

INDIAN TOURISM: A CONCEPTUAL REVIEW

Dr. Rajashri Ramesh Chavan²⁴ Dr. Sarang Shankar Bhola²⁵

ABSTRACT

To explore the literature in tourism, researcher has examined reputed journals and secondary sources and reviewed 59 research articles and 9 marketing research reports of Government of India, Ministry of Tourism and annual reports. Efforts made to synthesized review to present in a paper. It noticed that Indian tourism research worked out on various areas like village tourism, eco-tourism, sea tourism, medical tourism, and cruise tourism, with its potential as well as threats and challenges.

Some of the study has been carried out on popular tourist destinations viz. Lakshadweep, Kerala, Goa, Uttaranchal, Bangalore and various parts of North and North East India and Panchgani hill station of Satara district. The results of study provide the scope for further research viz. to determine the gap in between planning and implementation of tourism efforts, investigating relation between infrastructure development with tourism development, to find out the relation between promotion and tourist arrival etc. Analysis the effectiveness of marketing strategy for the growth of tourism industry, to study effective financial management for the growth of tourism, to analyze the effect of projection on significant stakeholders and vice versa, including government, non-government, commercial, local population, lobbyists etc. to study effective tourism policy to make prosper exclusively local community. To understand the effectiveness of tourism products like forts, hills, dams, windmills, flora, lake, bird sanctuary, Koyna wild life Sanctuary etc. to attract large tourist arrival. To explore new destinations to attract both domestic tourists and worldwide. To check the effectiveness of medical therapy to attract large tourist flow, to check role of government in promotion of medical tourism. However, there are various issues plaguing the industry. One of them is the lack of professional marketing and co-ordination amongst nodal ministries adversely affects tourism development. In addition, extent of Political influence in tourism development. Factors viz. physical, socio cultural factors responsible for the growth of tourism. Also the extent tourism workout for the employment potential in the state/district.

Many studies have although taken macro view of tourism scenario. Researcher found number of sub themes, which need attention on the magnitude of tourism development. Not a single study probe into the depth of psychographic data of tourists and other stakeholders. Definitely, this paper gives scope to numerous studies that can be probe at micro level. However, for any micro study there has to be back up of generous macro study as well. This review is a generous effort towards it.

KEYWORDS

Eco-Tourism, Medical Tourism, Sea Tourism, Infrastructural Gap, Tourism Development etc.

INTRODUCTION

Tourism industry is an upcoming industry in India. Different ideologies and types of tourism followed over the world, which also afloat in India likes Health tourism, Sports tourism, Medical tourism, Eco tourism, Sustainable tourism and Accessible tourism. To explore the literature in this field, researcher has examined research journals, books, websites, newspapers, Government reports, few unpublished source of information viz. thesis, dissertation, and documents from respective government departments. Most of the studies conducted on Eco tourism with its impact, Sustainable Tourism, Adventure tourism, Medical Tourism, Market Surveys, Feasibility of using Statistical tools in tourism research, Role of Tourism in Corporate Social Responsibility, Case Studies and Evaluation of Tourism Development Schemes, Adventure Tourism. Few studies focused on destinations of Kerala, and Himalaya etc.

INDIAN TOURISM SECTOR

Indian tourism sector is growing rapidly. India's contribution to world tourism sector is also increasing with greater pace. Tourist arrivals and foreign exchange earnings are increasing rapidly. Events as terrorist attack, tsunami and swine flu did not affect India's tourism industry. Tourist arrivals in India rose to 23.5 percent in December 2004 and crossed 3 million marks for the first time in the subsequent year. The reason might be 'multi-pronged approach for promotion of tourism' adopted by Indian government' (Singh, 2008). The tourist arrival rate in India rose to 9.7% in January 2011.

There are opportunities, threats, and challenges to continue this growth speed. However, the need is to review quality of service experienced by tourism in the respective region and its contribution towards state. There is significant difference in the attitude rating in respect of various concessions, travel vehicle, and punctuality (Mulla, 2003)

²⁴ Assistant Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara, chavanrajashri22@gmail.com

²⁵ Research Guide and Associate Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Varye, Satara, sarangbhola@gmail.com

In the case of opportunities, India has advantage of natural beauty, cheap labor, rich culture, different religions, festivals, heritage, ancient medical science Ayurveda, Yoga therapy, forts, palaces, museums, rich history, wild life sanctuaries etc. Nevertheless, there find a need to have a good marketing strategy for the growth of tourism industry (P.B.Patil, 1999).

