtain broad-based community participation in tourist events and activities. It should not be forgotten that it is the resident's home which is being put on display

and the residents who must act as hosts, whether they are directly involved or not with the industry. Local tourism is more likely to complement resident lifestyles. Whenever a wide range of community members are involved in the organization or provision of services, for under these conditions the interests of the community and industry can become more compatible. Visitor - resident relations need not be limited to a business setting, for with appropriate encouragement and planning the social aspects can be fostered in smaller - scale tourism.

The **eighth guideline** suggests destination areas adopt or refine themes and events that reflect their history, lifestyles and geographic setting. D'Amore feels residents can expect to gain from such themes and events a sense of identity and pride in their community, since local lifestyles and customs are being re-inforced.

The **ninth, and final, guideline** calls for more work to mitigate local growth problems before proceeding with any further increases in tourism activity. It has been noted that tourism is an agent of change and many community complaints concern congestion and increased housing and living costs. In growing communities it is often impossible to determine the exact causes of change or increasing costs, but it is clear that increased numbers of tourists will exacerbates any shortages. It becomes essential that the needs of permanent residents are addressed prior to, or in conjunction with, additional tourist facilities otherwise,



local people will tend to associate growth problems and other problems with tourism, and may develop a resentment towards the industry.

The social carrying-capacity guidelines advocated by D'Amore seek to balance community aspirations with the type and pace of tourism development undertaken. It is apparent that while such an approach offers no specific planning methods because the circumstances and opportunities will vary at each destination, it does offer a conceptual framework that can reduce visitor- resident tension. By considering the social ramifications of various proposals in terms of a community's social carrying capacity for change and development, it should be possible to make resident and industry objectives more compatible.

#### CONCLUSION:

In the simplest term, "culture is learned and shared patterns of behavior". There are different ways by the adoption of which culture can be transmitted from one generation to another as well as, one society/country to another. Tourism can be said as one of the most important factors, in present globalized world, for the diffusionism and acculturation process.

This is a debatable issues among various scholars that whether tourism has just positive, just negative or both positive and negative effects on the society. Various scholars gave their views on pros and cons of the issue. To give a conclusive remark about the impact of tourism on host population, on can say that, it has both positive and

negative impacts. It has impacts over the socio-economic coupled with socio-cultural aspects of the population. Due to these various cultural contacts, people's living standard, their ways of behavior, basic customs and traditions, all are in a process of gradual change. The traditional concept of relation between people, the bonds of hospitality which was sacred and was based upon "Drinking water and eating salt" is changing gradually. This degeneration of culture and social conflict of basic values of society is still in a baby stage and can be thrown away easily. D'Amore has given nine suggestions, by the adoption of which these social evils can be liberated.

If we take another side of the coin, then we come to know that tourism has started a new era in the society. It is acting as the most important factor for national integration as well as international understanding. It is the main factor behind the modernization of society. It helps in the creation of awareness among people about the new ideas and issues.

Thus, tourism, in the present context has become the most unavoidable part of world culture. The social and cultural offshoots of it, which we are observing is a natural outcome just like other branches of social activities. Just by effective management and social and cultural strategies, world can get rid of the problems of tourism and can acquaint with the positive aspects of it, so that we can have a healthy world with the healthy culture.

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*Chapter 4*

***ECOLOGY, ENVIRONMENT AND TOURISM***

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The growth of tourism has brought with it a wide variety of impacts ranging from those which are economic and socio-cultural in nature to those which are ecological in character. While the overall environmental impact of tourism is probably less than that of most other industries developed on a similar scale, the significance of its impact lies in the fact that it frequently impinges upon the most fragile, sensitive and interesting segment of an area's landscape. What in absolute terms would normally represent a minor environmental disturbance could be of considerable significance because of where it occurs. With more recent trends toward the development of massive and intensive year-round tourism developments, it is conceivable that the environmental consequences of some tourism projects could rival those of other industries.

Charles Tyler writes that "As a world wide industry tourism has grown so quickly - and so haphazardly - during the last quarter century that it has become a problem in both industrialized and developing nations. And it is only during the 1980's that the problems of poor or non-existent planning have been seen and tackled. In short the problem is this: tourism as it developed in the 60's and 70's is self-destructive. It destroys the very things tourists come for. It is a classical case of **killing the goose that lays the golden egg.**"<sup>1</sup> In a way, tourism contains within its womb, the seeds of its own destruction.

The environmental damage caused by tourism manifests itself in many different ways: polluted beaches and lakes, erosion of mountain paths, traffic jams, air pollution, unsympathetic architecture deforestation etc. are some of them. Skiing, now a major winter sport, is causing many problems in the destination areas. Hundreds of square kilometres of forestry have been destroyed to make way for ski pistes, cable cars, buildings and access roads. This is all very well when the slopes are covered in snow, but in recent years some areas have seen increasingly bad summer floods and mudslides. Pollution of the Mediterranean, caused at least partly by untreated sewage from tourist developments, makes it a potential health hazard in some areas. This undermines the very notion of a beach holiday. At some of the places, tourism and industrial development around the shores of lake have rendered the lake biologically dead. Fishing is one activity mostly effected by that.

National parks offering urban tourists the opportunity to view scenic grandeur, wild life and participation in outdoor recreation. But these tourists continuously harming the environment of the wildlife sanctuaries by killing the animal as well as for their daily livelihood they are cutting the woods coupled with other environmental hazards. Thus in a way, we can say that the increasing development of tourism is harming the raw material of the same.

## TOURISM'S DESTRUCTIVE THREAT TO THIRD WORLD COUNTRIES:

Distant lands are no longer unknown to us, for as **Marshall McLuhan** coined it the world has become a "Global Village" since the media, particularly television, brought world news and events in our living room. Consequently, long - haul destinations in the Third world are now becoming popular, and recent years have seen a big increase in the number of long - haul charter flights from Europe and the U.K. to destinations in the Far East and India.

**Charles Tylor** says " the potential for damage in the Third world is infinitely greater than that in the industrialized nations, as witnessed by the problems already caused by the relatively small volume of tourist traffic to these countries. Environmental issues are rarely high on the priority list of Third World Governments, many of which, strapped for foreign exchange, have viewed tourism as a panacea for economic ills - often with disastrous results.

The Third World is particularly at risk because most of these nations have never had any significant amount of domestic tourism. They consequently lack both tourism infrastructure and know - how. As **Ron O' Gray** puts it in his book **Third World Stopover**: 'They are asked to make the leap from a predominately rural - based economy into a service - oriented tourist nature without passing through an intermediate stage of industrialization'. The point is that the needs of foreigners are frequently at odds with the needs of the local population , money is often diverted from



helping improve the lot of the rural poor, to building infrastructure to accommodate foreigners".<sup>2</sup>

Some Third world governments have looked to the industrialized nations for investment in the tourism sphere. The large transnationals have not been slow in coming forward to build the necessary luxury infrastructure that tourist and business travellers apparently require. All too often this has resulted in the erection of internationally anonymous glass and concrete blocks which stand as visible signs of 'progress', but which are not in keeping with the local environment or the spirit of the place.

Thus, it seems from above discussion that the Third World Countries are more prone to environmental hazards. There are several reasons behind that. The most important are the lack of economic resources to invest on environment preservation issues and Secondly, the lack of know - how of the offshoots of environment damage.

#### ASSESSMENT OF THE ENVIRONMENTAL IMPACT OF TOURIST DEVELOPMENT

Assessment of the environmental impact of tourism is particularly important for various environmental factors constitute the basis of much tourist development. Moreover, tourists tend to be attracted to some of the more complex and fragile environments for example, small islands, coastal zones, alpine areas and centres of historical or cultural interests. Jackson observes with reference to the Carribean:

"Some tourism facilities, such as marinas, are water dependent, so that they straddle dynamic and highly vulnerable littoral zones. Other, such as beach hotels, though not necessarily water dependent, view accessibility to beaches as a significant plus. Marinas are inclined to favour lagoons that are often characterized by productive associations, in regard to fisheries, mangroves, seagrass and reefs.

The result of these factors is that the majority of Caribbean tourism facilities are sited within less than 800 meters of the high-water mark, in a zone that can be both unstable and vulnerable to geological, Oceanographic and meteorological phenomena." <sup>3</sup>

In assessing the environmental impact of tourism, account must be taken of the composite nature of tourism. Particular impacts need to be related to specific aspects of this multi - faceted activity, but at the same time some broader synthesis must be retained. Most studies so far have focused only on one type of impact or aspect of tourism but several useful disaggregate approaches have been put forward.

"A particularly comprehensive framework was developed to ensure comparability between the case studies prepared in 1977 and 1978 as part of the OECD'S tourism and environment programme. The table identifies a number of tourism - generated stressor activities, the associated stresses, subsequent environmental responses and main reaction to these, both individually and collectively. **Stress** has been

defined as: "the strain imposed on people and their enjoyment of amenities on resources, the impact of which can be objectively measured or may be subjectively experienced in the light of defined values." The emphasis here is on measurable stress and on linking specific stresses and responses to particular activities." <sup>4</sup> (See table in next page)

The first major source of environmental stress identified in table is permanent restructuring of the environment brought about by a variety of major construction activities such as new urban developments, constructions of highways and airports and the building of recreational facilities, for example marinas or ski - lifts. The consequent potential impacts are numerous and varied, and include: Land and sea pollution, loss of wetland, loss of agricultural land and changes in the structure of agricultural demand, changes in shore line configuration, loss of sediment in some areas, siltation and dredging requirements in others, grossly sub-optimal public benefits in the coastal environment, sand encroachment into the amenity areas, coastal flooding, increasing coast protection needs, macro and micro assess problems, eutrophication, water abstraction that leads to sediment impoundment and impact on shoreline sediment budget.

