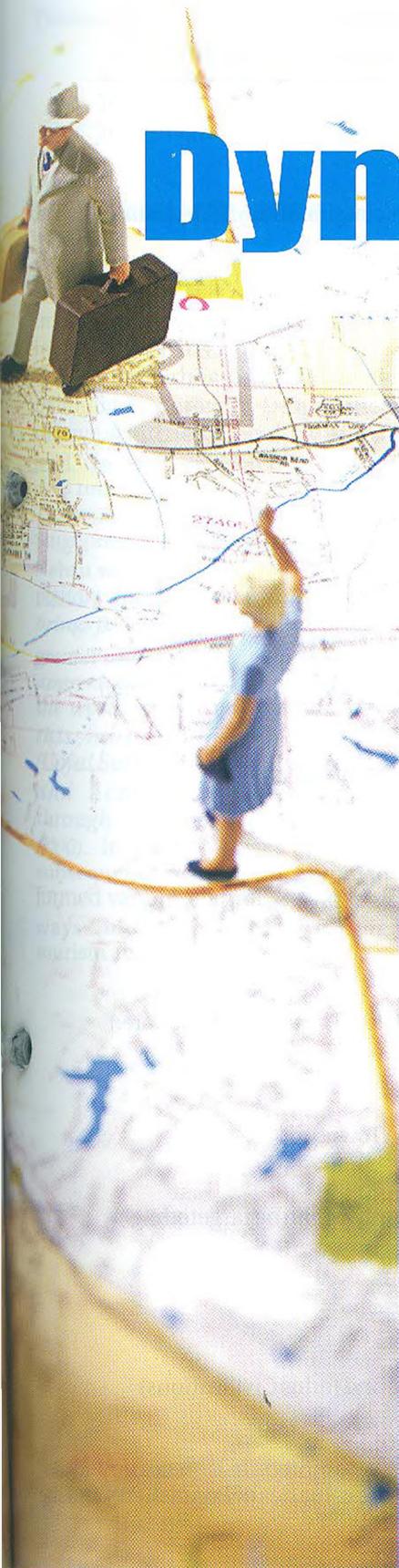


ABSTRACT

During this present milieu tourism has become a big business and is being considered to be one of the fastest growing industries of the world. With the advent of science and technology in the form of spectacular growth of transport and communication, all in all tourism has become the fad and fashion of the non-veau riche class. It has grown from the pursuits of a privileged few to a mass movement of people. The fact that impact of tourism on national economy is becoming increasingly important today owing to the growing size of the tourist market and the global business changes taking place in India, forces us to plan and develop tourism industry on scientific lines. It needs organizational and managerial skills. Various state governments are giving top priority to the tourism sector for the economic growth and to solve the socio-economic problems. This paper envisages the future prospects of tourism in the world although the focus is essentially on Indian tourism industry.





Dynamics of

Tourism Marketing Emerging Trends With Special Emphasis

On Indian Tourism Industry

Mr. Sudhir K. Zutshi

INTRODUCTION

Tourism has been accepted as an important catalyst for economic development in tune with globalization and liberalization strategies in the world economy. Tourism today is an important factor in global trade. With internal dimensions as a component of national economies as a contributor to receipts, expenditures and balance of payments of different countries, as means of earning foreign exchange, as a provider of employment as a powerful factor of development and so forth, it is rightly called the fourth dimension of economics. International travel is a big business as a form of international trade in which global economies can rapidly participate is a stimulant to other trade and capital investments and serves to reduce the Dollar Gap. Tourism has grown from the pursuits of a privileged few to a mass movement of people. Travel in the distant past however was not undertaken for the purpose of pleasure since the motive was not to seek a break from the work situation. The primary motive for travel was related to trade, commerce and activities associated with it. During the middle age in India, the pilgrim travel assumed great importance. Travel was denoted by religious motivations and very little actual pleasure of travel was undertaken. Religion thus played a crucial part in travel. Today because of the availability of quick and cheap travel facilities, traveling has become more convenient and has diversified into many other fields besides religion.

CLASSIFICATION OF TOURISM

Earlier the classification of tourism was based on:

1. Sight Seeing
2. Handicrafts
3. Target Segments
4. Seasonal

Similarly, if we refer to the classification given in Hindu Scriptures, the travel has been classified into: '*Paryatan*' travel to foreign lands, '*Deshatan*' travel within one's own country and '*Tirthatan*' pilgrimages.