The states Kerala and Goa have already attracted domestic tourist and foreign tourist. Tourists accept the entire state as tourist destination. The Goa Tourism Development Corporation plays important role in the growth and development of tourism. It requires effective financial management (Shaikh, 2004).

The monuments in some state like Taj Mahal; Red Fort is also accepted by tourists. The ranges of Himalaya have remained the point of attraction for tourists. Accommodation, transportation, communication, and entertainment constitute the tourism industry. Tourism is not only good industry in the economic development but equally important medium for international socio-cultural links. (J., 2009).

Pilgrimage tourism is going well in India but it has socio cultural impact on host population (S.C.Adavitot, 2005). On the contrary physical, socio cultural factors are equally responsible for the growth of tourism (M.B.Potdar, 2003). In this globalized world, tourism may help the world to come closer, and would lead to maintain healthy relations between two countries, two states, two districts, and two villages ultimately within two people.

Indian Government Efforts

Ministry of tourism, Government of India reports provides the information about tourism in India and approaches of Government towards tourism.

Recent initiatives from the Finance Ministry to propose the viability Gap funding is an acknowledgement of the fact that, investment is required in this sector and this has been lauded as a positive step, which can contribute to the growth of the nation. Similar measures have taken by Ministry of External Affairs to issue Multiple Entry Business Visas as well as the Ministry of Tourism proposing the setting up Bed and Breakfast (B&B)¹ centers in the national capital. Such initiatives, along with a proactive market focus by India Convention Promotion Bureau (ICPB) and effective Public Private Partnerships can work together to make India a global conventions destination (Report of Tourism Ministry Government of India).

The overall objective of the action plan would be to improve the flow of the foreign tourists in a sustainable manner through improved management of the resource base, infrastructural amenities, policies, as well as regulations. It also has certain specific set of objectives for different stakeholders in the value chain. For Tourism Service Providers (Accommodation Units, Travel Agents / Tour Operators, Transport Service providers) to ensure better realization by rendering excellent services and qualities, help conceive new products/Concepts, help markets new destinations.

For Central and State Government the objectives to augment foreign exchange in the state/ central exchequer, to collaborate with each other, formulate comprehensive front-end (marketing and promotion to the foreign tourists) as well as back-end (infrastructure, connectivity etc.) strategies, collaborate with the tourism service providers, addressing critical issues and incorporating their suggestions, make India the happening global tourism hub, review the steps taken time to time to check progress. For tourists and potential tourists the objectives are to receive comprehensive information about the destinations, resources it offers, connectivity modes, accommodation options and availability, facilitation options and also to enjoy their stay in India and recommend the destination to others. This study has suggested the ways of fund management for the development of infrastructure and enhances the destination. The investment requirements for product development and infrastructure enhancement at the destinations are enormous and cannot be possibly met by government agencies alone. The government can involve the private sector to invest in tourism development in various ways. An overview of the possible investment sources for the products have been identified such as, a separate detailed project report needs to be carried out to identify the possible investment sources for individual product development at each destination. The destinations which have urban tourism product development (such as Indo – Islamic Concept Village at Fatehpur – Sikri, Developing Heritage corridor in the Walled City of Delhi) projects can opt for investment support (in the form of loans) from international funding agencies such as Asian Development Bank(ADB), World Bank and other Infrastructure Leasing and Financial Services Limited (ILFS).

Investment for product development of Buddhist destinations/circuits can be sourced from various international Buddhist trusts/organizations (e.g. Japan, Korea) Corporate sponsorship for monuments protection and market development campaigns in the form of advertisements. (2007).

¹MTDC has started Bread and Breakfast (B&B) scheme for budget tourist. The local people who have inclination to supplement their income and have spare rooms/flats/houses can come forward to register their premises and accommodate tourists as B&B guests as per the guidelines laid down by MTDC. Tourists will get good and hygienic food as well as an opportunity to get a feel of local people's life in very less prices. Intention was to involve local community.