Chmura and Ross provide a comprehensive review of the impacts both positive and negative, of marinas and their boats. They explains" The primary negative impacts are

Stressor Activities	Stress	Primary Response	Secondary Response
1. Permanent Environmental restructuring	Restructuring of local environments	Environmental Change in habitat Change in population	(reaction) human <u>Individual</u> - impact on aesthetic values.
a) Major construction activity	Expansion of built environments	of biological sprrecis Change in health and welfare of man	<u>Collective measures</u> expenditure on environmental improvements.
Urban expansion	Land taken out of primary production	Change in visual quality	Expenditure on management of conservation
Transport network			Designation of wildlife conservation and national parks.
Tourist facilities Marinas, Ski- lifts, Sea walls.			Controls an access to recreational lands.
b) Change in land use			Individual difensive measures Locals air conditioning recycling of waste materials protects and attitude change
Expansion of recreational lands.			<u>Tourists</u> Change of attitude towards the invironment decline in tourist revenue <u>Collective defensive</u> measures expenditure of pollution abatement by tourist related industries clean- up of rivers, beaches.
2. Generation of wast residuals urbanization transportation.	Pollution loadings emissions effluent discharges solid wates disposal , noise (traffic, aircraft)	Change in quality of environmental media air water soil Health of biological organisms Health of humans	<u>Collective defensive</u> measures expenditure of pollution abatement by tourist related industries clean- up of rivers, beaches.
3. Tourist Activities Sking Walking hunting trial back riding collecting	Trampling of vegetation and Soils Destruction of Species.	Change in hebitat Change in population of biological species	<u>Collective Defensive</u> <u>measures:</u> expenditure on management of conservation designation of wildlife Conservation and national parks. Controls on access to recreational lands.
4. Effect on population dynamics population growth	Population density (Seasonal)	Congertion Demand for Natural Mesures Landand water energy	<u>Individual</u> - Attitudes to overcrowding and the environment <u>Collective</u> Growth in support services, eg. water supply, electricity.

Source:- Douglas Pearce, Tourist Development, PP- 230-31

habitat loss, pollution by storm water runoff, and aesthetic (visual) pollution. A marinas impact can also have positive features, since it provides for the concentration of shoreline development (as opposed to many scattered private docks) and may increase the diversity of shoreline habitat, e.g. providing substrate for fouling communities."<sup>5</sup>

The second highly stressable point is the generation of new or increased waste residuals. One of the most interesting studies on air pollution reveal that, Automobile emissions were found to be higher in mountain communities (as a result of the effect of attitude and slower travelling speeds), as were particulate emissions due to the large - scale use of open fire places for heating and social effect.

However, in terms of waste residues the most widespread problem in resort communities is water pollution through the discharge of inadequately treated effluent. Seas, lakes, rivers and other water bodies which are amongst the most attractive resources for tourist development are also frequently used for the cheap and convenient disposal of sewage. This practice may in time give rise to the eutrophication of these water bodies through an increase in discharged phosphates or contamination such that human health may be seriously impaired and natural flora and fauna destroyed. The collapse of Millstalter lake in Austria during the early 1970's following a tenfold increase in the tourist traffic in the proceeding two decades and restriction on bathing in certain Mediterranean beaches, are cases in point. These examples also emphasize the tourism/

environment relationship whereas industrial discharges, for example, from chemical plants, would have little effect on that industry, closure of beaches or serious changes, in the aesthetic qualities of lakes may result in a significant down turn in the tourist traffic. Although, the fragility of these environments is important, the problem here is basically one of management and stems essentially from an inadequate infrastructure. This may result from the rapid expansion of tourism wherein construction of accomodation outstrips the provision of treatment facilities.

The **Third** best documented aspect of environmental impact is that concerning recreational activities, although most of these studies refer more to picknic grounds, national parks and wilderness areas rather than to resorts as such. Many of these have been concerned with the trampling effect on soils and vegetation by various activities such as skiing, off road vehicles, and walking, in a range of environments including coastal eco-systems, dunes and forests and meadows. The effects of trampling include an increase in soil compaction and erosion and changes in plant cover and species diversity.

A **fourth** associated area of impact is the effect of tourist development on population dynamics, especially seasonal increases in populations and population densities. One of the more obvious effects of such seasonal increases in the resultant physical congestion experienced in many areas, be they beaches, ski - slopes or historic centres.

However, in some urban areas the effect of the inflows of tourists may be loosened by the outflow of local holiday makers. Seasonal influence will also increase the demand for natural resources such as water and energy and contribute to some of the effects already noted, for example, the generation of waste residuals.

"In a conclusive remark, the OECD programme yielded valuable insights into processes of tourist development and associated environmental impacts. Analysis of the seventeen case studies and eleven national reports indicated environmental deterioration occurred most commonly under the following circumstances: a rapid and largely uncontrolled growth of the tourist industry, especially where this is characterized by mass seasonal peaks, in areas with little or no planning, few controls, and financial and technical inability to provide adequate infrastructure, Decreases in the tourist traffic attributable to a loss of environmental quality were difficult to measure but were shown to be more common where a single environmental attraction was dominant."<sup>6</sup>

On the basis of above discussion, we are in the position to analyse some of the tourist places of India. We will see, how these area's natural habitat and environment get effected due to growth of tourism and mass scale arrival of tourists.

ENVIRONMENTAL IMPACT OF TOURISM IN INDIA: SOME CASE STUDIES

Now we will see one by one, the "Tourist Pollution,"<sup>7</sup> a phrase coined by Pani Seneviratne, to emphasize the negative aspects of tourism.

(1) In their article "Tourist's activities causing depletion of Plant wealth in Jammu and Kashmir," S.K. Murti and S. Kumar<sup>8</sup> write about Jammu and Kashmir that, the state is known as the 'crown' state of Indian union, is one of the best tourist spot in our country. Set amidst almost the most beautiful scenery imaginable, the lovely land of Kashmir is indeed 'tourist's paradise'. The state has great historical importance from the times of Mughals, who became so much fascinated by its scenic beauty and unsurpassed charm that they use to call it as 'terrestrial paradise.'

The region can be divided into three main vegetation categories viz.

(a) Tropical and sub-tropical flora of the Jammu region.

(b) Sub-tropical, temperate, and alpine flora of Kashmir.

(c) Flora of the cold desert of Ladakh.

The state exhibits a high degree of endemism for a number of plant species. The percentage of endemism is as high as 58% of which dicotyledonous species constitute about 39% and monocots about 19%. Some of the important endemic plant families include Adoxaceae (100%), Asteraceae (52%)



Balsaminaceae (66%), Berberidaceae (64%), Gentianaceae (73%), Fumariaceae (55%), and Saxifragaceae (53%).

The state satisfies the needs of almost every type of tourist and not even a single aspect of tourist's desire remains unattended, be it sightseeing, pilgrimage, trekking, boating, sports, wildlife, or even meditation. Besides, a number of scholars, naturalists and scientists of various disciplines visit the state every year for study, survey, collection of plant and animal specimens, and various other similar activities. Their interests centre around the historical monuments, religious shrines, forest areas, gardens, lakes, alpine meadows, high peaks, wildlife habitats etc.

Tourism is a big consumer of ecological resources. The problem of mass tourism is closely related with the issue of environmental conservation. In their search for better recreation and holiday making mood, the tourists erode or degrade the environment of a particular region rather inadvertently. The problem is more pronounced in the areas like Gulmarg, Pahalgam, Sonmarg, Amarnath, Vaishno Devi etc. One of the glaring examples of damage to natural heritage and of environmental pollution is around the Dal Lake. This beautiful lake covered an area of about 24 Sq. Km. in the year 1907 according to old official records. After about eighty years the lake has shrunk to more than 50%. Moreover, there has been massive encroachment on the lake for building purposes. The number of house-boats around the lake has gone upto 1400. The water has become highly

polluted due to movement of house boats. This is because all the waste materials from these houseboats as well as from a large number of hotels are dumped into it. The indiscriminate removal of plant - cover is also causing siltation of the lake, which has resulted in the diminishing of aquatic flora and fauna to a large extent.

The other factors related to the direct impact of tourist activities include plucking of flowers for fun, cooking of meals during picnic, garbage disposal, campfire activities, trampling of ground vegetation, and sampling etc. A great deal of damage has been to the fragile ecosystem of the Himalayas by tourism. The mountains of the state have been denuded by the indiscriminate falling of trees. The rich forested slopes have been converted into barren rocks in the name of developmental activities like the construction of roads, hotels, tourist huts, trekking trails etc. This has resulted in the extermination of several plant and animal species. There is a shrinkage of natural habitats. The best conifer forests are degenerating fast and 'must deer', 'snow leopard,' and 'barasingha' have become rare.

(2) Related with the above case study, S.H. Ansari, in his article **"Tourism and its impacts on ecological environment"**<sup>9</sup> says that, heavy recreational pressure will finally eliminate all but the most trample - resistant plants. Among the most persistent species are *Poa Pratensis* and *P. annua* which are common in heavily used garden lawns,

and well - worn footpaths across the healthier moorlands. The final stage in resource deterioration is marked by an increase in the amount of bare ground and eventually the initiation of accelerated soil erosion.

Due to participation of tourists in winter sports in Gulmarg, high concentration take place in those limited areas where the sport is possible in the vale of Kashmir. These all take place in the mountain habitats, above the tree line. However, it has been noted that the increasing concentration of summer visitors on the mountain tops as a result of approved accessibility, has a greater impact than the winter sports themselves.

Recently, the development of car - based recreation and tourism has been increasing the use of the lakeside, i.e., the Dal Lake. construction of roads have obstructed the free flow of waters, causing the lake to stagnate. Other sources of pollution are the four springs and some mountain streams.

Construction of hotels along the 10 km. long boulevard bordering the Dal Lake has obstructed the flow of freshwater to it, degrading its bio - pattern. About 20 multi - storied hotels have come up over a sq. km. area of the southern bank of the lake. Absence of dredging and construction of roads have obstructed the free flow of water causing the lake to stagnate.

(3) S.B. Deshmukh, S.C. Singh, V.S. Deshmukh and A.P. Desai, in their article "Impact of Tourism on Ecological set - up of Mahabaleshwara Plateaus,"<sup>10</sup> writes: It is observed

that the growth of tourist industry is one of the major causes of deforestation which has influenced ecological elements like temperature, rainfall, flora and fauna of the Mahabaleshwara plateau region.