But nowadays tourism is classified as:

1) *Product Related*

- a) Island tourism (Andaman Nicobar, Lakshadweep etc.)
- b) Waterways (Slowly up and down the perennial rivers so that the tourists can take the sight and sound)
- c) Adventure Tent (overnight Jungle trips and camps)
- d) Sports (Himalayan rally, trekking, water sports)
- e) Health Care Tourism
- f) Academic Tourism
- g) Business Tourism
- h) Heritage Tourism (Archaeological sight seeing, festivals, customs, Indian games, etc)
- i) Sea & Inland Water Cruise Tourism
- j) Pilgrim Tourism

2) *Seasonal Tourism*

(As against October to March the main Tourist season for the West, other seasons should also be promoted eg.)

- a) Rainy Days (Goa)
- b) Summer Days (Rajasthan)
- c) Cold days (Ooty in winter as North in South, Goa Queen, South India for North Indians)

3) *Souvenir Related (Mainly Business)*

- a) Made to order (See it made)
- b) Make and Buy (participate in the making process)
- c) Find the original (clones and duplicates)
- d) Low cost gadgets

4) *Price Related Tourism*

(Sometimes India is projected as low budgeted tourist's dream and sometimes classy. The various heads are:)

- a) Prestige Pricing (fit only for affluent).
- b) Composite pricing (multiple items covered by the price)
- c) Price Range (variety and the offerings)
- d) Home Abroad (Locality developed as a particular foreign place e.g. China Town.)

5) *Segmentation Related*

(Though individual preferences differ, certain generalized perceptions about countries can be targeted e.g.)

- a) Australia (which has an odd winter season)
- b) Italy, Spain and Portugal (Impact of Hinduism on Christian Festivals)
- c) Nostalgic Enclaves (French to Pondicherry, Portuguese to Goa etc.)
- d) France (Indigenous fashion and scent circuits of India)
- e) Africa (Our comparable wildlife and tribals.)
- f) Latin America (perceived and explorable similarities between Inca Maya and Indus Civilizations)

6) *Place related Tourism*

So far a series of places, interesting during pleasant times, are the only ones promoted. It is necessary to de-emphasize some and offer others as a substitute eg. houseboats can be offered in the estuaries of Pondicherry and the mangrove forests in Kerala.

OBJECTIVES

The main objectives of this paper are:

- To analyse and come out with critical issues and facts about Tourism Industry across the globe with special emphasis on Indian Tourism;
- To find out the key aspects of promotion for Indian Tourism;
- To highlight the importance of tourism in Employment generation and development of global economy.

REVIEW OF LITERATURE

The story of India's tourism development is the familiar saga of uncoordinated planning, distorted priorities, tardy implementation, bureaucratic meddling, corruption and inefficient use of resources. The story, which began in 1951, has hardly had its moments of elation, laced as it is with painfully slow growth. Despite the potential, we do not seem to have scratched even the surface. True, India took an early lead. In 1951 we were the first Asian country to open overseas tourist offices when neither China nor Japan, not even Thailand or Malaysia had thought of tourism promotion and Singapore was not even born. It was the late Jawahar Lal Nehru who reminded us *"We must welcome these friendly visitors from abroad for economic reasons, for tourism brings foreign exchange, but even more so because it leads to greater understanding and mutual appreciation. There is nothing that the world needs today more than this mutual understanding."* (Goyal Subash; *Poverty Eradication and Economic Development through Tourism, First Edition 2000*). It was Nehru's and the subsequent governments, which formed various committees to find ways and means to promote tourism and during the last 50 years

all that we have achieved are Policy Documents, which adorn the shelves of the Parliament and the Ministry. With the exception of 2-3 recommendations, nothing has been implemented. In 1957, a separate Department of Tourism was created and in 1958 and Tourism Development Council was formed. In 1951, visitors arrivals in India including nationals of Pakistan and ethnic Indian population living abroad were 16,829 against world arrivals of 13.2 million, India's share being 0.13%. In 1980, arrivals into India totalled 1.19 million, which improved to 2.4 million in 1999, the annual growth rate being 3.6% for the period 1995-98. In terms of foreign exchange earnings in 1980, India earned \$1.40 billion against world tourism receipts of \$105.3 billion, representing 1.32% of the world market share. Thereafter, India's share has dropped year after year and in 1996 it touched 0.69% with foreign exchange earnings at \$3.03

billion against world receipt of 433.8 billion. The primary tourist markets of India are West Europe and North America. These two regions, taken together accounted for about 59.7% of the total arrivals during 1998. The neighbouring countries in South Asia are the next largest tourist-generating regions for India. The region wise tourist arrivals in India are as shown in table.