For the safety and security of tourist, initially Maharashtra police had introduced tourist officers to assist and protect visitors staying in Mumbai, fifty police officers were trained. Lectures were conducted on various subjects such as introduction to Destination, tourism and its importance, etiquettes and communication skill in their training program. A sightseeing tour was also arranged to familiarize the tourist officers with the places of interest in the city, which tourist usually prefer.

Regarding Training and enforcement, Maharashtra Tourism Development Corporation provides training and pays stipend to grass root level workers to encourage service providers in tourism. No fees are charged for this course. Restoration of Ajanta and Ellora heritage project, the Maharashtra Tourism Development Corporation's site management plan which included conservation, protection of rock mass, prevention of water seepage, slope stability, surface water management, landscaping of adjoin region, development of circulation plan. Standards have also been set in cave protection and visitor management system for ancient monuments in the country. Entry of pollution free vehicle protects the area.

Under budget scheme for accommodation, Maharashtra Tourism Development Corporation has started various schemes for budget tourist (Govt of India, 2005). This is a good effort to be followed for other states to enhance tourism.

Indian tourism government has also made the evaluation of the scheme of financial assistance. Report states that the results are not quantitative, but qualitative. Pilgrims have heavily used the facilities created in past three years, and pilgrims are very satisfied with these new facilities. The project was successful in achieving its objective namely tourist inflow. The project focuses on convenience to devotees and has created positive impact in tourism flow of the region. Project provides limited opportunities of direct and indirect employment. About System of Maintenance and Sustainability, Local, authorities and temple trusts are responsible for the maintenance of these works. About Social upliftment, the project has helped in providing convenience to devotees and indirectly facilitates the upliftment of society of the region (2008).

'Uncontrolled land prices and inconsistent taxation norms, India could lose out to competing neighbors. The shortage in rooms has resulted in prices in India skyrocketing' (Adalarasu, 2008).

There is need to increase the accommodation facilities. Maharashtra Government has set some tourism policies to increase and expand accommodation facility. In its 20 years, Tourism Development Plan comprises the long-term vision for 2025. The plan highlighted Development of infrastructure at all tourist destinations like accommodation facilities and strengthening of Bed and Breakfast Scheme for travelers at remote destinations and provide income to the local people.

Traditional hospitality in Maharashtra, the bread and breakfast scheme was started by Maharashtra Tourism Department Corporation (MTDC), providing tourists an opportunity to get feel of local people's lifestyle, culture and tradition. For the budget, tourist dormitories and lodging in the local village houses are possible. Under Bread and Breakfast scheme for budget tourist, the local people who have inclination to supplement their income and have spare rooms/flats/houses can come forward to register their premises and accommodate tourists as Bed and Breakfast guests as per the guidelines laid down by Maharashtra Tourism Development Corporation. The scheme is especially for budget tourists. MTDC has constructed holiday resorts and hotels at various places of tourist interest in the state (Govt of India, 2005).

India's ability to develop as a tourist hotspot faces threat from wide range of geopolitical, security and infrastructural problems and the risk of communal violence. The greatest disincentive for visitors to India is the lack of sufficient tourism infrastructure. Insufficient airline capacity, old airports, inadequate hotels, poor roads, an overstretched railway system, high levels of taxation, and a bureaucratic visa process will continue to discourage the tourists (Beckons, 2006).

More flaws were in international connectivity and condition of airports serving the destination/circuit, poor cleanliness in and around the tourist sites. Infrastructure on the approach road, garbage disposal, condition of city roads, sewage and drainage system, quality of wayside amenities available on this road, hygienic conditions of the restaurants/dhabas, and power failure are the problems of the destination circuit with major Indian cities. The infrastructural gaps in the traffic signals, availability of budget hotels for stay, traffic management, and conveniences along streets. They were also concerned about general cleanliness of monuments and area around it, general upkeep of the hotels rooms, and public utilities at the monument/tourist attraction. (Government of Indian , Ministry of Tourism ,Division, Marketing Research, 2010).

Similar conclusions were experienced in following study (MinistryTourism, 2010).

