

Future Trends in Tourism Industry in India

Suvarna Sathe

TMV's Institute of Hotel Management & Catering Technology,
Pune.

Keywords: Sustainable Development, SIT (Special Interest Tourism), Niche Tourism

Objectives of the Study

1. To take the overview of growth and development of tourism industry in India.
2. To understand the recent development in the tourism industry in India.
3. To trace the future trends in tourism in industry in India.

Emergence of Tourism as an Industry in India

In western countries tourism was identified as a revenue generating sector and it the year 1758 first official travel company. "Cox and Kings" was established. Industrial Revolution had put tourism within reach of new middle classes. Tourism was soon granted a status of Industry in western countries.

Comparing to the world scenario, in India the scenario was totally different. Since her independence in 1947, Indian policymakers had traditionally neglected tourism industry as it was considered to be a luxury segment benefiting only few. As then, the Indian economy depended a lot on agriculture, the government policies had always aimed to develop agriculture and other allied areas. Tourism was always viewed as an industry serving the elite instead of being accepted as a means to provide employment with good "multiplier effect". In 1955, the first Planning Commission of India had placed tourism industry 269th in its priority list.

Though globally tourism industry is one of the largest industry in the world with US \$ 919 billion revenue generated in 2010 in India, this service sector

is never managed properly. In 2010, India ranked 16th in the world in terms of tourism receipts with percentage share of 1.54% over 2009 tourism receipt share of 1.26% and ranked 22nd in the world.

It took India "Tenth Five Year Plan" tenure (2002-2007) to identify tourism as an industry. With the poor backdrop of Indian Tourism development infrastructure, other South-East Asian countries were busy developing their infrastructure for world Class and high-end tourism experiences. For e.g., Singapore, concentrated on building a state-of-the-art airport. Many international tourists were prepared to pay higher for trip to Singapore because of her top class infrastructure. The tourism industry in India was developing at a very low pace with minimum aid for infrastructure development from government.

Where other industries were getting long-term tax benefits, special industrial zone permissions, road, water, electricity and other basic infrastructural investment from government, tourism was left for private sector to invest and manage on its own.

Till the year 2000, India was still struggling with deplorable roads and airport facilities, poor rail infrastructure, inadequate aviation seating capacity and insufficient hotel accommodation. India also lagged behind in her brand establishment and marketing strategies. In 2000, while the "Amazing Thailand" campaign fetched Thailand 10 million tourists, through the "Malaysia Truly Asia" Malaysia attracted 8.5 million; meanwhile India's arrivals were stagnant at 2.6 millions. Despite being a country filled with varieties of experiences, India failed to showcase her diversity.

After being left behind in the destination branding for long, the Government of India in 2002 launched her global "Incredible India" campaign.

Lack of Bureaucratic Cohesiveness

Though Indian Tourism ministry was responsible for tourism in India, it had administrative limitations. Its role was mainly related to marketing its destinations and guiding the tourism industry while other ministries decided upon core issues which affected the tourism industry. The Ministry of Civil Aviation handled aviation policy and airport management, Ministry of Finance allocated the budgetary allocation to the Tourism Industry and the taxation on the tourism sector, Indian Visa was directly under control of Ministry of Home Affairs. The lack of coherence between these ministries reduced the focus of policies and also complicated the web of bureaucracy, which adversely affected the progress of the tourism industry.

After decades of political indifference, the Indian government started focusing on the tourism industry towards the end of 2002. The Tenth Five Year Plan acknowledged the potential of the Indian Tourism industry as a huge employment generator and foreign exchange earner for the nation and proposed definite initiatives to give a boost to the tourism industry.

National Tourism Policy was formulated in the year 2002. Broadly, the policy attempts to:

- Position tourism as a major engine of economic growth
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing boost to rural tourism.
- Focus on domestic tourism as a major driver of tourism growth.
- Position India as a global brand to take advantage of increasing global travel trade and the vast untapped potential of India as a destination.
- Acknowledge the critical role of private sector with government working as a proactive facilitator and catalyst.

- Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in the partnership with states, private sector and other agencies.
- Ensure that "the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and feels India from within".