Region wise tourist arrival in India

Region	%age
North America	14.5
Central & South America	0.8
West Europe	45.2
Eastern Europe	3.3
Africa	2.9
West Asia	4.8
South Asia	9.1
South East Asia	.3
East Asia	7.5
Australia	2.6
TOTAL	100

Source: www.tourismstat.com

**Tourism Growth in select Countries in Asia (1990-1999)
Tourist Arrivals (millions)**

Country	1990	1999	Growth
Malaysia	7.45	7.93	6.50
Thailand	5.29	8.65	63.30
Singapore	4.84	6.25	29.20
Indonesia	2.17	4.70	115.70
Korea	3.07	4.66	51.50
China	1.70	38.37	124.80
India	1.70	2.48	45.20

Source: World Tourism Organization: Tourism Highlights 2000

The topmost tourist generating country for India is the U.K., followed by the U.S.A. The other important tourist generating countries are Germany, France, Sri Lanka, Japan, Italy, Canada, Russia, Singapore, Malaysia, U.A.E., Hong Kong, South Africa, Australia, Spain, Turkey & Switzerland etc.

Country Wise Tourist Arrival In India

Country	%age	Country	%age
U.K.	16.9	Netherlands	2.2
U.S.A.	10.6	Switzerland	2.0
Germany	5.9	Australia	1.8
France	5.2	Nepal	1.8
Sri Lanka	5.0	Spain	1.7
Japan	4.2	Saudi Arabia	1.6
Italy	3.6	Iran	1.2
Canada	3.0	CIS (Russia)	2.8
Singapore	2.5	Oman	1.2
Malaysia	2.5	U.A.E.	2.2
Kenya	1.2	Afghanistan	1.2

Source: www.tourismstat.com

India's Share of World Tourism, Tourist Arrivals (million)

Year	World	India	% Share
1999	664.4	2.48	0.37
1998	636.5	2.36	0.37
1997	618.2	2.37	0.38
1996	594.8	2.29	0.38
1995	565.3	2.12	0.37
1994	544.5	1.89	0.36
1993	517.9	1.76	0.34
1990	457.2	1.71	0.37
1985	327.9	1.28	0.38
1980	287.5	0.80	0.28

Source: World Tourism Organization: Tourism Highlights 2000

As per the purpose of visit, holidaying is predominantly the main purpose of visit of the foreign tourists visiting India and the percentage of such tourists has been increasing. The second highest group is of the business tourists. During the last financial year 76% of the tourists were here for Holidaying and Sight seeing whereas 17.8% were for business. The detailed break up is as follows:

Purpose	%Age
Holiday & Sight Seeing	76.00
Business	17.80
Visiting friends and relatives	1.60
Education	1.10
Conferencing	0.30
Others	3.20

Source: www.tourismstat.com

TOURISM IN THE NEW MILLENNIUM

Global experts have predicted that in the current millennium, the global economy will be driven by three super services the three T's: Technology, Telecommunication and Tourism. Out of these tourism is the most Labour intensive and creates maximum number of Jobs. Travel and

tourism is set to create another 100 million new Jobs across the global economy during next 10 Years. This industry in fact is destined to play a critical role in the growth and development of economy in our region and around the world. In fact travel to tourism will double its global economic impact to 7.1 billion \$US by the year 2006. This service industry is on a fast track. With in 6 years the terms,

expansion scenario shall predict:

- (1) One billion international travellers (twice as many as today)
- (2) More than 10% contribution to global wealth, jobs investment and taxes. We spend only 1% of the total public expenditure on travel and tourism whereas the world average is about 7%. Travel and tourism is expected to generate US \$ 454 billion by 2010. Its economic activity is expected to grow by 4.2% per annum, in real

between 2000-2010. According to the world travel and tourism, it had contributed approximately 4.1% to GDP in 2000 (US \$1,359 billion), which is estimated to rise to US \$2,408 billion (4.2% of total) by 2010. The contribution should grow from 10.8% (US \$3,575 billion) to 11.6% (US \$6,591 billion). In 2000, the travel and tourism employment was estimated to generate 192.2 million jobs or 8.0% of total employment, which is 1 in every 12.4 jobs. By 2010, this is expected to grow to 251.6 million jobs 19.5% of total employment or 1 in every 11.0 jobs. The 73.1 million travel and tourism industry forecast to rise to 91.9 million jobs or 3.3% of the total employment by 2010. The industry is expected to generate US \$2,098.4 billion (12.8% of total) in 2010. Capital investment is estimated at US \$ 1,404 billion or

10.6% of total by 2010.

SOUTHEAST ASIAN SCENARIO

The statistics are even more promising. During the next decade, travel and tourism in this region will grow by nearly 150% from \$43 billion today to \$100 billion in the year 2006. Travel and tourism in South East Asian region is expected to generate US \$ 283 billion by 2010. Travel and Tourism economic activity is expected to grow by 7.6% per annum in real terms between 2000-2010; the industry is expected to contribute US\$ 78 billion (3.9% of total) by 2010. Its contribution should grow from 9.1% (US \$ 85 billion) to 11.0% (US \$ 221 billion) during the same period.

World Estimates and Forecasts

	Year 2000			Year 2010**		
	US \$ Bn	%	Growth	US \$ Bn	%	Growth
Personal Travel & Tourism	2,202.70	10.60	3.80	3,855.80	10.80	3.30
Business Travel	410.00	---	4.50	746.90	---	3.70
Government Expenditures	206.20	5.20	-1.10	344.10	5.70	3.10
Capital Investment	701.30	9.40	5.80	1,404.00	10.60	5.40
Visitor Exports	565.80	7.20	1.40	1,448.00	7.0	4.80
Other Exports	418.20	5.40	3.90	953.60	5.80	6.60
Travel & Tourism Demand	4,506.40	---	3.50	8,454.40	---	4.20
T & T Industry GDP	1,359.30	4.10	2.90	2,408.30	4.20	3.60
T & T Economy GDP	3,575.00	10.80	3.30	6,591.10	11.60	4.00
T & T Industry Employment	73,083.20	3.10	2.70	91,939.40	3.30	2.30
T & T Economy Employment	1,92,207.90	8.00	2.90	2,51,624.40	9.10	2.70

1999* Real growth adjusted for Inflation (%); 2000-2010** Annualized growth adjusted for Inflation (%);

Employment in thousands

Source: World Travel and Tourism Council (Secondary)

South East Asian Scenario South Asia Estimates and Forecasts

	Year 2000			Year 2010**		
	US \$ Bn	%	Growth	US \$ Bn	%	Growth
Personal Travel & Tourism	34.80	6.20	-0.10	85.90	7.00	6.90
Business Travel	7.00	---	2.50	19.00	---	6.20
Government Expenditures	3.00	4.60	12.90	7.00	5.60	7.00
Capital Investment	22.60	9.50	0.40	70.30	11.10	8.90
Visitor Exports	22.50	4.50	-18.70	58.80	4.60	8.50
Other Exports	17.40	3.40	-13.90	41.80	3.30	6.50
Travel & Tourism Demand	107.30	---	3.50	282.80	---	7.60
T & T Industry GDP	30.50	3.30	2.90	77.80	3.90	7.60
T & T Economy GDP	84.50	9.10	-8.80	220.90	11.00	7.50
T & T Industry Employment	6,196.10	2.90	4.50	9,376.50	3.30	4.30
T & T Economy Employment	16,978.10	7.90	3.30	26,596.80	9.50	4.50

1999* Real growth adjusted for Inflation (%); 2000-2010** Annualized growth adjusted for Inflation (%);

Employment in thousands

Source : World Travel and Tourism Council (Secondary)

Tourism is expected to generate US \$ 100.6 billion (total expenses 8.0 of total in 2010.) By 2010, should reach to US \$ 70 billion or 11.1% of total.