Mahabaleshwara has all the facts of a typical hill station with Malcolmpeth as its commercial nucleus. There are extensively developed roads and foot-paths to reach several points of scenic beauty and widely - spaced bungalows and resorts with amenities of social life during the season. The old Mahabaleshwara, with the traditional and sacred source of the Krishna river nearby, is situated a little away to the north. To the east across the deep Konya valley stands the historic fort of 'Pratapgad' where the recently installed equatorium statue of Chattrapati Shivaji can be seen standing boldly against the skyline. The tourist attraction of the Mahabaleshwara plateau is due to vivid reasons. There are 47 scenic places, of which 28 are in Mahabaleshwara, 5 in Pratapgad, 9 in Panchgani, and 5 in Kshetra Mahabaleshwar. During the season about 1,50,000 tourists visit the Mahabaleshwar plateau. It was noted that in 1973 - 74, the number of tourists who visited Mahabaleshwar plateau was 1,26,250 which increased to 3,22,900 in 1985 - 86.

**"When forests disappear, the rains and clouds may pass us by"**, the remark of Meher Homji, reveals the importance of forests in natural setting of environment. The forests affect rainfall, temperature, animals, birds, man and many other biotic and abiotic factors of the environment.

Mahabaleshwar plateau was covered by very dense forest cover. In 1827 the actual area under forest was about 95 percent of the total area of the plateau. By 1950-51 it had declined to 70 percent. This means that from 1827-28 to 1985-86, the actual area under forest was reduced by 49 percent and clearly indicates the tremendous destruction of forests in the region. If such a speed of deforestation continues, in the 21st century, perhaps, there will be no forest at all on the Mahabaleshwar plateau. Deforestation is mainly caused due to increasing urbanization of Panchgani and Mahabaleshwar, as these are important tourist centres. Deforested patches are occupied for the construction of houses, the fuel-wood supply to these towns is yet another significant cause of deforestation.

Consequently, it has been observed that, during the last hundred years, the rainfall has decreased considerably, as would be clear from table:

Years	Rainfall (mm)
1880-84	7,025
1930-34	6,400
1980-84	5,935

Source: Meteorological Department, Mahabaleshwara

It is clear that there is a continuous decrease of rainfall since 1880. During hundred years, decrease in rainfall is by 1,090 mm, which is evidently the result of

deforestation in the region.

Regarding Flora and Fauna, the Mahabaleshwara plateau has dense cover of stunted evergreen forests with multiple variety of species. In 1950-51 about 80 percent of the species in Maharashtra were found in the region. Some occupational species like Strawberry, Rosbery, Mulberry which are found in Himalayas, Kashmir, North and south America, were found on the Mahabaleshwara plateau as well. Now these species are no longer encountered in the region. Thirty years ago, the species 'isoespy' which was available in the wilson point of Mahabaleshwara, is now vanished. It may be noted that due to human interference, the number of species has reduced to 35% during the past three decades.

Deforestation and increase of urbanization have affected the fauna also. The wild animals, lion, tiger, bibte, and taras which were frequently seen in the region have either left it or have been killed by the hunters, resulting into increase of pigs which cause heavy damage to the crops and consequently the low yield of crops.

Deforestation has influenced the birds as well. A hundred years ago, birds like spurfoil, Bulbul, Bird of paradise, soneri Haldi, Haneskar and Pankawala were present in abundance but these have been replaced by common birds like sparrow, crow, etc.

(4) In the article "Impacts of Tourism on Mountain Environment: A case study of Nanda Devi National Park", G. Kumar writes:<sup>11</sup> Nanda Devi National Park is one such

locality which has passed through different phases of exploration and conservation in its short history of 105 years. It was in the year 1883 that first attempt was made to enter the area by W.G Graham. Since then explorers from all over the world have made continuous attempts to enter the area and in 1934, **Eric Shipton** and **Tilman** successfully crossed the inner sanctuary. This was the beginning of the exploitation phase. Since then it has become the main target of visits by the mountaineers, trekkers, naturalists, wildlifers, botanists, geologists etc. The influx has been because of the following two reasons:

(a) Its multifold uniqueness and importance in the form of snow - clad high peaks, fascinating wilderness, wealth of natural resources (fauna, flora, minerals, medicinal plants etc.)

(b) Lack of regular scientific monitoring, management and administration.

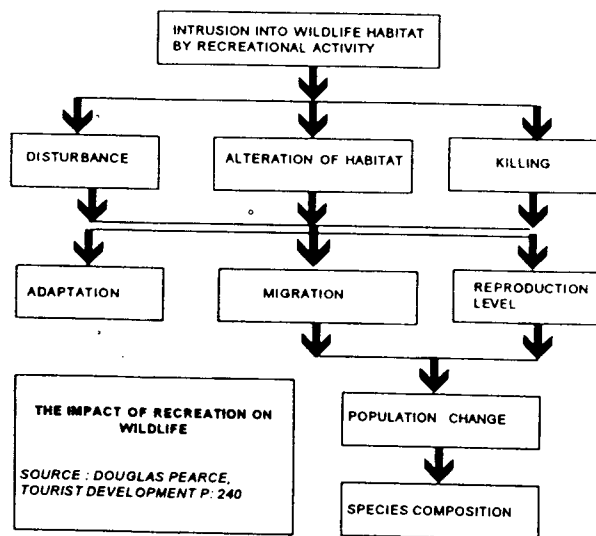
The area is very rich in natural resources. More than 200 species of plants are reported from here out of which 15 are considered to be rare and endangered. Among animals 15 species of mammals and 80 species of birds have been observed. Out of these, six species of mammals and seven of birds are endangered and have been listed in schedule I of wild-life (Protection) Act 1972. The area is very rich in medicinal herbs and economic minerals. The park area provides an ideal natural habitat to several endangered and threatened species of mammals, birds and plants.

Nanda Devi National Park which is also called the 'Valley of the lost Horizon' has been attracting a large number of mountaineers from all over the world. These mountaineers and trekkers come to the area to fulfill their urge of adventure since it provides them as many as 90 high peaks to climb and ideal slopes to Ski-down from the peaks. It is a paradise for trekkers and nature lovers and its trek route to the base camps is known as one of the most fascinating treks of the world. Since 1934 when the area was first stepped in to 1982 when it was closed, for 5 years, 31 expeditions have attempted to climb the Nanda Devi East and West peaks alone, from all over the world. The area is very rich in natural resources and still harbours the natural habitat of several endangered species of animals and plants, then attracting a large number of naturalists, wildlifers, Ornithologists, botanists, geologists, and researchers etc. of various disciplines.

The educated tourists, who are conscious of the situation take due care of the ecosystem of the area and leave no sign of their Visits. On the other hand the uneducated tourists, with a view to save their time, money and labour and to fulfill their greed, disturb it immensely. During the process, they indulge in whole - scale clearing of the vast areas thus destroying the entire habitat beyond regeneration. Once uprooted, these herbaceous elements are replaced by weeds and shrub vegetation and it creates scarcity of food for the wild animals. Further more, a large number of sheep and goats accompany the mountaineering



expeditions to carry their loads. Native vegetation of the camp sites has been replaced by broad-leaved vegetation due to over-grazing by these domestic animals. Human greed has greatly increased poaching of musk deer for its 'Musk,' couple with extensive hunting of bear, tahr, goral, bharaal snow-leopard etc. for their valuable skin and flesh. This has reduced their number to an alarming state and these species are now at the verge of extinction.



The main threat to the area is from the mountaineering and trekking expeditions which are accompanied by a large number of porters, goats and sheeps. The porters

accompanying these expeditions are not supplied with fuel to cook their food and tents to stay. In order to fulfill their requirements they cut off the trees for firewood. This large scale felling of trees and shrubs along the trek route and camp-sites is accelerating the degradation process. Forests are getting thinner, leading to erosion of top soil and disturbing the ecology of the area. After their climb, to save their time, labour and money, they dump large amounts of used and unused, unwanted and damaged but undestroyed goods at the camp sites.

(5) In the article, "Tourism and Mountain Environment in Udaipur region",<sup>12</sup> N.L Gupta, Sadhana Kothari and Anita Kothari writes that: The Udaipur region situated within the Aravallis with characteristic and distinct mountainous topography, i.e, high peaks, flat-topped hills, girdled basins, valleys and gaps, forms a unique touristic complex between Himalayas in the north and Nilgiris in the south.

This region originally developed as a political and administrative centre to serve the strategic interest of medieval, princely state of Mewar. Udaipur city was founded in 1559 AD as a safer capital than Chittorgarh against Mughals. Maharana Udai Singh selected Moti Magri site for the construction of palaces and administrative buildings. But later the site was shifted to the bank of Pichhole lake. The royal palaces were built on the top of the low ridge along its banks.

The chain of lakes along the western margin, viz. Goverdhan vilas Sagar, Pichhola, Rang Sagar, Swaroop Sagar,

and Fatehsagar were initially built by damming the natural channels with the object of supplying water for domestic use and to serve as recreational spots for royal families. After 1947, tourism developed as a commercially organized industry. Within the city, a number of recreational spots were built, the old ones were modified and new infrastructural facilities were planned and developed to cater to the needs of teeming tourists. A peep into these developments reflects these offshoots. (a) with the development of tourism as an industry, hotel business has flourished but ironically it is posing damages, particularly to the lakes situated within the city. The mountain slopes encircling the lakes were earlier densely wooded but are now barren. The buildings and hotels emerging rapidly on the fringe of lakes are incessantly polluting them. The surrounding barren hills are reducing their water holding capacity through accelerated silt loads. Their catchment area is also being destroyed reducing their annual recharging capacity. (b) The hill slopes facing the lakes should be reforested if Udaipur region has to really survive as touristic centre for long, in future. Else, the lakes, also the source of drinking water for city inhabitants are already falling short to meet the domestic needs and in near future water will become a big problem, if not a rare commodity. (c) With the increase in tourist traffic the frequency of motor boats in Fatehsagar lake plying to Nehru Garden has increased. The oil released from these boats has

added to the deterioration of water quality and is hazardous to fisheries.

(6) S.D. Shinde, in his article "Tourism and its impact on Hill resorts in western Ghats: A case study of Panhala,"<sup>13</sup> writes that: The Maharashtra plateau, part of the large Indian Deccan plateau is bounded by hills and mountains to the west known as Sahyadri or Western Ghats with an average altitude of 1,200 m. The Ghats carry on their tops huge plateaus (Vishalgad and Raigad), particularly along the crustline from which several ridges branch off eastward. These ridges too carry high plateaus on their tops like the Mahabaleshwara, Panchgani plateau on the Mahadeo Range (Satara district) and Panhala plateau on the Panhala Range in the Kolhapur district.