The government understands the gap of infrastructure in Indian tourism development and had taken strive efforts in the promotion of the other areas of tourism development. The government of Orissa has started developing Sea Tourism infrastructure at three selected beaches of Orissa such as Chandipur, Puri and Gopalpur by keeping the geographical diversity intact. SWOT analysis has been accomplished in terms of its potential for promotion of tourists, expecting projections regarding future tourist inflow, employment generation and development indicators. There is need to analyze the effect of projection on significant stakeholders and vice versa, including government, non-government, commercial, local population, lobbyists etc. The matrix provides the insight on development of the eco-tourism destinations, identification, and prioritization of development of the projects, identifications of infrastructural gaps, financial viability and sustainability, marketing scope and scale and integrated eco-tourism development (Vajir, 2008).

Government pays special attention on Kerala tourism development. Its initiatives and impact checked through 'Six S' which are framework of India's National Tourism Policy i.e. Swagat, Sookhana, Suvidha, Suraksha, Sahyog, Sanrachna. Kerala built tourism in core and naturally available resources, created distinctive image in the country, focused on international participation and affiliation right from the start of tourism effort. Professional administration and strong political support, social development, gave private sector the space. State has taken serious measures to work for sustainable tourism development and protected its product from degradation, and pollution. Working towards the corrective imbalances, overcoming the disadvantages and consider tourism as bread and butter industry (Ministry of Tourism Government of India).

KERALA TOURISM

Kerala is one of the well-accepted tourist destinations in India, appreciated for its scenic beauty. Absence of strategic management made the growth of tourism in Kerala slower. Lack of systematic planning and its implementation, lack of co-ordination in related department engaged in promotion of tourism, absence of basic facilities such as good roads, transportation, communication, hygiene, public toilets, adequate number of information centers, sufficient number of trained manpower, source of information also made it to suffer (George, April 2003).

Kerala's houseboat ride is prime attraction of tourist. It has great potential for growth and best example of environmentally friendly tourism product. Nevertheless, lack of uniform standards and small operator resource constraints may result in below eco-standard products that place increasing pressure on the already delicate eco-system (Morrison, 2002).

State government should give preference to local people by offering monetary assistance and set some norms to improve their houseboat standards. Local community participation may play crucial role in the tourism development. Kerala has taken number of initiatives for selling tourist products Ayurveda, backwaters, festivals, etc., and has made 'Kerala Tourism' a super brand. This sets a unique example for other states to include such new products for promoting tourism (Smitha, 2009).

Researches claim that tourism development makes local community prosper but this objective is not sufficed when in practice. Thus, there is need to study reasons which prevent this objective from being achieved. No systematic study has been conducted on the income or employment potential of the tourism industry in the state. The rhetoric of growth and development is effectively deployed as a further defense of tourism promotion against mounting opposition to large-scale tourism projects that displace labour, harm the environment, and induce social malaise. Branding NGO's as anti-develop mentalists, the police frequently harass those who oppose the state's tourism policy. The lobbyists of the accommodation industry demand more subsidies, tax cuts, concessions, promotional packages and soaps. These are provided to them based on the claim that there is 'ample data' to show that the tourism industry contributes to the growth and development of the economy through foreign exchange and employment. While the economic contribution of the tourism industry to the local economy is inconsequential, tourism projects in the state have major environmental implications. The state in Kerala has been largely insensitive to this problem and often pursues policies that aggravate tourism's harmful impacts. Thus, the political ecology of tourism development in the state also highlights the powerful nexus between bureaucracy, politicians, and the accommodation industry. Moreover, the articulation of the economic narrative of tourism benefits is also successfully used to silence political opposition to economically unviable and environmentally harmful tourism projects (Parayil, 2002).

Archaeological heritage of an area can improve their economic prosperity through tourism. Archaeological discoveries were influenced by the public in the state of Kerala when the people responded very promptly to the issues and communicated to archeological department. Thus, Public Archaeology that covers the education of the public about archaeology and their engagement in archaeological investigations must be opted (Selvakumar, 2006).

HIMALAYA TOURISM

Himalaya ranges attract large number of tourists. However, increasing tourist flow has various problems to flow with it. Negative impacts often attributed to tourism in the area are littering, deforestation, soil erosion, water scarcity, and deterioration in water quality, and unscientific disposal of solid waste. To develop ecotourism, community participation at all stages: conceptualization, planning, development, marketing, and management of the area helps. In the process of participative management, the stakeholders will come to recognize the strengths of the area and the value of maintaining it for both present and future generations (Batta, 2006). Eco tourism has two broad dimensions Preservation and Promotion as sub-category of sustainable tourism (S., 2010).