Tourist Arrivals in India & Neighbouring countries (in million)

Year	India	China	Malaysia
1991	1.69	2.71	5.85
1992	1.89	4.00	6.01
1993	1.78	4.66	6.50
1994	1.88	19.15	7.20
1995	2.12	20.03	7.47
1996	2.30	22.76	7.14
1997	2.39	23.77	6.21
1998	2.38	25.07	5.55
1999	2.48	27.04	7.93
2000	2.64	31.23	10.22

Source: Compendium of Tourist Statistics WTO, 2003

With the passage of time, tourism has grown into a full-fledged industry. Tourism is primarily a service industry because it doesn't produce goods but renders services to the various classes of people. In view of their special nature and complexity of contributions to the tourism product, they may be described as tourism industry. The industry is a complex conglomeration of many industries, which together satisfy various needs of travellers, where every penny spent by the travellers contributes to the prosperity and the development of the travel industry. Tourism is probably a rare instance of an industry earning foreign exchange without exporting national wealth and further it is the only smokeless industry that generates a sizeable foreign exchange. Tourism is the fastest growing industry in the world with a growth rate of

around 7%. Though India ranks 46 in the tourism industry in the world, with a market share of just 1% yet it has taken rapid strides in the recent years as an instrument of overall economic growth. The wide-ranging achievements in this field have led to a marked improvement in general standard of living. The market of this industry in India is worth Rs.40 billion with an investment of Rs.200 billion. It is the largest earner of foreign exchange has around 6.5 million people employed in it and 20 million dependent on it (Handicrafts etc.). When our successive governments failed to realise the importance of Tourism in our Economy it is not surprising that WTTC formulated a manifesto which gives the guidelines to India for achieving prosperity through Travel and Tourism by the year 2005.

Performance of Tourism Sector

Foreign Tourist Arrivals (In Lakhs)	Percent Increase	Estimated Foreign Exch. Earnings (In Million US \$)	Percent Increase
1995-96	21.9	-	-
1996-97	23.3	6.6	6.1
1997-98	23.7	1.6	1.2
1998-99	24.0	1.1	2.7
1999-00	25.2	5.0	2.1
2000-01	26.8	6.0	4.3
2001-02 (April -Oct.)	-	-6.3	-1.3

Source: Economic Survey of India 2002-2003

Though India has got the tourism potential, yet mere existence of tourism potential does not lead to development of the industry. An integrated marketing approach towards marketing of tourism in India is necessary, since the tourism is a multifaceted industry.

TOURISM: A MARKETING APPROACH

Tourism as a service is not different from any other service belonging to tertiary sector. Thus marketing in tourism would follow the same principles of general marketing with perhaps with some application that is peculiar to tourism. It

has failed on the tourism-marketing front, with the result that we have been trying to see India without a proper focus or even trying to understand what our product is. If we ask ourselves whether we know the USP of each state of India? What are we trying to promote? The mountains, the beaches, the culture, the history or adventure? What are we doing for its promotion? Is it focused? The answer will be a big No. The conventional approach to Tourism marketing was that of endeavouring to convince potential visitors of the assets and resources of specific destinations. The product was specifically to attract destinations. If the destination were a spa, efforts would be made to convince the potential visitors that they should visit this interesting place. In brief the main stress was laid on a product. It hardly mattered whether potential visitors had any interest in such an attraction so product oriented marketing saw some increase in visitors arrivals. In recent years attention has been shifted from product destination to potential visitors. New concepts such as visitor's motivation and satisfaction has crept in to the marketer's thought.

Modern visitor's oriented approach should lead to an increase in tourist arrivals. But other factors suggest that it will continue to expand even otherwise, though at slower rate. These factors can be summarized as follows:

- a) A continued increase in population means more people would travel.
- b) A continued rise in the real per capita income for a large number of people due to productive efficiency.
- c) A continued increase in the leisure in the developed and developing countries.
- d) A continued increase in educational attainment broadens interests, which leads to the desired travel.

RATIONALE OF TOURISM MARKETING

Before we even try to start selling India as a tourist destination, we need to understand the very basic principles of marketing, the product, the price, the promotions, the positioning and the people. The hard fact is that India is a sub-continent and all its 28 states offer 28 different products with unique selling points, to be promoted to different people in different markets. We cannot sell all these as one. Therefore we should promote India as main Tourist destination followed by its states as Sub- destinations. The entire marketing strategy has to change, every state has to define and distinguish their unique selling points and then target only those countries and people who are interested in their products. The tourism product in each state has to be upgraded and made more easily accessible by more international flights and also to the domestic tourist by improving the roads and other transport infrastructure. The real challenge is not the inadequacy of resources but the absence of a will to truly implement an integrated tourism and civil aviation policy for each and every state of India, which understands the uniqueness of each state of India, and develops a strategy to do focused promotions (paper

promotion) of those unique points only. This promotion then has to be done in those countries where there is a demand for these attractions and from where there are enough flight connections. We are of course capable of co-operating and co-ordinating amongst different agencies of the Central, state and local governments as well as with the private sectors.