The Panhala hill resort is situated about 19 km. north-west of Kolhapur. The plateau is at a height of 859 m (2,772 ft) and spread over 4.9 sq. Km. on the Panhala hill range. It has two parts, Panhala fort on the hill top and the suburbs at the foot of the hill fort. There are many historical spots of tourist's attraction such as Sajjakothi, Granaries, Wagh Darwaja etc.

Developmental activities began to take root at Panhala right since 1954 when it was declared a hill station. Before 1951 there was not a single lodging and boarding house here, but now there are eight such establishments. Further, the vehicles frequency was less before 1951 but now daily 36 buses from different urban centres bring the passengers to this city. Apart from the State Transport buses, a number of

cars and private taxies also brings the tourists. Then, the tourist traffic has grown from about 42, 123 (1960-61) to 1,39,508 in 1985-86. It is estimated that on an average about 16,000 persons visits Panhala per month during the peak seasons (October-November and April-June)

Due to increase in tourism and related activities, the resources of the hill station are under serious strain. Another reason for ecological damage of this hill resort is the construction of private bungalows. The big builders from Bombay-Pune have turned to some of the hill resorts in the western Ghats. They purchase land from private landowners for converting it into commercial complexes leading to escalation of land price. There, the developmental activities, construction of hotels, parks and playgrounds, transportation, and road density seems to be mainly responsible for the ecological destruction of Panhala hill resort.

Deforestation of the hill resorts in western Ghats in general and Panhala in particular is a serious problem. Analysis of the topographic maps of the year 1938 and 1973, historical evidences and field traverses reveal that the plateau tops were once covered with dense evergreen forest with scattered settlements, but now much of it is barren and deforested, comprising nearly 18.27 % (38.00 hect.) of forest land. Natural dense vegetation cover is confined to a few locations and in near future it is likely to be put to non-forest use, if not checked. The plateau with a

population of 2,540 (1981 census) is already overburdened and every year about one lakh tourists visit this place, thus making the protection of forests very difficult.

From the analysis of the rainfall data, it is inferred that the annual average rainfall of the area is on decline. It has decreased from about 410 cm in 1951 to less than 100 cm in 1981. This may be perhaps due to the absence of rain-catching forests. Temperature statistics also tells the same story. There is notable change in the day temperatures in particular which have become oppressively warmer during the past few decades.

(7) S.P. Garg and N.C. Porwal in their article 'Impact of Tourism on Haridwar and its environ with special reference to KUMBH 1986'<sup>14</sup> states that: The pilgrimages in the Himalayas are the oldest form of tourism. The pilgrims have been travelling to the various religious centres for satisfying their spiritual beliefs. Now a days the concept is changing and the tourists from India and abroad also visit these beautiful mountains for satisfying their aesthetic needs, spirit of adventure and for thrill, enjoyment and health. In the Garhwal Himalayas, there is a rapid construction of roads, hotels and other tourists complexes for these modern tourists. Furthermore, before any one visits these religious places, it is almost sure that he will take a holy dip in river Ganga at Haridwar. Haridwar has been a revered centre for pilgrimage ever since the Puranic age when it was known as Mayapuri and it has also been mentioned by the chinese traveler Huien Tsang in his

memoirs. It is also said that Haridwar has been sanctified by the presence of three gods - Brahma, Vishnu and Mahesh. Lord Vishnu said to have left his footprint on a stone that is set in the upper wall of Hari-Ki-Puri where the holi Ganga touches it all the time. Devout believers feel that they can go to heaven by getting their salvation after a dip in the river sacred Ganga at Haridwar. That is why Haridwar means 'The door to god'

It is a well known fact that usually the tourist influx in Haridwar is due to its religious importance. Every month in a year has special occasions when people from various-parts of the world come and take a holy dip in the river Ganga. Though the tourist activities continue the year round, during the Yatra period there is a great rush of religious tourists. There are two Yatra seasons, viz, Bengali season during September-October and the other Maharashtrian and Rajasthani season between February and May. In any year there are three great bathing festivals, Makar Sankranti (January), Baisakhi (April) and Ganga Dusehra (June). Huge rush of people changes the population structure of the city. This in turn creates problems of shelter, food and transport, etc. and for satisfying these needs, many changes are taking place regularly in the environment i.e natural, social, cultural and economic. As a result of this, Haridwar and its environs which were once covered with beautiful lush green forests, have now become changed to merely a cultural entity.

One of the main damages by tourism in the region has been on the surrounding thickly forested areas, till recent past. Due to various cultural activities around the town for accommodating tourists, a vast area of forest has been cleared off. These cultural activities are the construction of roads, bridges, canals, railways, hotels, dharamshalas and the bathing ghats. Much of the forested area has now become changed into scrub and poor density forest. Construction of ropeways and regular influx of people to Mansa Devi Temple have also affected the ecological balance of the region. Erosion is the direct result of reckless deforestation. A huge area along the roadside has been eroded. Both for fuel and burning of dead bodies near river Ganga, wood is required in large quantities which is supplied by these adjoining forests. Since the cutting of forests is a regular process, the surrounding hills are getting denuded and look barren because the overall density has increased markedly. Thus unfortunately, the true forest is merely 16 percent now.

The authors says, whatever damage might have been done to the surrounding forests, has not been worked out here. Mainly we have taken the general environment problems due to such a huge crowd of people as Sadhus, Yogis, traders, policemen leaders and pilgrims who descended to the holy city of around 1,14,415 people according to 1981 census. Already on April 10, a full four days before the auspicious **Mahakumbha Nahaan**, Haridwar has exploded into an almost 35 times of its normal size. Around 40 lakhs of pilgrims had



assembled there during 'poorana kumbh'. How much environmental problems might arise during such a demographic explosion can only be imagined.

The explosion of population during kumbh has always been a cause of damage in the sociological environment in the past. In 1738 Taimur Lung ransacked the mela grounds and killed and looted the pilgrims. In 1760, the large number of sadhus assembled, fought among themselves and in the melee around 18,000 people lost their lives. In 1783, unhygienic conditions caused a cholera epidemic in Haridwar resulting in many deaths. About 2,000 people were trampled to death in the stampede during the bathing festival. On April 10, 1796 sikh horsemen clashed with sadhus and many people died. There was a stampede again in 1819 in which 430 people died. In 1927, wooden barriers were erected but that did not prevented the crowds and people were trampled to death in their path. In 1938, a fire burnt the shops. In 1950 wooden barriers were replaced by iron barriers but within a few minutes 50 people died.

In kumbh 1986, on the 14th April, there was 'Mukhya Snaan' of kumbh mela when stampede took place and killed 48 pilgrims and injured far more than that on the left bank of main channel. On this date 70 lakhs people were expected to have visited the city all together. By the data of incident, 40 lakh people were estimated to have taken the holy dip.

(8) "Goa and South Indian beach resorts are currently experiencing something of a tourist boom: inexpensive

package tours to these more exotic destinations are currently fashionable, and are attracting the crowd that used to frequent places like Benidorm and Majorca."<sup>15</sup>

"Goa of the golden beaches and azure sea is a celebrated destination of Indian tourist circuit. The International sea food festival features on two of the state's most distinctive features: the natural resources of the sea, and the culinary skill of the region."<sup>16</sup>

Due to arrival of large scale tourists to Goa, the local Goans are none too pleased about the invasion of their beaches and their feelings have been made known to the unsuspecting visitors with banners and cow-dung attacks. As far as they are concerned, tourism pushes up the local price of vegetables, takes, valuable water supplies, forces fisherman off the beaches, and involves displacement of the people, and a consequent change in their traditional life.

Apart from other ecological and environmental degradations, the important impact is on their way of living. "Hippy Culture" is taking a dominant place in their lives. For more young people, in Goa and some other places, the only tradeable commodity which they have to offer are thus bodies. "Sex tourism" is flourishing in several Asian countries including Goa. Certainly it provides a better income to people involved, than they would otherwise have, and most send their money back to their families in the several districts. But it is a risky business in today's AIDS -bound society.

With an overview of the discussion, it becomes

apparent that, though tourism is growing up as a major industry, generating foreign currency, but it is not friendly to environment and ecology. Let us see what can be done as social and cultural strategies to prevent the degradation of environment and ecology.

#### ENVIRONMENTAL AND ACCESSIBILITY STRATEGIES

The physical deterioration of the environment, whether it be in a national park setting or sea side resort, is due in the main to an imbalance between tourist demand and physical carrying capacity of a destination area. Under these circumstances the expected symbiotic relationships between tourism and conservation break down and conflict develops.

One of the very important roles of tourism - that of a preserver - is often overlooked, but there is no doubt that it has, in fact, a major role to play in the resurrection of art and crafts form, and cuisines, and significantly contributes to the preservation of our mountains and beaches. But uncontrolled tourism, on the other hand, can play havoc with the same environment. The role of tourism in protecting India's ecology, environment and heritage is very important.

The Department of Tourism's environmental campaign envisages a new awareness that aims at cherishing, rather than despoiling, our heritage. The Department of Tourism, Government of India, has launched a major advertising campaign to create an awareness of the pressing need to

preserve the environment. The campaign is a major step to ensure that tourism plays a positive role in preserving India's cultural heritage.

"The advertising agency appointed for the purpose, **Hindustan Thompson Associates**, identified one of the problems as the inadvertent damage done to the environment or places visited. Two aspects were seen in this problem viz the physical environment, and the socio-cultural environment. The first include the physical aspect of monuments, resorts, game sanctuaries, beaches and places of pilgrimage. The other was the social/cultural aspect which included the atmosphere or the ambience around the physical environment." 17

The creative strategy used in the campaign is to vividly demonstrate to the tourist the key benefit of his travel and to juxtapose the designation against the various aspects that contribute to the degradation. The rationale was to define a simple truth: don't damage the very reason for which you could travel.

A choice of media have been identified for this campaign which spread over: in the press through magazine advertisements in colour, films and TV, posters at railway stations, airports and bus terminals and through printed literature. Hoardings at important places, monuments and tourist centres are also envisaged.