Focus on Tourism in the "Tenth Five Year Plan"

Table 1

Focus on Tourism in the "Tenth Five Year Plan" was:

- to develop a national consensus on the role of tourism in the development agenda of the nation through National Development Council.
- to enhance the effectiveness of public sector investment through the cross-sectoral convergence and prioritization of tourism related infrastructure programmes in other sector like special tourism trains, rural roads etc.
- to mobilize the support of primary players, viz., the State Governments in tourism development.
- to involve the rural sector in tourism and start mobile training units for service providers in rural areas identified for development of tourism.
- to augment training facilities in hotel management and food craft and build the capacity of service providers with cutting edge.
- to create world-class circuits and destinations.

Source: "Tenth Five-Year Plan (2002-07), Government of India," <http://planning.commission.nic.in>.

The Union Budget granted the tourism industry much needed "Infrastructure status".

In the Tenth Five Year Plan period, an emphasis was laid on positioning and maintaining tourism development as a national priority activity by enhancing and maintaining the competitiveness of India as a tourist destination and improving existing

tourism products and expanding these to meet new market requirements by creating world class infrastructure, **developing sustainable tourism and giving special thrust to rural and small segment tourism.**

Objectives and Strategies for the Tourism Industry in Eleventh Five Year Plan

The Eleventh Five Year Plan has recommended a target of 10 million international tourist arrivals by 2010, according to MOT this target is achieved by 2010. The new target for 2011 will be 10.25 million. This target is proposed to be achieved through diversification of principal source markets improving infrastructural facilities like roads, airports and civil amenities at the tourist destinations, increasing the air seat capacity and vigorous publicity. For domestic tourism, the target to be achieved in 2010 and 2011 will be 725 million and 812 million respectively assuming an annual growth rate of about 12% over the level of 461 million domestic tourist visits in 2006.

Domestic tourism would be complementing the international travel. This would help in optimizing the utilization of infrastructural facilities and also make the future investment viable.

To achieve the above goals, suitable measures would be taken for:

- Positioning and maintaining tourism development as a national priority activity.
- Enhancing and maintaining the competitiveness of India as a tourist destination.
- Improving India's existing tourism product further and expanding these to meet new market requirements.
- Creation of world class infrastructure.
- Developing strategies for sustainable and effective marketing plans and programs.

Overview of Development of Tourism in India

Tourism is a multi-sectoral activity characterized by multiple services provided by a range of suppliers. It is the largest service industry in the country. Its importance lies in being an instrument for economic development and employment generation particularly in remote and backward areas. It is contributing towards overall socio-economic improvement and accelerated growth in the economy. The economic benefits flow into the economy through growth of tourism in the shape of increased state and national revenues, business income, employment, wages and salary income.

Tourism is an economic sector in India that has a potential to grow at a high rate and can ensure consequential development of the infrastructure of the destinations. It has the potential to stimulate other economic sectors through its backward and forward linkages and cross sectoral synergies with sectors like agriculture, handicrafts, transport etc. The particular significance of tourism industry in India is its contribution to national integration and preservation of natural as well as cultural lives of people.

Over the past few years, the tourism industry had to face with a series of unprecedented challenges. International events, such as terrorism and SARS, Swine Flu and economic turbulence have led to significant changes in tourism demand. At the same time, international events such as increase in information and booking facilities made available over the internet, consumers desire to travel more frequently, stronger branding of tourism destinations have acted as a catalyst, accelerating fundamental changes in market behavior and travel patterns that have been slowly emerging over the past decade. More and more governments have started to realize that they cannot leave the growth of tourism industry to chance. This emerging global consciousness represents a great opportunity for this industry.

Table 2: Contribution of Travel and Tourism Industry in GDP and Employment in 2007

	India (%)	World Average (%)	World Average % estimated in 2017
Contribution of Travel and Tourism Economy to GDP	5.4	10.4	10.7
Contribution of Travel and Tourism Industry to GDP	2.0	3.6	3.4
Contribution of Travel and Tourism Economy to Employment	5.5	8.3	8.3
Contribution of Travel and Tourism Industry to Employment	2.3	2.7	2.8

Source: WTTC (World Travel and Tourism Council).