SUSTAINABLE TOURISM

Developing the tourism in a controlled manner is important because on one side it provides income, generate employment, various new opportunities, and on other side its adverse effects to suffer. So 'sustainable tourism' is to be followed. The structural, logistical, and human resources development approaches are of particular significance for the long-term sustainability of tourism. Structural measures are aimed at 'preventing the damage of an area's landscape attractiveness as a whole' Logistical measures aim to maintain an area's ability to cope with the pressures imposed by visitors. By upgrading the disposal and waste management systems these measures, reduce the environmental impacts of waste. Educational measures are designed to raise awareness of both

the host community and the visitors about the impacts of their behavior on the environment. Lakshadweep follows the philosophy of preservation as a guiding principle and won National Tourism Award for most eco-friendly tourism destination for the year 1996-97. Tourism development and management practices allows their classification into three categories: 'controlled tourism', 'segregated tourism' and 'enclave tourism' These approaches have proved to be effective in minimizing, if not avoiding, most of the deleterious consequences of tourism (Jithendran Kokkranikal, 2003).

Satara District - Hill Station Panchgani

Mahabaleshwar is well-known hill station in Maharashtra, which secure place on the tourist map of India. It is observed to have ample flow of tourist in weekends, summer and winter holidays. Panchgani is the hill station proximity to Mahabaleshwar. Bollywood stars and people of premium class for their children's education accept Panchgani more. All these aspects make these hill stations prominent among the tourists. It provides opportunity of destinations in tourism and hotel industry in respects of investment, purchasing power of local community, income and expenditure, development and growth of hotels, economic growth in hotels, and impact on employment. It shows the positive impact in economic growth and development of destinations. (J.S.Chaudhari, 1988). Panchgani, there was sizable increase of number of tourist during a decade, tourism development helped in development of economy and local people were benefited by tourism (Patil, 1991).

NEW GENERATION TOURISM AND INDIA

Present day communication networking, in terms of roads, airways, waterways, computerized scheduling, maintenance communication worldwide are contributing and stimulating the mobility of sport-interested people regardless of language, culture, mores, beliefs, or geographical location. There are certain sports in India such as Winter Sports and Trekking at Kashmir, Nehru Cupⁱⁱ, Snake Boat race at Kerala and Golf attract the foreign tourist (Sasi, 2005).

India's reputation as an enchanting, exotic, historic and beautiful destination enables the country to make an instant international cruise positioning and moves into the 'cruise destination' market. Cruise operators and liners are more than ever searching for new destinations and itineraries. India's long coastline and strong port positioning imparts a natural advantage to the country to attract international cruise lines. India is positioning in South East Asia and its proximity to already popular cruise destinations like Singapore, Thailand, Bangkok, Colombo etc. would enable strong cruise circuits to be created over a period. India's strong domestic tourism sector would enable the country to achieve a strong domestic cruise sector that could complement the growth and support viability. India's impressive growth in the tourism sector would impart an important advantage to its cruise tourism positioning (Tourism, 2005).

India is an attractive tourist destination and has some of the best-equipped hospitals and treatment centers; medical treatment combined with tourism is gaining momentum in recent years. If handled skillfully, this sector has the potential for generating a lot of employment as well as foreign exchange revenue, which will help in the overall development of our country (Srivastava manish Kumar, 2010). Need to work on which medical therapy attract large tourist flow, government should provide concessions to those hospitals like tax concessions.

Opportunities for Indian medical tourism due to first world class treatment at third world-prices. No strong government support and initiative to promote medical tourism. Poor co-ordination between various players in the industry such as air line operators, hotels and hospitals, customer's perceptions as an unhygienic country, lack of proper accreditation and regulatory system for hospitals, lack of uniform pricing policies across hospitals, strong competition from countries like Thailand, Malaysia and Singapore, lack of international accreditation, overseas medical care not covered by insurance providers and under investment in health infrastructure hampers medical tourism's progress. Medical tourism is being touted as the next 'best' thing for India because of its inherent advantages in terms of cost and quality (Kumar G. R., 2007).

