



“PROGRESS OF TOURISM INDUSTRY IN ANDHRA PRADESH – A STUDY”

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Abstract

In this research paper intended to focus on review the present status, how to improve the working of the Tourism industry in Andhra Pradesh. The Indian government's "Incredible India" tourism campaign and the information Technology growth in India have been attracting millions of foreign tourists and business tourists to India. Tourism industry is a big foreign exchange earner in India, Tourism development has always has been an integral part of the country's five-year plans. The problems and perspectives of Indian tourism industry like Poor transportation, Lack of sound marketing and promotion strategies , Poor maintenance of heritage, Issues regarding security and harassment, Lack of passionate and trained professionals, Lack of supportive infrastructure – bad roads, improper health and hygiene, communication gaps– slow growth of village tourism, Lack of entrepreneurship opportunities also restrict youth to follow a career in Tourism such as opening a hotel resort or retail outlet or handicraft business to serve Tourism Industry in India. Measures taken by Indian government to promote tourism industry are Acquirement of a Currency Declaration Form , verbal declaration of luggage, Carry out other important travel documents, Credit cards. The government has implemented the initiatives 100% FDI under the automatic route is now permitted in all construction development projects including construction of hotels and resorts, recreational facilities and city and regional level infrastructure, increasing FDI inflows being witnessed by this industry. For the period April 2000 to November 2017, a total of US\$ 636 million in foreign direct investments was channelized towards development of hotels and tourism. Proper market segmentation should be done on the basis of criteria like demographic, socioeconomic and geographic variables. Yet a holistic approach should be the objective to project an Incredible and Inclusive India. Adequate importance should be given to inductive research on historical importance and contemporary relevance. Tour operators, guides must develop a good rapport with tourists. From touring to learn we should move to learning to tour. Tourism is today emerging as a leading sector in the world and is now considered by some as the number one industry. Demographic, socio-structural and socio-cultural developments have always led to changes in tourist demands, and service providers in tourism are faced with a substantial need to adjust. The survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time. Development of tourism is a very complex process of Interaction among many players, who have shared the responsibility concerning the environmental, social and economic sustainability of this lucrative sector. Consumer trends in tourism, which are gradually changing, require an appropriate response in terms of both policy formulation and investment and the survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time.

Key Words:*Tourism; Incredible India;Promotion Strategies of Tourism;Economic Sustainability Economic Sustainability ;Role of Players;Challenges of Tourism; Policies of The Government.*

Introduction

The pilgrimage is a journey undertaken for betterment of the spiritual knowledge and peace. According to the World Tourism Organization, an estimated 300 to 330 million pilgrims visit the world's key religious sites every year. Travel or pilgrimage to religious places in India is considered an integral part of their culture and tradition. India is a land of pilgrimage. In our society, Pilgrim Tourism in Andhra Pradesh In the post independence taking into consideration the economic and social potentialities of tourism industry, both the state and Central Government have taken certain positive steps in order to develop the tourist industry, because the domestic tourism promotes local peace, harmony and friendship among us.

The growth and size of domestic tourism would relatively depend on per capital income, size of population, economic growth rate, cost of travel and existence of national attraction of the country. The flow of people to places of religious importance in India has increased in the last couples of decades tremendously with availability

of modern means of travel, like the road transport, railways and air travel, increase in accommodation facilities, growth of Information and Communication Technology that provides vast information about the places, and the like.

Table 1: Top 7 States / Union Territories in domestic tourists (2016) (in millions)

States / UTs	Domestic Tourists
Andhra Pradesh	175.8
Uttar Pradesh	154.8
Tamil Nadu	131.6
Maharashtra	68.5
Karnataka	58.2
Madhya Pradesh	52.1

Source: States / UTs Tourism Department

❖ General Scenario of The Tourism Industry

The tourism in Andhra Pradesh is mostly considered as pilgrimage and heritage tourist destination. The centuries old glorious temples and colorful religious festivals attract millions of domestic as well as foreign tourists. The statistics reflect that the top 7 states with regard to inflow of domestic tourists in India during 2010, Andhra Pradesh has the distinction of first position having attracted 155.8 million tourists followed by Uttar Pradesh and Tamil Nadu. In the last few years Andhra Pradesh has achieved a remarkable goal by touching the highest figures i.e. around more than six times during 1993-2009.

Table 2: Inflow of Domestic and Foreign Tourist in A. P During 2003-2018 (in millions)

Year	Domestic	Growth Percentage	Foreign	Growth Percentage
2002	20.67 -		47200 -	
2003	30.28	22.8	48700	3.2
2004	30.93	19.8	84100	72.6
2005	30.35	-14.7	63600 -	24.3
2006	30.68	9.8	94400	48.4
2019	40.80	13.4	78713	-8.8
2010	50.25	9.3	67147	-14.7
2011	60.33	20.5	210310	213.2
2012	70.41	17.00	479318	127.9
2013	80.97	20.6	501019	4.5
2014	90.35	4.50	560024	11.7
2015	110.17	19.4	669617	19.5
2016	120.79	14.5	769724	14.9
2017	130.26	10.37	789180	2.46
2018	150.74	12.48	795173	0.75

Source: TIOs/DTO's/ATO's/AAI of Dept. of Tourism, Govt. of Andhra Pradesh.