It is also important to note that the change in the tourist attitude towards tourism which has influence on development of tourism.

Table 3: Old and New Tourists Compared

Old Tourism	New Tourism
Search for the Sun	Experience something different
Follow masses	Want to be in charge
Here today, gone tomorrow	See and enjoy but not destroy
Just to show that you had been having	Just for the fun of it
Superiority	Understanding
Like attractions	Like sports
Precautions	Adventurous
Prefer to eat in Hotels	Try local fare
Homogeneous	Hybrid

Source: ANNEXURE 'C': Tourism Policy of Maharashtra 2005.

Following Changing Trends related to Tourism Product were noted

- Diversifying the tourism product to make India unique multi-attraction tourism destination which can meet the need of all forms of tourism; particularly rural tourism, eco-tourism, adventure tourism etc.

- Encouraging Panchayat Raj Institutions, local bodies, religious trusts, co-operatives and other community level institutions to take up tourism promotion activities through the general rural development and employment generation programmes.

Integrated Development of Tourist Destinations

International tourist traffic to the country is largely confined to certain selected centres and destinations at present. There is also a fair level of seasonality in the international tourist arrivals. As a result there is a good deal of congestion and scarcity of facilities in some of these centers during peak seasons. The tourist traffic to some of the centers has even exceeded the carrying capacity with the attendant problems of environmental degradation. It has, therefore, become necessary to go beyond the beaten tracks and to facilitate direct visit of tourists to new destinations. However, the choice of such new destinations for development will have to be based on their intrinsic attractions, potential for development and the carrying capacity as well as availability of resources. Such development will be guided by well conceived master plans, and executed by specific Tourism Development Authorities. Adequate backward and forward linkages will also be established to ensure adequate flow of benefits to the local community.

- Creation of Tourist Economic Zones
- Constitution of Tourism Development Authorities

Diversification of Tourism Products

The main strength of Indian Tourism at present is its cultural attractions, particularly, the large number of monuments and archaeological remains scattered throughout the country, its art and artifacts and colourful fairs and festivals. The country is also endowed with a number of other tourist attractions and options including beach tourism; centers of pilgrimage for spiritual tourism, heritage trains and hotels for heritage tourism etc. The tradition of Indian system of medicine and its curative and preventive effect are well-known the world over. Yoga, Ayurveda and other forms of natural health resorts have thus become unique tourist attractions of the country. There are also facilities for conference and convention tourism, cruise tourism and shopping tours. The development of natural health resorts of Yoga, Ayurveda etc. along with rural tourism, spiritual tourism and eco-tourism will be given adequate attention.

As mentioned in India's National Tourism Policy "tourist traffic to few chosen destinations" has degraded those destinations. So alternative forms of tourism which could diversify tourist traffic to other unexplored destinations. The concept of SIT (Special Interest Tourism) has emerged out of this need.

Awareness of the negative impacts of mass tourism emerged in the 1970s when mass tourism and tourism in general started being criticized, although one must not forget that it enabled millions of tourists to discover new horizons and that it strongly contributed to the economic development of many destinations. The initial socio-cultural impacts of mass tourism were not easy to evaluate because tourist flows were not initially directed to developing countries.

The availability of less expensive package holidays to more exotic destinations contributed to

the development of international mass tourism to developing countries (especially in the pleasure periphery), where some uncontrolled forms of tourism proved detrimental to both the environment and the local culture. As a reaction against mass tourism, new approaches to tourism emerged:

- Emergence of integrated and controlled **tourism planning** and **tourism management** by tourism authorities (at local, regional or national level).
- Emergence of new products offering an **alternative tourism** that is more respectful of the destinations and local residents.
- Emergence of a new understanding of what tourism should do: contribute to **sustainable development** on a global scale.

Recent Development in the Industry is a Consequence of the Following Factors

- Overall increase in travel and tourism industry is as a result of globalization, economic development, more disposable time and income available with customers.
- Realization by government the importance of tourism as an industry.
- Incorporating the tourism industry in national developments plans and policies.
- Deciding objectives and strategies for sustainable developments of tourism.
- Allocating funds to develop rural areas from tourism point of view.
- Promotion and development of new forms of tourism like adventure tourism, eco-tourism and agro-tourism identifying the market demands.