To compete with Overseas India can promote health tourism through its specialty like Yoga and Naturopathy, Ayurveda, Reiki along with few big corporate hospitals. Stakeholders can create synergy and common platform for promotion of medical tourism. Doctors and their networking can enhance the scope but certain aspects like language, cross-cultural issues are in the scope of hospital management to nurture and adhere. However, the other aspects like post-operative care, visa and insurance streamlining, air connectivity, laws regarding organ and transplantation are outside the purview of the hospital management but they can intervene with government and lobby for their cause that is for the growth of this sector. If the hospitals and the Government of India take concrete, planned steps to promote this sector it can help in wealth generation (Suresh, 2011).

Government plays crucial role in development of tourism, so it does in medical tourism. Instead to rely fully on the government's promotion policies people should take initiative in the promotion of medical tourism. Indian hospitals groups advertise directly to potential inbound medical tourists appear to be experiencing negative cash flows (Brotman, 2010). Thus, Medical tourism has wide scope in India.

ⁱⁱThe Nehru Cup (more formally known as the ONGC Nehru Cup) is an international association football tournament organized by the All India Football Federation (AIFF).

Societal Marketing Approach

Tourism is the basic cause of India's development. Exchange of ideas and healthy co-operation through socio-cultural links build strong bond between two countries and help to exchange the businesses. Tourism is a source that can create a platform to know each other well and come together. Tourist behaviour has both positive and negative impact on the local community. Some destinations like Goa forget their own culture, language and changed their life style.

(Malika, 2006), highlighted the 'Positive and negative social and environmental impacts of tourism.' There are mix opinions about the impact of tourism. Some scholars pose positive impact and some negative. Thus, there is a need to probe into facts.

Expansion of tourism and an increased human population in general around protected areas seem not to affect wildlife negatively. Institutionalized development can co-exist with institutionalized conservation. Human rights issues, including institutional measures to protect the local human population from dangerous large animals, are also important.' (Ghosh, 2009). 'The development of tourism activities in order to follow sustainable tourism approaches via Community-based Ecotourism (CBET), as a means of poverty alleviation has yet to make much progress.

Several critical factors have been noted as constraints for the progress of poverty alleviation through CBET: (a) limited access of the poor to the tourism market; (b) lack of commercial viability for their product in term of value and price; (c) weak marketing capability; (d) lack of intergovernmental suitable policy framework and (e) inadequate knowledge about tourism and service skill, managing and implementing at local level' (Jamsai, 2010). 'Environmental conditions have great influence on visitors' experiences included litter and biophysical conditions such as soil erosion and vegetation damage and these conditions were of greater concern to visitors than social conditions. (Kumar D. S., 2010). Pro-Poor Tourism helps to strengthen economic wellbeing of communities. It emphasizes work participation of poorer people of the society, makes them engaged in employment and self-help sector and establishes a synthesis between development of tourism by upgrading the degree of livelihood status of poor people so that poverty eradication is possible and socio economic status of poor people is improved. Thus, it encourages poor people to participate more effectively in their developmental processes. The rural parts of the country are enough potential for generating Gross Domestic Product (GDP) of the country, if properly utilized (Roy Piyal Basu, 3 No. 2). Entrepreneurial skills, with the use of information and communication technologies (ICT), for developing tourism in geographically remote areas. The main assumption was tourism entrepreneurs in remote areas have to develop and adopt ICT (Information Communication Technologies) applications (e.g. promotion portals, e-presence, and mobile service) tailored to their needs. One of the causes often cited for the growth of insurgency in the region is also under development. However, underdevelopment is the result of insurgency or vice versa. Thus better way is to develop tourism with the aid of ICT'. (Sharma, 2008) 'Majority of the tourist who are less than 45 years, post graduate ,businessmen , male have mainly time saving transport, pleasure and income is their motivator of tourism.

The package tours are preferred more by below 35 and above 45 age groups then belonging to the age between 35 and 45. (Jaiswal, 2010). Therefore, one can conclude that younger generation wants freedom to enjoy destination. They are not ready for more traveling. However, pleasure is their priority for that they are ready to forgo money. If environmental friendly tourism policy encouraged the development of tourism becomes a blessing for the local residence rather than a curse (Patikar, 2010).

Thus, need arises to develop environment friendly tourism policy to avoid the adverse effects of tourism.