An additional campaign in the form of a comic serial, not as fun but as an increase in serious education, is being

developed for children under the name of '4 for Bharat', the comic serial form has been adopted on the lines of the 'secret 7' or the 'Famous 5'. The series shows the '4 for Bharat' going around the country detecting and reporting all damage done to the environment so that this becomes a movement for children in the country. This comic-strip serial would be used in children's magazines, school posters, school time tables and other such media aimed directly at children.

Over the year, the Department of Tourism hopes that the millions of Indians traveling through out the country will become sensitive to the need for preserving their environment. Allied thrust is the travel trade in India where tourism operates: hotels, transport companies and travel agents can all be influenced on the importance of the environment." 18

On the other hand P.E. Murphy suggests that "A logical reaction to this situation is to increase the supply, and this was the initial response in many parts of the world. In the private sector, when a popular destination become overcrowded, new destinations opened to attract the overspill and potential business." 19

Thus, it seems that, efforts have continuously been done from the government side to literate people and make them aware for the preservation of environmental degradation.

## CONCLUSION

Just like other industries of the world, tourism also does have both positive and negative impacts. If we take the negative impacts in consideration, then ecology and environment destruction becomes one of the most important aspect. Due to continuous flow of tourists to destination areas, coupled with over burden of people on a small area, has created lots of problems to the destinations concerned. For the facilitation of the tourists, forests are being continuously cutted off to construct hotels, for skiing, rowing and other sports and recreational activities. This leads to the soil erosion, damage of the plants and species including precious heabs. Water scarcity and pollution is another burning aspect of that. Due to boating and dampage of wastages from the ships/boats and peripheral cities and hotels to lakes and rivers, water pollution is on a gradual rise. These all factors mingling together is responsible for the ecological disbalance. If a positive check has not be taken, then it might be possible that in near future, tourism become a curse for us. Though, various NGO'S and other agencies, coupled with the government of nation has become aware of the need of environment protection, a lot of other efforts are still needed to be done, to preserve our ancient heritage.

### FOOT NOTES

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(2) Ibid, P-39

- (3) Pearce, Douglas, 1992, Tourist Development, London, Longman Scientific and Technical, P-229
- (4) Ibid, PP : 229-32.
- (5) Ibid, P-234
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- (15) Tyler, Charles : Destructive Side of Tourism World wide, Geographic: 61(19); Oct'89, PP.40-41
- (16) Bala, Usha, 1990; Tourism in India: Policy and Perspective, New Delhi, Arushi Prakashan, PP:284
- (17) Ibid, P-68
- (18) Ibid, P:68-69.
- (19) Murphy Peter E, 1991, Tourism: A community approach, New York, Routledge, P-60.



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*Chapter 5*

**GOVERNMENT POLICIES AND LEVEL OF  
DEVELOPMENT IN TOURISM**

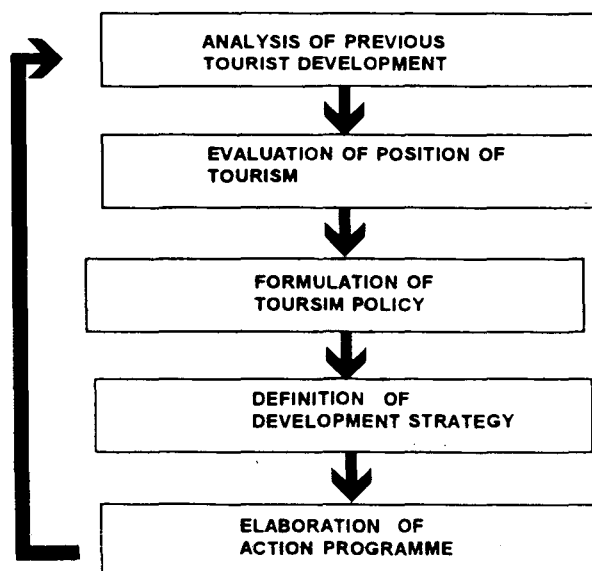
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Today, India has been one of the most promising tourist destination areas in the world. It has a rich cultural tradition, historical background and variegated geographical conditions. Undoubtedly it has an asset, but without proper development and marketing, both by private sector and government, it will remain a preserve of a limited number of specifically interested tourists. So, what we need is proper planning of tourist industry to set homogeneous development. On the nature of planning, Murphy says, "Planning is concerned with anticipating and regulating change in a system, to promote orderly development so as to increase the social, economic and environmental benefits of the development process. To do this, planning becomes 'an ordered sequences of operation; designed to lead to the achievement of either a single goal or to a balance between several goals.'"<sup>1</sup>

Douglas Pearce<sup>2</sup> by quoting Acerenza who applies a strategic planning approach to tourism, depicts the basic stages involved in the longer term administrative approach to tourism planning. In particular, the figure shows planning begins at a much earlier stage than the determination of the development strategy which was the prime focus of many earlier tourism plans. For Acerenza, the process begins with an analysis of what has already been achieved, that is with a critical assessment of the various impacts, both positive and negative, of previous development and an analysis of the political significance of tourism.

This information is fed into the second stage, one which Acerenza sees as fundamental but one which has often omitted or given little weight in earlier plans, that is, an evaluation of tourism's position, especially in term of national, social and economic priorities, so that it might contribute more effectively to meeting broader developmental goals. Evaluation of these different stand point should enable the identification of opportunities and difficulties which will suggest whether or not a new tourism policy is needed (step 3), or whether the existing development strategy (step 4), or action programmes (step 5), need be modified.

For Acerenza, three fundamental elements underline all tourism policy. Visitor satisfaction, environmental protection and adequate rewards for developers and inventors. His argument is that only a stable, well established tourist industry can contribute to national or regional development. Tourism planning, for him, is, thus a long term continuous process.



**BASIC STAGES IN TOURSIM PLANNING**  
(SOURCE, DOUGLAS PEARCE, P : 247)

Under the light of the above discussion and the stages meted out by Acerenza for the planned development of Tourism, we can have an evaluative glance on the Indian Tourism scenario.

### TOURISM IN INDIA

Tourism is a product which can't be strictly defined under any of the accepted concepts of consumer or industrial marketing. It is the physical and metaphysical combined together. It is a package of ideas and ever dreams of consumer products and of service. It is indefinite in its scope and infinite in its diversity.

Thus tourism marketing includes all direct and indirect promotional activities to sell travel destination. Realistic establishment of goal is the first step in any intelligent marketing programme. Planning a marketing programme should not be the exclusive responsibility of an official organization. Various segment of travel industry must extend their support and co-operation. To achieve the maximum impact, all marketing activities should be closely knit. While chalking out a marketing programme, one has to take into consideration the following points.<sup>3</sup>

- \* Level of economic development of the area.
- \* Political realities.
- \* Magnitude of tourist supply components.
- \* Attitude of local travel trade.
- \* Local traditional taboos and restrictions.

## RECENT CONDITION OF TOURISM

India has shed its earlier sophisticated pretension about the ennobling features and quality of its cultural heritage and tourist attraction and has opted for the commercialization of tourism. This is what led to the official blessing of tourism as an industry, which offers a product which has to be marketed. The first major effort to promote this industry was launched with the announcement that 1991 would be the tourism year in India, with emphasis mainly on earning tourism exchange. The driving force for promoting tourism, so far official policy is concerned, is to provide attractive opportunities to foreign tourists, especially from the developed countries who, given the right incentives and stimulants are expected to come to exotic India with load of money to spend.

However, foreign tourism in India is still on a rather limited scale. It is also associated in the main with five or four star hotels industry which obviously is not geared to the promotion of mass tourism on a grand scale. It may however, be well argued that since the Indian economy has shown in recent years a distinct shift towards the service sector as a major source of employment generation, tourism and infrastructure for its promotion has a great potential to grow. The service sector, it has been estimated, may actually generate nearly 65 percent of the increase in the total jobs in the coming years. Tourism and allied sectors alone can generate 3.3 lakh jobs per year, that is more than the entire manufacturing sector, according to a study. The

Tata Economic consultancy services (TECs) reported sometime ago that for every job created in Tourism sector, 2.57 jobs are created elsewhere, mainly in supporting services and craftsmanship levels.<sup>4</sup>

Official policy is, however, geared to give high priority to the development of tourist industry. Measures like a reduction in the expenditure use from 20 to 10 percent in the 1994-95 budget as well as the inclusion of the hotels and restaurants in the Export Promotion capital Goods scheme (EPCS) for the service sector shows this and expected to go a long way to boost tourism, especially by foreigners in India. Under the EPCS scheme, hotels can now import their requirements of items which cater to affluent customers - Indian & foreign.<sup>5</sup>

The flow of foreign tourist to India attained a new high record. of 18.86 lakhs during the year 1994 which marks a rise of nearly seven percent over the previous year's (1993) figure of 17.65 lakhs. The largest number of tourist (2,20,000) visited India during the month of December 1994, which broke all the previous monthly records. It is significant that this rise in tourist influx occurred despite some adverse publicity arising from the incidents of plague during Sept-Oct' 1994.<sup>6</sup> But still the share of India in the global tourist growth is negligible. From 25 million in 1950, the number of tourists in the world had gone upto 500 million in 1993 and earning from tourism from around \$ 2 billion to \$ 324 billion. India accounts for less than one

percent of the tourist trade. According to some optimistic projections for India, the numbers of foreign tourists may reach 600 million in 1996 and 1000 million by 2000. While in 1990-95, the tourist industry in India grew at an average annual rate of 3.2 percent, it is likely to grow by 4.4 percent a year in 1995-2000, which is not an impressive target.<sup>7</sup>

#### GOVERNMENTAL EFFORTS TO DEVELOP TOURISM

After having observed the growth statistics, it is now necessary to see the efforts of the government in promoting India as a tourist destination. The Ministry of Tourism being responsible for all such facilities has significant achievements to its credit effected by promotional, developmental and regulatory activities. The department carries out extensive publicity and promotion campaigns through its 19 overseas tourist offices located in major tourist generating markets of the world namely USA, Canada, U.K, Western Europe, Australia, South East Asia, Japan and west Asia. Various schemes under the plan aiming at development of accommodation, wild life tourism, sports tourism, social tourism, mountains and beach resorts, promotion of fairs and festivals, and assistance to related partner organization have been undertaken. In addition the department has laid down norms and conditions for the operation of hotels, travel agencies, tour operators, and also maintains approved list of these agencies.<sup>8</sup>

For a number of year stress was placed on marketing India as a cultural destination. Now this has been changed and a new direction has been provided to market Indian tourism." Apart from the continued promotion of India as a destination with rich cultural, religious and historical attractions, the new thrust is to market India as a modern country for a comfortable beach holiday, wildlife tourism, trekking and mountaineering, outdoor sports, adventure sports and as an ideal venue for conferences and conventions," the then secretary Department of Tourism, Mr. J.M. Lyngodh told PTI Economic Service.<sup>9</sup>

All these efforts of the Department have led to consequential growth in required facilities needed for tourism development.