To understand the uniqueness of different regions and states of India, let us do as SWOT analysis about what actually is our product.

SWOT ANALYSIS

The SWOT Analysis will help us in evolving a marketing strategy for different Indian states.

Strengths

- The highest and most beautiful mountain ranges
- The most colorful desert of the world (Rajasthan)
- Lush green rain forests,
- Architectural wonders like Taj Mahal, the Sun temple, Trimurti, the Mount Abu etc.
- The holiest of rivers with Myths and legends.
- Attractive natural diversity
- Large domestic Tourism Market
- Large Private Sector Investment
- Beaches of India
- Buddhist Circuit covering important places in the life of Buddha (U.P & Bihar)

Weaknesses

- Poor accessibility, difficult reservation to India during peak tourist season (Oct.-March)
- Restrictive Visa Policy, which discourages rather than promotes tourism.
- Lack of Investment from international and domestic entrepreneurs due to hindrances created by politicians, bureaucrats and vested interests.
- Lack of understanding amongst decision makers on the importance of tourism.
- Lack of coordination between different government departments and Centre and States.
- Lack of Proper Infrastructure
- Only Two Gate Ways to India (Delhi & Mumbai)
- Safety and Security

Opportunities

- The 1 billion travelers with a combined potential spreading power of 13 trillion US Dollars.
- 100 million jobs will be created in the next few years in tourism.
- Vast Untapped potential in Heritage, Pilgrimage, Conventions, SPA & beach Tourism.
- Travel & Trade Market on higher demand side.

Threats

Competition from various countries & future

- tourist destinations (Singapore, Malaysia etc.)
- Neighbouring Asian countries will be benefited by opening up their skies before India and be detriment of the Indian economy because they offer similar tourist attractions like India.
- Seasonality factors can affect tourism investment.
- Under Provisions of Infrastructure

No organization or any other human activity in any organized form whether it is a state activity, public sector or private enterprise can exist without well-defined objectives. For success, objectives have to be realistically set and the performance has to be measured against these. These reflect the course of action to attain the goal and also provide motivation and guidance to the personnel.

All tourism- marketing objectives, as a matter of fact, revolve around the market and on the following lines:

- Profit maximization in the long term.
- Balanced tourist growth and reinforcement of the economic growth and reinforcement of the economic aspect of tourism.
- Security and balance in the social and economic conditions.
- Maintaining and enhancing the market share in the face of competition in Tourism.
- Enhance the tourist image of the country by distinguishing between marketing objectives of National tourist organizations and other local or regional tourist organizations.

The following be considered for maximization of profits:

- Consumer overseas
- Tour promotion overseas
- Airlines
- Domestic transportation
- Accommodation
- Facilities
- Destination Activities

REAL MARKETING STRATEGY

Tourism Promotion

Since 1995 tourist arrivals in India have been oscillating between the 2 million to 2.5 million figures. This figure will go up if only India promotes cultural tourism along with several other potential segments such as Adventure Sports including Snorkeling, Scuba Diving (Sea water) and white water rafting, Kayaking, Canoeing (Mountain rivers). India is the birthplace of four religions and if we can promote this aspect of our tourism, we will be able to bring more and more people every year. India is an ancient country and its spiritual bearings are making a serious impact on the West. This is particularly true of the younger generation. Lately even the Ayurveda seems to have caught India and is evidently a good

idea to try and lure Europeans to India as they are, by far the largest group of people visiting the country, followed by people visiting the country from the South Asia, the North America and the South East Asia. But there is circumspection about the quality of tourism that India offers not only the physical parts, like a monument but also the accompanying services have to be good.