MARKETING OF TOURISM IN INDIA

In tourism marketing, the factors ruling development of the tourism products are satisfaction of tourist, dissatisfaction, expectation, preferences, decision process, demographic factors, attitude, selection of destination, and perception of quality destination. Therefore there is need to understand the tourist satisfaction level and related factors. One study quotes that 'Tourists are very much satisfied with guides approved by the Government, but illegal guides are also present at every tourist sites. More than 60% tourist preferred budgeted accommodation and only 20% stayed in star hotels. Tourists are very much satisfied with the attitude of Indians, food, beverages, hotel and restaurants and people of India but deep sense of dissatisfaction with infrastructure. Tourists were not satisfied with the airport formalities and facilities, dissatisfied with road transport and reported destinations being in bad conditions causing inconvenience and delays' (Sathya, 2010).

Service Marketing Mix comprises 7P's. A 'People' is one of the important elements in satisfying the customer. The tourism is labour intensive industry. In tourism industry almost 6.5 million people directly and 8.5 million indirectly employed in India. Naturally, human resource development has significant role to play to prepare tourism industry to meet the challenges through tourist's satisfaction and their delight. Thus the need of building of Openness (free expression), Collaboration (department helping nature), Authenticity (genuine communication), Pro-activity (initiative), Autonomy (fair degree of freedom of activity) and Confrontation (open discussion) i.e. OCTAPAC culture. Such cultural change will emphasize and encourage innovation, tourist satisfaction and empowerment of quality people to support top management to entire industry. Internal promotion and transfer of people within industry, having excellent tourist record be top priority, 360-degree performance appraisal, non-monetary incentives, and empowering service providers, and tourist contact with employees affect tourist satisfaction (R.P.Das, 2001).

International tourists were very much satisfied with the attitude of Indians. Average stay (20.63days) of tourist is much more than any other country in Asia, very much satisfied with Guides approved by the Government and 60% of the tourist preferred budget accommodation. However, dissatisfaction was with infrastructural facilities such as inordinate delays at migration counters due to lack of space, inadequate computerization, heavy rush in morning hours, bad condition of roads, airport facilities like ambience, toilets, cleanliness, cafeteria, baggage, custom clearance, security etc. Satisfaction index for signboards, maintenance of heritage places were very low (Manish, 2009).

One must be attentive in quality service delivery that possesses the ability to increase monetary profits. The premise of service quality menders within all aspects of the tourism experience from promotional materials, on site personnel, cleanliness, facilities, accessibility, employee's knowledge and courtesy. There are number of influencing factors affect in the choice of destination.

Travelers perceive India has very rich cultural heritage, arts handicrafts, and is an exotic destination. However, transportation, health service, and nightlife are what India needs to improve on (Yen, 2008). Word of mouth is most crucial factor in choice of destination. Purposes for visiting various places depend on their socio economic status. Tour operators and travel agent play an important role in helping people for their vacation plans in professional manner, local culture offers distinctive flavor of various places. Such factors too affect the choice of destination (Kaushik Neeraj, 2010).

Stakeholders' promotional efforts play important role in tourism promotion and development. Thus, need to study efforts of stakeholders in tourism development rises. As far as the advertisement media is concerned most of the hotelier and travel agent promote their product and so the destination in books, internet, signboards, newspaper and magazines. Radio, television, and brochures are rarely used for advertising media. As far as sale promotion techniques are concerned, discount and gift packages are used by most of the tourism industry and regarded as effective technique (Tarannum, 2007). However, it is insufficient as marketing is a continuous process. Tourists are ready to spend for their enjoyment, pleasure, and quality. While developing the product one must concentrate on dimensions of tourism's service quality. It is possible to model dimensions of the service quality by using SERVEQUAL. However, there are various issues plaguing the industry. One of them is the lack of professional marketing and co-ordination amongst nodal ministries. Proper facilitation, cleanliness, and hygiene at tourist spots are other lacunas (Narayana Bindu, 2009).

Importance of Medical Tourism is increasing in present scenario in Bangalore and so the major healthcare organizations can be used for Medical Tourism. Price, insurance, excellent services are the factors attracting medical tourist here. Market strategies as geographic segmentation, customization of packages and hospitals need to be in continuous touch with the patient, starting from enquiry stage, a model of undifferentiated marketing strategy must adopted for medical tourism in Bangalore. Some countries are attracted to India due to non-availability of the treatment in their place. Thus, lesser price can be very effective as targeting strategy. Co-branding with Indian traditional therapies and positioning and promotion strategies such as creating hospital network abroad, tie up with foreign hospitals, hospitals website promotion, participation in tourism expos, creating TV shows showcasing the experience of a foreign medical tourist in International travel and news channels, internet marketing, publishing the success stories of hospitals in newspapers and brochures is vital (Kotreshwar, 2010).