#### **HOTEL ACCOMMODATION:**

By 2000 AD, over 5 million tourists may be expected to visit the country. Seeing the vast earning potential, a number of hotel companies have gone for expansion spree. The ITC hotels have gone in for a major expansion at a cost of Rs 700 crore. The East India Group is also planning to raise capital from the market to finance renovation and modernization to attract tourists. Southern Pacific Hotels, an Australian Hotel group, however, has plan to enter India and open up three star categories low cost travel lodges in major cities. But the Taj Group of Hotels is on a expansion spree for rich tourists. It is poised to build another 350



room hotel in Bombay with foreign collaboration and a new catering unit, a flight kitchen by teaming up with the Singapore, Malaysian and Srilankan airlines. It also plans to get up clubs and resorts as well as hotels in the country and abroad under foreign collaboration arrangements. Even the government owned ITDC hotels have turned the corner so far as profit before tax is concerned.

Foreign hotels like Kentuckyals, Pizza Hut and MacDonald's are Casting their eyes on the expansion of markets for their goods and services in India. About \$ 250 million worth of foreign investment is expected to flow in the the hotel industry alone. Howfar India's tourist industry and Indian Hotels be able to withstand foreign competition is a moot point.

Government is keen on boosting the tourism and hotel industry. The National committee on Tourism set up by the planning commission has estimated that additional construction of atleast one lakh hotel rooms in the country will be needed by the year 2000. The industry, however, feels with proper incentives from the government, the private sector can invest over Rs 7500 crore to build only 50,000 rooms by the end of this century. The private sector also calls for a substantial increase in the allocation for infrastructure for tourism. The task is obviously forsidable and does not seem within the ability of either public sector or private sector in India and even the two combined to undertake it and make a success of it. Will foreign capital and enterprise step in and help? What will be price to be

paid, for their help. These are moot question which government policy has failed to come to grips with so far. It is also wrong to think the foreign tourist is a cash rich fellow who throes about his money. Most tourists from abroad come from middle class background and can hardly afford five star hotels. The realization is dawning fast on some enterprising businessmen to construct good budget hotels within the rich of many tourists. As many as 425 existing hotels are in the on- four star category and 495 more are projected to come up in the near future. In the five star category, 83 are in existence and 45 more are in the coming, Considering that for every one foreign tourist there are 20 domestic tourists to reckon with as well, the need for more budget hotels has become an imperative. The budget hotels too are not the total answer. The tariff for a single room accommodation in a five-star hotel currently is around Rs 3550-4150 and Rs 850-1250 in a budget hotel. It takes Rs 25 to 30 lakhs to furnish a deluxe room in five star hotel and Rs 12 to Rs 15 lakh in a budget one.<sup>10</sup> What we need is more affordable lodging places, and accommodation facilities to make tourism a thriving industry, which requires not only money investment but also changes in social attitudes.

HOTELS AND ACCOMMODATION AS PER THE APPROVAL LIST OF  
DEPT. OF TOURISM <sup>11</sup>

Year	No. of Hotels	Accommodation (No. of Rooms)
1983	425	30,799
1984	427	31,402
1985	511	32,609
1986	459	30,200
1987	534	34,574
1988	565	36,369
1989	647	42,415
1990	694	44,405

(The data exclude the new hotels and additional rooms which were subject to completion in the respective year)

DEVELOPMENT OF TRANSPORT INFRASTRUCTURE

In terms of infrastructure, major efforts have been made in the last few years to improve upon some of the irritants that have existed in the past. Our international airports have been considerably revamped and modern conveniences have been introduced. A new immigration cadre is on the anvil. Modern terminal buildings and navigational aids are in the process of implementations at major national airports. At a number of tourist destination airports, night landing facilities have been commissioned, thereby removing

the risk of overflying by delayed flights. Civil aviation agreements with a number of international airlines have added to the capacity available from major tourist generating markets. A number of international airlines will be seen in the Indian skies for the first time. Air-taxi services have also been approved. On ground, surface transport facilities are being enhanced with a greater number of airconditioned cars and coaches.

Significantly in '88 new charter movement have been allowed. **Kirco charters**, Canada has been permitted to operate weekly charters to Calcutta from Canada (9,600 tourists). **ILG Travel**, London, too has been permitted to operate charters (3,000 tourists) to Goa.<sup>12</sup>

A major inhibiting factor before Indian tourism is airline capacity. While the growth of Air India is being planned at 4 percent, the market requirement is 8 to 9 percent. In the case of Indian Airlines, while the growth is planned at 8 percent, the anticipated growth is about 14 percent. This is causing a major strain on the growth of international airlines capacity into India.<sup>13</sup>

Virtually for every traveller, the total cost of a holiday is a major factor in his final choice of destination. In this, India is definitely at disadvantageous position, because apart from the actual distance from the market, fares per passenger mile into South-Asia from distant points are among the highest in the world. A special group fare at 50% of the return air fare was introduced between Japan and India, with the price differences more

realistic and increased Japanese traffic. Apart from this:

\* A special point to point fare from New York to New Delhi has been introduced for a minimum of 14 days and a maximum of 28 days in India, with extra charges per day for internal arrangement for prolongation of this stay beyond 14 days.

\* Extension of special concessional fares from the west coast of America to Bangkok, that it now reaches Calcutta. Previously it was cheaper to fly around the world from the west coast than to extend the concessional tour from Bangkok upto Calcutta, incredible through this scene.

A major factor in India's favour is that present hotel and travel costs are comparatively reasonable so that though expensive for Indians, they are below world prices.<sup>14</sup>

The Department of Tourism has a scheme to give assistance to the state Government for transport of boats/launches/yachts which can be utilized at places of tourist interest. The Government of Tamil Nadu, Karnataka and Kerala have been sanctioned sufficient funds for the purchase of ferry launch, boats and luxury cruisers. In addition to disbursement of funds to state Governments for such purchases, the Department of Tourism has approved 173 transport operators providing cars and coaches of international standard for the use of tourists. Not only this, the Government of India has also given permission to some Indian companies to enter into foreign collaboration agreements with well known international companies to operate Rent-a-car scheme. To provide necessary travel

consultancy and services, nearly 350 travel agencies and tour operators who meet specified standards of performance and services to the tourists have been approved. Awards have been instituted for travel agents/tour operators contributing to the growth of foreign tourism and earnings of foreign exchange in a year.

Railways have also done a great efforts to promote tourism. The royal **"Palace on wheels"** luxury train that consists of saloons of erstwhile Indian primary states, has gone on to become a very popular rail tour. The Times of India, Jan' 31st 95 quotes that "Rajasthan's super-luxurious metregauge tourist train, 'Palace on wheels' (PWD) goes to Gujrat from Feb'1, 1995, under a new name **"The Royal orient"**.

With reference to the above mentioned efforts, from Govt. Of India, it should be pointed out that foreign tourist arrivals in India are 0.39 percent of world arrivals and receipts are 0.51 percent of the world receipts, which does not give a rosy picture at all. According to official figures, in 1991, 16, 77, 508 tourists visited India, while in 1992 the figure rose to 18,67,651. In 1993, tourist arrivals fell to 17,60, 418 which again rose to 18,86,433, which is showing sign of improvements. This data includes the national of Pakistan and Bangladesh. Table mentioned gives a detailed month wise tourist arrivals in India during last four years.<sup>15</sup>

FOREIGN TOURIST ARRIVALS DURING 1994 <sup>16</sup>

(Including the nationals of Pakistan and Bangladesh)

(R : Revised)

<u>Months</u>	<u>Tourist Arrivals</u>				<u>Percentage Change</u>	
	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1993/92</u>	<u>1994/93</u>
Jan	1,44,473	1,77,475	1,50,019	1,92,551	-15.5	28.4
Feb	1,14,567	1,67,268	1,49,680	1,72,642	-10.5	15.3
March	1,30,178	1,48,559	1,46,191	1,87,129	-1.6	28.0
April	1,13,862	1,34,895	1,18,200	1,42,501	-12.4	20.6
May	1,09,988	1,23,446	1,03,371	1,20,183	-16.3	16.3
Jun	1,14,658	1,24,385	1,18,171	1,24,908	-5.0	5.7
July	1,49,215	1,60,971	1,48,255	1,68,969	-7.9	14.0
Aug	1,41,830	1,53,529	1,36,917	1,59,519	-10.8	16.5
Sept	1,22,693	1,39,746	1,25,693	1,33,995	-10.1	6.6
Oct	1,58,942	1,74,622	1,65,048	1,07,609	-5.5	-34.8
Nov	1,74,304	1,89,573	1,88,877	1,56,926	-0.4	-16.9
Dec	2,03,098	1,73,182	2,14,408	2,19,501	23.8	2.4
				(R)		
<b>Total</b>	<b>16,77,508</b>	<b>18,67,651</b>	<b>17,64,830</b>	<b>18,86,433</b>	<b>-5.5</b>	<b>6.9</b>
				(R)		

## HOSPITALITY RESOURCES AND FACILITATION

Hospitality is one of the important segments of the marketing process. It includes all the cultural wealth of the area which complements the successful hosting of tourists. The finest physical facilities are of no importance if the tourists are not welcome or are resented. A favorable attitude towards visitors should be created through good programmes of public information and publicity. The local people should be convinced of the importance of tourism. Special training should be given to the persons who come in direct contact with the visitors-hotel employees, service station clerks, guides etc. They should be given good instructions concerning greeting the visitors, providing information, being helpful, gracious, friendly, Co-operative, willingness to serve, welcoming spirit and a pleasing personality.