The ill-effects of mass tourism at many popular destinations have been evident and some has been the factor behind tourists notice to choose alternative forms of tourism. The emergence of SIT (Special Interest Tourism) targeting niche market is a recent trend.

Future Trends in Tourism Industry in India

1. Emergence of SIT (Special Interest Tourism) is labeled in many different ways: sustainable, localized, alternative, eco, environmental, low impact, new, responsible, respectful and green tourism. Whatever is the name given to SIT or alternative tourism, it has emerged out of concern for delivery of sustainable tourism.

SIT may be defined as provision of customized leisure and recreational experiences driven by the specific expressed interests of individuals and groups. A SIT Tourist chooses to engage with a product or service that satisfies particular needs and interests. So SIT is tourism undertaken for a distinct and specific reason.

2. Sustainable Development Strategy Sustainability has an important bearing on the tourism development. Sustainable tourism development is accommodated in the context of wider concerns for community well-being. It implies satisfying the needs of stakeholders as well as customers without degrading the quality of the environment, conservation and enhancement of resources, revival in growth.

The tourism industry must be profitable and environmentally sustainable if it is to provide long term benefits. But this will not be achieved without a new and different approach to industry planning and development. An approach that acknowledges the interdependence of tourism, culture and ecology and that seeks to enhance the benefits of tourism and eliminate its negative consequences should have a value based approach to tourism planning, management and marketing.

Some of the SIT forms like mountaineering and trekking which started with low tourist volume, have now taken form of mass tourism. Especially in Himalayas where tourism is a major source of revenue, more number of tourists compared to carrying capacity has posed a serious threat to the ecological balance in the region. Agro-tourism development has a direct effect on culture and the life of the host community. A thought should be given to the

development policy, so as the tourism development does not bear the ill effects of mass tourism. Income from tourism would always be a supporting income to the major revenue generated from core agriculture activities. So it is not totally depended on the tourism revenue.

3. Shorter work weeks and longer paid holidays, more public holidays, and refinements in the mode of transportation. The tourism market has responded to these trends by developing shorter, more frequent and more intensive tourism experience. Tourists are also prepared to spend more but stay for shorter periods, which can provide better returns for tourism investment.

The link between personal interest and holidays is close. Holidays not only include change of scenery and climate but it also needs fulfillment by personal interest. Time poor but money rich consumers will demand satisfaction and personal development from precisely tailored, flexible products.

4. Major investment by local as well as national government to encourage domestic tourism is seen in the recent years. (Please refer to Table R1, R2, R3 in the reference section)

Future Potential of Tourism in India

The World Travel and Tourism Council (WTTC) along with its strategic partner Oxford Economics conducted the Tourism Satellite Accounting (TSA) research in March, 2009. In accordance with the survey, the future of Indian Tourism has some bright prospects.

- The demand for tourism in India is expected to grow by 8.2% between 2010 and 2019 which will place India at the third position in the world.
- Indian tourism is expected to employ over 41 million people by 2019.
- Capital investment in India's travel and tourism sector is expected to grow at 8.8% between 2010 and 2019.
- The research report forecasts India to get capital investment worth \$94.5 billion in the travel and tourism sector by 2019.

Tourism in India has already started showing signs of early recovery from the impact of global economic meltdown and in December 2009 tourist arrivals grew substantially by 21% registering a growth of over 8% over the arrivals in December 2007, which was actually a year of high growth. Realizing that the true potential of tourism lies in the responsible practices on both demand and supply sides of the tourism chain, the Ministry of tourism has adopted the "sustainable tourism" route and incorporated it into the innovative "Rural Tourism Project."

In recent years the concept of mass-tourism seems to be on the verge of decline. The leisure time and increase in the disposable income has led to "Niche Tourism" amongst the tourist worldwide.

This phenomenon has given rise to new and innovative types of tourism like ethnic tourism, adventure tourism (e.g., river rafting), under water tourism, eco-tourism (olive riddle turtles nesting sites in Konkan) wine tourism (Nasik), spiritual tourism (yoga and meditation), food tourism, garden tourism and so on.