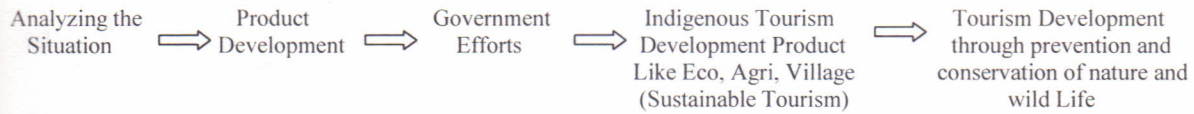
(Kumar N. T., 2009) Discussed the emerging trends in tourism marketing and focused on some of the initiatives taken by India and Thailand to promote tourism. Every product has its own life similar to tourism product. Thus need arises to think on destination life cycle. Goa's beach tourism has not yet reached the much hyped stagnation stage. Thus, 'Village Tourism' as well as undertaking proper planning and structuring of the industry based on Destination Life cycle Model has to be planned (Bhandare, 2010).

Internet is one of the important media accepted by today's generation. Information about holiday packages, easy navigability, attractive website design, interactivity, and customization enhance the service attributes of the websites. Increasing service components affect positively on customer satisfaction. Lack of confidence in financial aspects of transaction may affect tourism (Ansuman, 2010). In determining marketing strategies only usage of new technologies is not sufficient to promote the product, but the reliability of the source, design, customization, interactivity, building confidence related to financial aspects are more influencing factors in enhancing customer satisfaction.

Therefore, in tourism marketing one must identify and understand opportunities and challenges in India and world market to determine marketing strategies. India has opportunities as civilization, natural landscape, traditions, music, dance, religious practices, exclusive festivals, art, craft, and shifting of international travelers from developed regions to the developing regions. However, the challenges as many of the tourist sites are environmentally unhealthy, facilities and services are poor, transportation is inadequate to reach and continue the journey, infrastructural facilities are poor, availability of tourism information at limited places, in some areas regional conflicts with tourism get affected, security in some areas goes inadequate which makes the tourist insecure. To overcome these challenges ITDC enrichment, special attention by central and state government on infrastructure, involvement of Private sector and clear plan and focus on tour packages is required. There is a wide scope for underdeveloped countries like India to promote tourism. If India overcomes the challenges by enriching its present strategies, it will emerge as a best tourist spot and will yield maximum foreign exchange (K.Prakash, 2000).

CONCLUSION

After analyzing review of tourism, researcher could broadly explain the tourism development in India as follows:



Thus, several areas of tourism, has been discussed, analyzed by different scholars during different periods. Majority of studies in Indian Scenario found discussing on state tourism viz. Kerala, Goa etc. and new era of tourism like sports tourism, medical tourism etc. Tourism research worked out on various areas like village tourism, eco-tourism, sea tourism, medical tourism, and cruise tourism, with its potential as well as threats and challenges.

Review provide the scope for further research like to determine the gap in between planning and implementation of tourism efforts, infrastructure development with tourism development, promotion and tourist arrival etc. Analysis the effectiveness of marketing strategy for the growth of tourism industry, financial management for the growth of tourism, effect of projection on significant stakeholders and vice versa, including government, non-government, commercial, local population, lobbyists etc. effective tourism policy to make prosper exclusively local community. To understand the effectiveness of tourism products to attract large tourist. To explore new destinations, to check role of government in promotion of tourism. However, there are various issues plaguing the industry. One of them is the lack of professional marketing and co-ordination amongst nodal ministries. Moreover, extent of Political influence in tourism development. Physical, socio-cultural factors responsiveness for the growth of tourism. Extent of Potential workouts in the employment in state/district from tourism.

Many studies have although taken at macro view of tourism scenario. Researcher found number of themes that need attention on the magnitude of tourism development. Not a single study has been probe into the depth of psychographic data of tourists and stakeholders. Definitely, this review give compass to numerous studies that can be probe at micro level. However, for any micro study there has to be back up of generous macro study as well. This review is a generous effort towards it.

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