The hospitality division of the Department of Tourism looks after the foreign guests in India so that on return they can effectively project India as an attractive multi-dimensional destination offering a vast range of tourist pleasures. In this task regular co-ordination is maintained with various ministries concerned. Among the major guests under the hospitality programme who visited India during 1989 were ten TV teams, eight travel agents fam tours, visit of Guild of Travel writers, Media Fam Tours from Korea, Singapore, Holland and France. About 300 freelance Journalists were rendered hospitality by the Government of J&K and Goa. Special festivals were highlighted. Guests were



also invited from ASTA, PATA, RATA and Pakistan Travel Agent's annual meeting in Delhi. Many guests of reputed international organizations were provided hospitality to get wide publicity on India and generating tourist traffic for the country.

Facilitation is another pre-requisite for the tourist infrastructure. Facilitation covers not only those procedures which help or hinder the tourists within the country, but also includes all the regulation, tourists have to comply with on arrival and departure. Other regulations regarding health, customs, currency and controls need not only to be simplified but they have to be implemented with helpful attitude. Major efforts from the government of India in this direction have been done to improve the condition of hospitality and facilitation conditions for the tourists.

#### **EXPLORING THE GRASSROOTS OF CULTURAL TOURISM**

Few Countries in the world can be boast of as rich a cultural heritage as India. Our ancient civilization, our ability to assimilate the best of all the foreign influences, our long established traditions in the performing arts and our craftsmen who elaborate this rich heritage, remain unparalleled perhaps by any other country. One of the major tasks that we see in developing tourism is to give a strong support to our cultural tradition.

In India, the festival never ends, and it is truly said that a festival day is a common feature through the length and breath of a country. A filling tribute to our

secular nature, they are celebrated by all religions alike, and most major events are celebrated in more than one area of the country. In addition to these festivals, the Department of Tourism at the centre and in the states have initiated a series of cultural fair and festivals which have further augmented the opportunities available to tourists to witness and participate in the spirit that abides in rural and festive India. In giving support to these cultural events, some of the lesser known aspects of Indian cultural traditions have been highlighted .

The annual crafts Mela at Suraj Kund was initiated by the Department of Tourism, Government of India, in close collaboration with the Handloom and Handicrafts Development Corporation and the Tourism Department of Haryana. Now, the Surajkund mela has become a prestigious occasion where craftsmen from all over the country gather to share their crafts, not only among themselves but also with the discerning buyer. In this manner the craftsman has been brought in direct touch with the consumer, and both Indian as well as foreign buyers have shown a remarkable appreciation for Indian crafts. It has also provided new opportunities for export which hopefully, will be tapped further.

Encouraged by the success of the Surajkund crafts Mela, the Department of Tourism has gone about identifying a rare mix of ethnic Indian products which can be encouraged while promoting tourism. A successful Mango festival was

held in Saharanpur in the summer of 1988. When a variety of Indian mangoes were exposed to an international audience. In the process, the lesser known Saharanpur has emerged, in a small way, on the tourist map. The benefits of tourism have percolated into other lesser known areas too. The Patang Nagar near Ahmedabad witnessed the first International kite Festival in January 1989. Along with the kite festival, there is an emphasis on exposing the tourist to the regional cuisine of Gujrat, and of organizing a crafts mart of some exquisite Gujrati handicrafts. An International Spice Festival held in cochin in April 89. This bring out the salient aspects of the role of herbs and spices in Indian cuisine. Elephant Festival took place in Kerala in the second week of April 89. The annual boat races of Kerala have become an established international event with people from all over the world flocking to Alleppey.

At the State level, the Tarnetar Festival in Gujrat, the Dance festival at Khajuraho, the Desert festival at Jaisalmer and the cattle Fair at Nagpur are some notable example where government initiative have brought about a cultural revival.<sup>17</sup>

The ministry has also a scheme for giving financial assistance to state Governments to attract tourists. Camel Safari in Rajasthan, Dusshera Festival in Kula (HP), Vishnupur Festival in West Bengal are some of the festival being assisted by the government of India. Sound & light shows and flood lighting of monuments have been assisted to states which provide such attraction. Similarly exhibition

and film fairs are also assisted by the Government. 18

In the process of establishing some of these cultural festivals, full care is being taken to ensure that no undesirable influence is cast on the cultural traditions themselves. At no time would we like to see our cultural traditions affected by modernity; and the essential Indianess of the culture or the craft will be preserved. Tourism is only a positive force that will strengthen the deep cultural traditions.

#### NEW RESORTS AND AREA DEVELOPMENT

Resort and areas development have taken a new dimension in Indian tourism. Areas are being developed on the basis of a 'complete destination' in keeping with the given tourist potential. For instance, on the Buddhist circuit, Sarnath has been identified and a major development plan, already presented by the United States National Park Service, has been accepted by the Government of India. With the help of some non-resident Indians, Mamallapuram is slated for major development as a resort. In Kashmir, Gulmarg and Pahalgam have been identified as major alternate destinations (to Srinagar) and are due for ambitious expansion projects.<sup>19</sup>

Emphasis has been given upon to develop, "India: a year round destination," by promoting the off season or to staggering the traditional tourist season as much as possible. The lean season in some part of the country, on account of weather, is a very favorable time in other part

of the country. For instance, Visitors can be moved to hills in the summer, and increasingly the hills are being offered to foreign tourism as well. Again, the winter period is a lean period in the mountains. Therefore, the task of developing winter tourism are being promoted in a big way. In '86 a special campaign to promote the hill areas in the winter months was a significant success.

A recent addition to our development activity in tourism is the accent on adventure. Against a cultural backdrop, we have identified a number of adventure tourism activities: from heli - skiing and winter sports, trekking, river running and mountaineering in the Himalayas to a number of water sports on the beaches of South India.

With a view to extending the tourist season in the Kashmir Valley and providing gainful year round employment to the people, Gulmarg winter sports Project was set up in 1968. A chair - lift, rope-toe and a number of ski - lifts have been installed. These winter sports fetched the estimated revenue of Rs 22 lakhs during 1989 - 90.

Indian Institute of Skiing and Mountaineering Gulmarg is now providing training facilities in various winter sports such as skiing, high altitude skiing, ice-skating, roller skating, tobogganing, mountaineering, rock climbing, sledging etc. During 1989-90, the institute has planned 7 short winter ski courses of 15 days duration each at Gulmarg. During the past winter, similar winter ski courses were also conducted at Narkanda (H.P.) and at Auli -

Joshimath (U.P.) During the summer season in 1989 water skiing courses were organized at Nagin Lake, Srinagar, and at Sukhna Lake, Chandigarh. With a view to publicising the State of J & K as an adventure tourism destination for heli-skiing/ski - mountaineering and normal skiing, Department of Tourism is assisting the Govt. of J & K to introduce heliskiing in the Kashmir valley. Similar efforts are also being initiated to introduce heliskiing in Manali region of Himachal Pradesh.

In order to encourage water sports, the Department proposes to set up an institute of water sports at Goa. **M/s Tata Economic Consultancy Services**, Bombay, has studied the feasibility for setting up such an institute at Goa. To set up water sports facilities in Lake Lakshadweep islands, the Deptt. has sanctioned the sum of Rs. 29.67 lakhs for the purchase of water sports equipment by the Lakshadweep Administration.<sup>20</sup> Thus, a holiday profile to Indian Tourism has already proved a big draw.

#### **PUBLICITY CAMPAIGNS :**

With the increase in budget allocation to the Department of Tourism for external publicity, it has been possible now to reach out to the travellers and create a more favourable image of India as a tourist destination. Simultaneously new emphasis has been given to the making of films on India. We have also taken steps to strengthen our film and slide library which would ultimately prove an asset in the making of our publicity materials. A major emphasis

overseas has been to strengthen brochure support from the Department to international tour operators worldwide. A series of promotional campaigns with departmental stores were witnessed in 1988. A major achievement in this direction was the Indian promotion with 700 J.C. Panney stores in the United States. Similar promotions are being held with prestigious departmental stores in Denmark, Italy and Spain.<sup>21</sup>

India participated in variety of trade fairs in many parts of the world including Berlin, London, Milan, Tokyo and Sydney. In many of these participations our exhibits and stalls were judged to be among the best in the world.

The publicity division of the Department of Tourism has allocated budgets for the overseas offices to carry out the promotion of tourism and maximize the movement of tourism to India. India has 19 overseas tourist offices and the bulk of the budget is allocated to these offices. In 1985-86, Rs. 300 Lakhs were disbursed on this account which was further raised to Rs. 2025 lakhs in 1989-90. The amount has been spent on the production of attractive brochures, posters, diaries, newsletters and films depicting the cultural and historical values of tourist places in India.<sup>22</sup>

The marketing Strategy being adopted by the ministry of Tourism aims at diversifying the image of Indian tourism from the traditional cultural destination to that of one which also offers excellent facilities for holiday, fun and relaxation. Accordingly the ministry has commissioned a number of studies which would enable it to assess the

requirement of different markets and re-orient the market strategy, wherever necessary. For example, the campaign released in USA during 1986 was a departure from tradition. Apart from the rich heritage, it projected different activities possible in India like trekking, safaris and also shopping. There was a conscious attempt to improve and change the tourist image of India. For U.K. the slogan 'India only 9 hours away' was created. Given the low levels of awareness and Knowledge about India in Australia, the campaign there had to do a more primary task of educating and motivating tourists to come to India. The slogan "Do it Now" has been created to make people act immediately in that direction. In Japan, apart from the traditional route of projecting India as a Buddhist destination, it is also being marketed as an ideal destination for honeymooners. Special honeymoon packages are being advertised in bridal magazines and women's journals. In the Gulf region the strategy is to appeal to four clearly marked segments, viz, the affluent Arabs, the middle income Arabs, the expatriate and the Indians. New destinations like Kashmir and Goa are being projected to them.<sup>23</sup>

As a product development activity, efforts are underway to also publish an exclusive travel magazine to be called 'Discover India' in Hindi, English, French, German and Japanese. The ministry's monthly newsletter 'Know India' in English and 'Bharat Darshan' in Hindi has been well received and has become a source of information on the



activities of the ministry, thereby filling a very major vacuum.<sup>24</sup> Overall the efforts in publicity and in the tourist offices is to professionalize and streamline our operations to avoid duplication of effort and to poor resources wherever possible for great impact and result. PR. agencies have been appointed and regular interaction with the travel trade also ensures feedback.