The niche categories of tourism mentioned above are highly popular amongst the tourists who would want an exposure and experience different than tourism popular amongst mass tourists. They would certainly not want "a touristic bubble" to be carried with them. The growth in number of such tourists has been a motivating force in the development of "niche tourism".

Future Development Pattern of Tourism

After adding all the above things one can see a clear development pattern of tourism.

- Step I – Product identification
- Step II – Strategic marketing
- Step III – Product diversification as per market demand
- Step IV – Achieving sustainable development pattern in the long run.

Step I – Product Identification

The increased urbanization, need to relax and go back to nature, finding one's own root is the need

of today's urban society. These are the prime motives behind their leisure spending. In tourism policy of Maharashtra 2006, government has laid stress on cultural tourism, handicrafts, rural, agricultural and wine tourism, pilgrim circuit development, fort and fort circuit development.

Step II – Strategic Marketing

At Macro level in the Eight Five Year Plan a systematic marketing of Indian tourism was set off with trade fair participation, FAM trips, and road shows. Government of Maharashtra also launched its marketing campaign with "Maharashtra Unlimited" slogan. The vast sea shores, forts, handicrafts, natural beauty, ethnic food and culture all were used as a backdrop for this.

As a consequence, there was stress on rural development which enhanced the tourism products thus marketed. Though the marketing served the purpose, it did not propagate the movement of mass tourism. The consideration was given to segments of new emerging travelers called as special Interest tourist. A niche segment which is substantial in quantity.

Step III – Product Diversification as per Market Demand

In the Ninth Five Year Plan (1997-2002), the major thrust areas were:

- Indigenous and Natural Health Tourism
- Rural and Village tourism
- Pilgrim Tourism
- Adventure Tourism
- Heritage Tourism

These areas of thrust were devised as a demand for Niche or SIT was on the verge of rise.

Step IV – Achieving a Sustainable Development Pattern in the Long Run

The current product diversification and development of new (niche) tourism products is a result of change in consumer behavior. Tourist traffic was observed centering on selected centers and

destinations. There was also a good deal of congestion and scarcity of facilities at some of the famous destination during peak season.

The annual report of 2009-10 under Eleventh Five Year Plan states that the ministry of tourism has taken initiative to achieve sustainable tourism growth. It has been due to realization that though in recent years tourism industry in India has registered a considerable growth, uncontrolled and unorganized growth would lead to an irreversible impact the ecology and environment of the country.

A work shop was conducted on 27th and 28th July, 2010 in New Delhi which agreed on,

- Need for sustainable tourism criteria for India.

- Growth and development of tourism should preserve natural and cultural resources while ensuring that tourism meets its potential for poverty alleviation.
- Every earth resource is finite and fragile. So tourism practices should be consistent with the best environment and heritage protection standards and optimize community benefit and future sustainable usages.

References

Following is a list (State-wise) of major tourism projects sanctioned and the financial support being received by the State/Union Territory Boards (2009).

Table 3

No.	State	Project Cost in lakhs (₹)	Total Projects sanctioned	Major Projects with Sanctioned Cost in lakhs (₹)
1.	Andhra Pradesh	12982.06	21	Tirupati heritage Circuit 4652.49 Kaddapa Heritage Circuit 3692.89 Charminar (Hyderabad) 994.75
2.	Assam	3379.51	09	
3.	Arunachal Pradesh	7956.54	28	
4.	Bihar	4132.72	15	Buddhist Tourism around Bodh, Nalanda
5.	Chandigarh	1659.86	06	
6.	Chhattisgarh	2407.91	05	Jagdapur, Chitrakote and Dantewada
7.	Dadra and Nagar Haveli	24.88.00	03	
8.	Delhi	2863.10	13	Majorly they facilitate commonwealth games
9.	Daman and Diu	12.50	01	
10.	Goa	8624.82	03	Churches and heritage tourism 4309.91
11.	Gujarat	2710.24	12	Dwarka and Nageshwar 798.90
12.	Haryana	4755.76	18	Panipat, Kurukshetra, Yamunagar, Pinjore 3175.25
13.	Himachal Pradesh	7608.88	25	Paonta Sahib Religious Tourism, Kullu, Manali Karrain for Eco and Adventure Tourism.
14.	Jammu & Kashmir	14170.80	78	Spiritual destination of Leh and Ladakh
15.	Jharkhand	1130.47	07	
16.	Karnataka	9067.05	17	Religious Hub Hampi 3283.58
17.	Kerala	7393.83	22	Muzurus Heritage and Culture Circuit in Trissur and Ernakulam Districts
18.	Lakshadweep	782.73	01	
19.	Madhya Pradesh	11332.88	32	Spiritual and wellness destination of Chitrakoot 2401.98