Market Research

There has to be Market Research in order to know as to what people demand and what aspects of tourism should be developed. We ought to have strategy in place. We need to focus on the most important things and build them up from scratch. China for instance, a constant source of envy for the Indian Tourism Industry had 2.71 million visitors in the year 1991. Ten years later in 2000, the number had grown to 31.23 million, with earnings going to US \$ 16.22 billion, as compared to India's earning of about US \$ 3 billion in 2000. Even Malaysia, a smaller country, had about four times the number of tourists visiting the country in 2000 as compared to India. Those figures may have to do with heavy cross-border travel yet there is a good reason for the Industry to work more closely. The industry is not mature enough to work with a common minimum programme and create statistical data for planning purposes. In nutshell, tourism needs to be seen as a pillar of the economy.

Coordinated Efforts

We have failed to co-ordinate and identify the strengths of our product range, making it difficult to bring to light and market them to the target group of tourists. Had it been an orchestrated effort, sales would have been automatic. Therefore, first and foremost, we need to revise one basic strategy of marketing India as a whole to marketing led state of its product discretely and let us discard any illusions that we may have on selling India as a single destination. Let's face it. This strategy has not worked for over 50 long years. If there is a war, bomb blast or an epidemic in one part of India, tourism to the entire country gets affected. The war in Kargil in Kashmir affected tourism in Tamil Nadu whereas bomb blast by IRA in London does not affect tourism in France, Italy and Spain simply because they are marketed individually. Marketing has to be focused and product specific. Every state of India should come out with its own USPS and market their products as independent entities. Each state should be reachable directly by foreign tourists for which direct flights must land at an international airport in every state capital of India.

Niche Marketing

Every state must, without delay start preparing a blue print of its utmost attractions and market them among identified groups of tourists. Apart from being able to sell their products without much persuasion; such a strategy will ensure a continuous flow of tourists even if there is an outbreak of violence or epidemic in some parts of the country. A huge accountability for marketing of Indian destinations and the country's multi-faceted tourism products rests with

the 18 Government of India Tourism offices located overseas. However these few offices cannot noticeably sell our tourism product in all the countries of the world. Therefore, we have to increase our allocation network. It can be done efficiently by using the commercial consular offices and all the Indian embassies and high commissions abroad. If a rich country like USA, which does not have a single tourism promotion office abroad can market its country effectively through its embassies, why can't we?

Initiative from Mission Abroad is Key to Success

Efforts also need to be made by the commercial counsellors of all Indian missions abroad to constitute committees to promote tourism. Such committees should consist of prominent businessmen, NRI's, travel agents, tour operators airline personnel, representatives of hotel chains, Indian Bankers, export promotion council, Tea Board and religious mission etc. all of whom should be filled with enthusiasm to promote India.

India Should be made Accessible from all Parts of Globe

Entrance to India from all parts of the globe is the key to accomplishment in Marketing. It is indeed regrettable that India is not accessible from any of the African, European, Asian and South American countries. That this should be so at a time when India has liberalized its economy and is making strenuous efforts towards globalisation shows how our policy makers and planners have remained unsympathetic to its important aspect of governance. Certainly they know that trade and investment follows tourism, the greater amenities are offered to bring tourism/tourists in to the country, the greater will be opportunities for the flow of much needed investment.

Invitation to International Hotel Chains (Open Door Policy)

At the same time we need to persuade intercontinental hotel chains, to set up shops in India by providing them with land, price and tax concession. Once in, the foreign hotel chains will themselves do the advertising to fill rooms and seats.

Tapping the Potential of Indian Diaspora Abroad

Tourism planners in India seem to have missed the tourism potential of NRI (Non-Resident Indians) reckoned at 15 million and PIO's (People of Indian Origin) holding foreign nationalities numbered around 25-30 million. No endeavour has been made to tap the full travel potential of Indian diaspora in Fiji, Guyana, South Africa, Kenya, Surinam, and Nairobi etc. All the expatriates in the US, UK, Canada, Australia and EU have been motivated to travel India but it is just a small measure. We must encash this gigantic unexploited resource and develop a database for regular promotions by inventive marketing and developing friendly relationship with NRI's (Ex. Prime Minister Shri Atal Bihari Vajpayee did it by inviting Indian Diaspora abroad). The success of marketing strategies depends on how fast it can move from "transaction-orientation" to "relationship-orientation," and from "bureaucratic-orientation" to "entrepreneurial-orientation". Indian Tourism needs to shift

from the comparatively disjointed marketing with low levels of co-ordination between the central and state governments; between private and public sectors, and most significantly between the Ministers of tourism and civil Aviation.