### ECONOMIC AND SOCIAL SIGNIFICANCE OF TOURISM

One of the significant economic feature of tourism which applies equally to domestic and international tourism, is that, income earned in places of "residence" is spent in places "Visited." In this way, tourism is responsible for transfer of vast sums of money from the "generating" to the "receiving" economies. This enters balance of payment accounts of different countries. The income from foreign tourism in the form of foreign exchange adds to the national income and as invisible export, reduces the loss in the overall financial position.

Tourism interact with several nation - building activities. Various national objectives would be more speedily and more easily attained if tourism is developed on healthy lines as a positive force to stimulate economic development to improve ecology, foster national integration and mutual understanding with the people of other nations.

Month	1992		1993		1994		Percentage Change			
	Rs Crore	Million US \$	Rs Crore	Million US \$	Rs Crore	Million US \$	1993 In Rs	1992 In US \$	1994 In Rs	1993 In US \$
Jan	357.22	139.56	367.56	124.60	489.64	157.95	2.9	-10.7	33.2	26.8
Feb	334.86	130.80	359.14	121.74	435.77	140.57	7.3	-6.9	21.3	15.5
March	290.16	113.34	329.48	111.69	452.66	146.02	13.6	-1.5	37.4	30.7
April	259.71	101.45	270.08	91.55	354.56	114.37	4.0	-9.8	31.3	24.9
May	220.04	85.95	227.61	77.16	284.44	91.75	3.4	-10.2	25.0	18.9
Jun	238.53	93.12	257.89	87.42	296.60	95.68	8.1	-6.1	15.0	9.4
July	347.25	117.71	364.57	117.60	446.61	144.07	5.0	-0.1	22.5	22.5
Aug	341.16	115.65	337.72	108.94	419.84	135.43	-1.0	-5.8	24.3	24.3
Sept	293.49	99.49	307.56	99.21	353.40	114.00	4.8	-0.3	14.9	14.9
Oct	379.18	128.54	405.67	130.86	293.30	94.61	7.0	1.8	-27.7	-27.7
Nov	430.75	146.02	479.91	154.81	430.96	139.02	11.4	6.0	-10.2	-10.2
Dec	423.21	143.46	543.63	175.36	589.88	190.28	28.5	22.2	8.5	8.5
					(R)	(R)				
Total	3915.56	1415.09	4250.82	1400.94	4847.66	1563.75	8.6	-1.0	14.0	11.6
					(R)	(R)				

R= Revised

**ESTIMATED FOREIGN EXCHANGE EARNINGS FROM TOURISM <sup>25</sup>**  
**(including the nationals of Pakistan & Bangladesh)**

Tourist facilities such as hotels, public transport, museums, clubs, sports complexes, national parks are also used by domestic tourists and visitors although a significant portion of the cost is borne by foreign tourists. Tourists also contribute to tax revenue both directly through sales taxes and indirectly through property, profits and income taxes. Tourism provides employment, brings infrastructural improvements and helps regional development. Tourist expenditure not only supports the tourist industry directly but also helps indirectly to support many other industries which supply goods and services to the tourist industry. Thus, the money spent by tourists after a series of transfers over a period passes through all sectors of the economy stimulating each in turn throughout the process in economic terms called the multiplier effect.

Development and improvement of infrastructure is another important benefit. The benefits from infrastructure investments on airports, roads, water supply and other public utilities primarily made available for foreign tourists are widely shared by other sectors of the economy.

Another important economic effect of tourism is related to regional development of isolated and economically under developed areas. Many of such regions having high scenic beauty and cultural attractions can become areas of great interest for tourists bringing prosperity to the local people. Kahjuraho which is now an internationally famous

tourist spot was a remote and unknown small village about 20 years ago. The development of khajuraho as a world famous tourist resort has resulted in the acceleration of many economic and social activities providing employment and prosperity to a large population of the area. Similarly, with a view to bringing development and prosperity, a number of underdeveloped regions like islands of Lakshadweep, Andaman and Nicobar islands, have been developed to attract tourists.

Employment is the most direct outcome of tourism. Most of the development countries face problems of unemployment and under employment. The tourist industry is a highly labour - intensive service and is a valuable source of employment. It provides employment to a large number of people from the unskilled to the highly specialized such as porters, house keepers, waiters, cooks, managers, executives in hotels, transport and tourist organizations. The construction industry involved in hotels, roads, airports, water supply and other public utilities - the basic infrastructure for tourism promotion - creates jobs for thousands of unskilled and skilled workers.

Besides economic benefit to a country by way of earning foreign exchange, employment generation, regional development and bringing prosperity to the people as the primary objectives, tourism also makes a massive contribution to the social and political understanding. Travel in different countries promotes a harmony between

people of different styles. Tourism is thus an important means of promoting cultural exchange and international co-operation.

**CONCLUSION:**

In an overview, it seems that India achieved successes in the field of tourism, so far as the question of effective "Choose, plan and execute" of different development policies are concerned. However, things are not as rosy as portrayed by the officials of the ministry of Tourism. The year 1993 was a low point in the history of Indian tourism industry with tourist arrivals registering a sharp fall of 5.7 percent as compared to 1992. The fall could be attributed to the riots and unrest in different parts of the country following the Ayodhya dispute. Then came the serial bomb blasts in Bombay. This was followed by Hazratbal crisis in Jammu and Kashmir, Assembly elections in the Northern States and earth quake in Lature. To compound these factors, the Indian Airlines pilots went on a strike disrupting air traffic for a number of days.

Tourism industry sources say the major impediments holding the growth of the industry are many including lack of proper infrastructure, inadequate maintained roads, absence of a railway system which can cater to the needs of tourist, very high rate of taxation, lack of good communication facilities, good middle class accommodation, pollution, unsafe drinking water at most tourist spots and non - availability of hygeinic food stuff. While the

government has plans to attract five million tourists by 1996-97, tourist industry thinks that it is "too ambitious"

Domestic tourism also needs special attention, considering the increase in income levels and emergence of an urban middle class that can afford a holiday and is willing to spend.

To reach the accessed goal of tourism in the 8th plan a lot of developmental activities experimented by developed countries in promoting tourism are required to be undertaken in our country. Greater emphasis on the factors inhibiting the planned growth need to be given after indepth audits in the working of institutions meant for promoting tourism in the country. Above all, the improvement in image of the country through hospitality and 'service with a smile' towards visitors is ultimately required.

Thus, when tourism is poised to become the single largest global industry by the turn of the century, India would adopt a systematic and well thoughtout policies if it is to partake of a fair chunk of the global tourism pie.

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*Chapter 6*

***CONCLUSION***

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Tourism in India was once a way of life. It is now in the process of being turned into an industry with emphasis mainly on earning foreign exchange. India has shed its earlier sophisticated pretensions about the ennobling features and quality of its cultural heritage and tourist attractions, and opted for the commercialization of tourism. This is what led to the official blessing of tourism as an industry which offers a product which has to be marketed.

Thus to come along with the needs of the tourist industry, much amount of changes has been done in India to provide tourist's comfortable vacation. If we divide the destination area into three general categories viz (a) Natural (b) man made and (c) Hospitality, it most probably encompasses all the important areas covered by tourism industry. The first includes such features as sunshine, scenic landscapes, while second features can be primary attraction viz festivals or support facilities like hotels, restaurants, and the third features include the manner in which visitors are received and the quality of services provided. We will analyse all these features of tourism one by one.

Due to continuous destruction of natural environment for providing facilities to the tourist, a crisis to these areas have been seen in recent times. Various tourist activities like skiing, walking, hunting, trail back riding, Collecting, major construction activities like urban expansion transport network, marinas, Ski-lift, sea walls

etc. destructed the natural resources. Apart from this, over density of population to tourist areas, destruction of species, trampling of vegetation and soils, generation of waste residuals etc. has produced hazardous effect on the geographical areas concerned. The consequences of this is in the form of change in habitat, change in population of biological species, change in health and welfare of man, changes in the quality of environmental media like air, water, soil etc. Congestion is the most fatal offshoot of tourist industry. Apart from this due to continuous contact with the tourist, the areas like forests, ancient monuments and heritage, antiquities, national parks etc. are losing their natural importance.

Secondly, if we come to our second feature i.e man-made, then we suddenly come into the domain of sociology. For the facilitation of tourists, changes in the behaviour as well as culture of traditional Indian society is in the process. This change can be seen in the pattern of living standard, ways of behaviour, customs and traditions. Now we are seeing the commodification of every thing. Even the festivals and dances of ancient fame are occurring to earn money by providing a show of this to tourist. It can have, indeed, both positive and negative aspects. The positive aspect is that by adopting the western or modern consumption pattern, the orthodox, traditional Indian way of life is in gradual process of change towards modernization. The negative aspect is in the form that crisis is seen in the

customs and traditions of peoples, they are slowly forgetting the basic values of life.

In relation to this, Government of India has done a lot to boost the tourist industry in India. This is in the form of various tourist facilities like hotels, restaurants, arrangement of travel, hospitality etc. Media has also played a vital role in this aspect. One clear cut impact of this development process is that, those people who are in contact with the tourism industry have enhanced their life standard. Coupled with this, India is earning massive amount of foreign currency from the tourists which is certainly a positive sign for Indian economy.

The third and last feature concerns the hospitality. Really a lot has to be done from the destination area to provide facilities to the tourists concern. This is the area which lags us behind the western countries. Improvement in this area is needed on a large scale.

Thus, finally it can be said that, four elements are necessary for tourist development in developing countries. These can be denoted with 'FEST'. Here F stand for facilitating and creating infra-structure and other facilities, E-Environment protection, S- Statistics, surveys, data collection and dissemination of information, and finally T- Training and development of human resources. Only after giving due consideration to these four factors, a golden era of tourism and tourist industry can be seen.

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*Chapter 7*

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