20.	Maharashtra	5389.49	08	Aurangabad and Vidarbha Heritage Circuit	3732.19
21.	Meghalaya	3341.32	11		
22.	Mizoram	2886.15	12		
23.	Nagaland	6087.36	37		
24.	Orissa	7446.35	20	Bhubaneswar, Puri and Chilka	3022.80
25.	Puducherry	1928.85	12		
26.	Punjab	2667.61	05	Amritsar	1585.53
27.	Rajasthan	8228.39	15	Ajmer, Jodhpur, Bikaner, Jaisalmer Desert Circuit	1069.68
28.	Sikkim	16344.53	63	3 Heliports to promote village tourism at Gangtok	2390.70
29.	Tamil Nadu	7792.99	34	Pilgrim circuit of Madurai, Rameshwaram, Kanyakumari and Mahabalipuram	
30.	Tripura	2981.28	20		
31.	Uttarakhand	6549.76	08	Religious circuit of Haridwar and Rishikesh	4452.22
32.	Uttar Pradesh	6713.18	14	Revitalizing Taj	1525
				Spiritual destination Varanasi	2202.30
33.	West Bengal	8298.97	24	Ganga Heritage River Cruise Circuit	2042.35

Tenth Plan – 2002-07 Projected Outlay – States/Union Territories

Table R2

Major Heads/ Minor Heads of Development	Kerala	Madhya Pradesh	Maharashtra	Manipur	Meghalaya	Mizoram	Nagaland
1	14	15	16	17	18	19	20
IV. Industry & Minerals							
Village & Small Industries	55875	3358	51646	31451/5	3600/3	5273	12015
Industries (Other than V&S)	76700/1	13665	20010	1821	1000	392	4290
Mining	300	3315	0	22	800	373	2900
Total – (VI)	132875 (5.54)	20238 (0.77)	71656 (1.08)	33294 (11.87)	14400 (4.79)	6038 (2.63)	19205 (8.62)
VII. Transport							
Ports and Light Houses	6000	0	20000	0	0	2	0
Shipping	0	0	0	0	0	0	0
Civil Aviation	0	2805	10000	0	0	0	0
Roads & Bridges	242000	132500	302121/5	22200	51500	46258	13635
Road Transport	6000	0	186900	0	1650	1558	3100
Inland Water Transport	7000	0	1000	0	0	47	0
Other Transport Services	5000	0	1700/6	148/6	880	327/3	300/5
Total – (VII)	266000 (11.08)	135305 (5.17)	521721 (7.83)	22348 (7.97)	54030 (17.96)	48190 (20.95)	17035 (7.65)