Communication and Technology as a Vital Marketing Tools

Internet is fast emerging as a very efficient tourism-marketing tool. The time has come when E-commerce will soon be replaced by M-commerce-mobile phone commerce. This will be the vital hardware that will be needed by any traveller to get access to the World Wide Web. This predicts a trend where the role of the travel agent and tour operator becomes more and more challenging. Mobile phones today are like fountain pens and are available with not only a business traveller but also with any one and every one who can afford a holiday. Now with the latest WAP (wire less application protocol) Technology, all that a traveller has to do is to log on to the net and even while travelling check the best fares and airline schedules, make a hotel booking and even choose his favourite view from the window of his hotel bedroom without visiting any travel agent. The tourism industry in association with the ministry should be able to make special promotions on the Internet by offering special discounts, lucky draws and even Quiz competitions. India should be prominently featured in popular portals like www.prizeline.com, www.lastminute.com etc. We should also use the marketing of global reservation systems like World span, Saber, Amadeus, Galileo, Abacus etc. to see that Indian tourism product is prominently displayed by all the global reservation net works internationally.

PRIVATE SECTOR INVESTMENT IN TOURISM

Although information in regard to the investment in tourism by State and Central Governments is available, no exact statistics are available with respect to the total investment made by the private sector in the Tourism. Attempts have been made by the private sector by adopting suitably designed schedules from the hotels, restaurants transport / tour operators and monuments, parks etc.

Now when the Government has declared tourism as a industry and the agencies have been given the status of an export house for income tax purposes, the investment from the private sectors is gearing up. Some big names are already on the top: -

- SITA World Travel India Ltd.
- Travel Corporation (India) Ltd.
- Raj Tours and Travels Pvt. Ltd.
- Thomas Cook India Ltd.

In India there are three leaders in the tourist industry viz.; - SITA, TCI and ITDC, the former two being from the private sector. The estimated investment in the infrastructure of Tourism is somewhere between 15,000 crores to 20,000 crores.

The above-mentioned Marketing Strategies are bound to put India as the most favourable destinations on the world Tourism Map. But apart from these strategies certain key aspects must be undermined that will supplement the growth of Indian Tourism Industry. These involve emphasis on Infrastructure, Quality Man power, Tourist friendly state along with flexible government Policies, Clean & Hygienic Environment, involvement of Host Population on more active level and above all hassle free travel to all travellers coming from all over the globe.

CONCLUSION

The tourist inflow both foreign and domestic has not been as much as one would expect. Tourism is a highly complex phenomenon and the magnitude of tourism is always on the increase. To keep our performance anywhere near the world tourism we have to formulate a policy of tourism by taking a far more comprehensive approach, keeping in sight the country's enormous tourism potential. The implementation of the policies and the strategies are as important as their formulation in the Indian context, to bring the country in the forefront of the economic activity. We have to keep pace with the infrastructural changes and take necessary steps to make the stay of foreign tourists as comfortable as possible. A few remedial measures suggested may put India into the required gear. The growth of protectionist sentiments of industrially advanced countries has tended to contain the expansion of exports for developing countries. In the case of tourism, however the urge to enjoy the holidays, satisfy the

wanderlust and to know and understand other people has never reached a saturation point. The efforts on the part of the developing countries to attract a larger number of tourists from affluent countries may prove to be less daunting and more rewarding than the struggle to obtain the fair price for commodities or expand the export of the manufactured product. Expansion of tourist movement from developed to the developing countries must be included in the international programs of development Co-ordination.

Development of hill areas for tourism increases promotional activities to draw a steady stream of tourists to South India trekking and winter sports in the Himalayas, ropeways transportation in hill stations, forest lodges and other facilities in the game sanctuaries, aquatic sports in beach resorts, motor boats and floating restaurants, beautification of the places of archaeological importance, provision of funds needed to set up the infrastructure properly trained multilingual guides and last but not the least safety and security of the travellers. All these facilities might be conducive to bring a sea change to the Tourist Industry in India.

If the above-mentioned steps are taken, one can hope many of the current problems of Indian Tourism will be solved. The new century is the era of tourism. It is the activity of this kind that the persons of our time have placed all their hopes on and are striving to build a better world. There are no evident sign of reversal of this trend and we should go with dynamism to put India on a high pedestal of the tourism map of the world. Hence tourism promotion in India is taking shape to face future challenges.

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