VIII. Communication	0	0	0	0	0	0	0
IX. Science, Technology & Environment *							
Scientific Research (Incl. S&T)	12000	858	4325	1227	515	513	350
Ecology & Environment	72	5112	1200/7	495	275	19	100
Total – (IX)	12000 (0.50)	5970 (0.23)	5525 (0.08)	1722 (0.61)	790 (0.26)	532 (0.23)	450 (0.20)
X. General Economic Services							
Secretarial Economic Services	31385	66753	98695	19088	870	1145	4361/6
Tourism	82600	5360	35279	1000	1650	1056	1600
Surveys & Statistics	2145	175	732	495	470	373	400
Civil Supplies	500	3642	0	0	165	826	700
Other General Economic Services							
(i) Distt. Plg/Distt. Councils	0	0	0	3938	0	8324	1500
(ii) Weights & Measures	175	36	0	0	165	233	200
(iii) Others	0	0	150245/8	0	2650/4	598/4	542/7
Total – (X)	116805 (4.87)	75966 (2.90)	284951 (4.28)	24521 (8.75)	5970 (1.98)	12555 (5.46)	22803 (10.24)
XI. Social Services							
Education							
General Education	28100	319463	253811	19716	25400	23280	7630
Technical Education	26900	12860	43837	1776	5500	3948	5707
Sports & Youth Services	5850	2750	57000	1463	3900	814	4800
Art & Culture	5800	4339	7157	3911	2000	1210	1000
Sub Total (Education)	66250	339412	361805	26866	36800	29252	19137
Medical & Public Health	40840	71533	110666	8173	18000	12370	7965
Water Supply & Sanitation	115900	89425	776276	32187	23500	12333	16445
Housing (Incl. Police Housing)	35400	88480	96214	8232	7255	22748	16603
Urban Development (Incl. State Capital Projects)	19750	42694	309336	13361	10650	13604	5900
Information & Publicity	3000	299	460	259	1000	612	800
Welfare of SCs, STs & OBCs	138555	72978	158911	2315	55	0	0
Labour & Employment							
(i) Labour & Labour Welfare	4400	770	57956	703	175	350	200
(ii) Special Employment Programmes	0	4931	0	5000	750	0	850

Financial and Physical Performance of Tourism during the Tenth Five Year Plan

Table R3

Sr. No.	Schemes/ Programmes	Financial Performance Tenth Plan				Physical Performance Tenth Plan	
		Outlay	BE	RE	Actual Exp.	Targets	Achievements
1	Domestic Promotion and Publicity Including Hospitality	230.00	172.00	172.00	173.40	To popularize the culture and natural beauty of different regions, pilgrim sites, and new tourism products like Eco-tourism, Adventure and Rural Tourism, etc.	Theme based domestic media campaigns, mass social awareness programmes, production of publicity material and collaterals, were carried out and central financial assistance was extended to States/ UTs for fairs and festivals.

Reference: Eleventh Five Year Plan, Annexure 8.2.1.

References

1. Agri Tourism: Alternative Income Opportunities for Farm and Ranch Families © 1997-2001, by Samuel Roberts Foundation, Inc.
2. National Action Plan for Tourism: Published in May, 1992, by Government of India.
3. The Budget Analysis of India 2011: Published by Finance Ministry, Government of India, Chapter 10. Service Sector.
4. The Eight Five Year Plan: Published by Planning Commission of India.
5. The Eleventh Five Year Plan: Published by Government of India
6. The Ninth Five Year Plan (Volume II): Published by Government of India.
7. The Tenth Five Year Plan: Published by Planning Commission of India.
8. The Tourism Policy, 1982: Published by Government of India.
2. Getz, D. (1987): Tourism Planning and Research: Traditions, Models and Futures, Paper Presented at The Australian Travel Research Workshop, 5-6 November, Bunbury: Western Australia.
3. Inskip, E. (1987): Environmental Planning for Tourism, *Annals of Tourism Research*, Vol. 14, No. 1, pp. 118-135.
4. Jenkins, J. (1993): Tourism Policy in Rural New South Wales – Policy and Research Priorities, *Geojournal*, Vol. 29, No. 3, pp. 281-290.

Reports

1. GATS: General Agreement on Trade in Services 2000.
2. Tourism Policy of India (An Exploratory Study published by Equitable Tourism Options Bangalore).

Books

1. Dr. R.K. Singh, Athithi Devo Bhavah, Aman Publications, New Delhi, Ed. 2007.
2. Emerging Trends in Tourism, Edited by Anil Verma, The ICAI University Press, Hyderabad.
3. Tourism Promotional Perspectives and Issues, Edited by G. Radha Krishnan, The ICAI University Press, Hyderabad.
4. Manish Rath, Tourism Planning and Development, Rajat Publications, New Delhi.

Research Papers

1. Choy, D.J.L. (1991): Tourism Planning: The Case for Market Failure, *Tourism Management*, Vol. 12, No. 4, pp. 26-31.