India has continued to remain infatuated by the manufacturing industry. This infatuation has perhaps, been caused by the Industrial Revolution having virtually bypassed India before independence (1780 - 1947). It was only



natural that we want to catch up on the opportunities that have been denied to us. The emphasis on setting up manufacturing industries in the post-independence era was natural. Nehru called such factories and dams the new temples of India. As any economy matures, in the process of development from agriculture to manufacturing and from manufacturing to services. In different stages of economic growth, the relative importance of these sectors changes in terms of employing people and their relative contribution to GDP.

Within the Asia- Pacific region, the Indian sub-continent is well poised to take advantage of the boom in the tourism sector. The tourism industry is undergoing a sea change with the revolutions in communication and information technology. Everybody in the tourism industry will have to change and rediscover its place in newly defined value chain. The role and the service offerings will undergo a big change in the present cyber world. The 21st century is the century of tourism magic - the most potent weapon of name, fame and reward. Therefore, in the new millennium, most of the countries including India are spending millions of dollars for the revamping of the existing facilities or the creation of new ones. India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture & heritage, fairs & festivals, snowcapped mountains, a vast coastline, monumental attractions that span the entire country and the gaps in the infrastructure offer tremendous potential for tourism. India, a low cost destination, continues to exert its mesmerizing pull not only on the world tourist, but the travel bug has also bitten the Indian tourist. India's share in world tourism, which is a meager 0.2% as of date, is achieved 1-2% by the year 2010. As per the Hospitality and Tourism industry projections the rise in foreign tourists to India are expected to touch 5 million and the domestic tourists are projected to touch 90 million by the year 2014. Currently, 89000 hotel rooms are required to support this growing boom as against the availability of approximately 60000 rooms. By the turn of the century the demand for hotel rooms is estimated to be in the region of 100000 rooms. Tourism is also one of the biggest employment generating industries in India, with a capacity to absorb an additional investment to the tune of \$ 10 billion. According to PATA (Pacific Asia Travel) tourism directly or indirectly drives more than 10% of the worlds' employment today.

The hotel and tourism related industry has been declared as a high priority industry for development by the government and assumes importance for its immense potential to earn foreign exchange and is least important. In fact tourism is India's third largest foreign exchange earner after readymade garments and jewelry, with earnings of \$ 2928 million in 2008-09. Significant policy initiatives, such as welcoming of private sector, foreign and NRI investments, setting up of The Tourism Finance Corporation of India (TFCI renders financial assistance & caters to a variety of investor's needs) and Investment facilitation cell (Acts as a nodal agency that interacts between the investor, the state governments, the premier financial bodies & the relevant ministries) have been taken by the government.

❖ **Objective of The Study:**

In this research work we focus on the study of "The Working of Tourism industry in Andhra Prasad – A Study" , intended to focus on the basic working of the Tourism industry business and identify the problems of the same with appropriate suggestions.

1. To review the present status of "Tourism industry in Andhra Pradesh".
2. To identify the problems in the Tourism industry in Andhra Pradesh.
3. To provide suggestions how improve the working of the Tourism industry in Andhra Prasad.

❖ **Profile and Methodology**

The Indian government's "Incredible India" tourism campaign and the information ethnology growth in India have been attracting millions of foreign tourists and business tourists to India. Medical tourism has also recently mushroomed in India. Tourism industry is a big foreign exchange earner in India, yet the industry still is hampered by Tourism development has always has been an integral part of the country's five-year plans. Initially allocations were meager: Rs.3.36 crore in the Second Plan, Rs.5 crore in the Third Plan & Rs.36 crore in the Fourth Plan. It was doubled in the Fifth Plan. The National Tourism Policy in 1982 gave a momentum to this



sector. Expenditure rose from about Rs.187 crore in the Seventh Plan to Rs.595 crore in the Ninth Plan and further to Rs.2900 crore in the Tenth five-year Plan. The Tourism Development Corporation, Tourism Finance Corporation, Hotel Management and Catering Technology Institutes, Food Craft Institutes, Indian Institute Tourism and Travel Management, India Tourism Development Corporation, Indian Association of Tour Operators, Travel Agents Association of India and a large number of hotel management colleges, sports and adventure clubs, beach resorts etc have also contributed to the growth and development of this industry. Emphasis laid on HRD is clear.

The first major effort to promote the industry was launched with the announcement of 1991 as the 'Visit India Year'. Enormous tourist resources were commercialized. The first ever Indian Tourism Day was celebrated on January 25, 1998. The year 1999 was celebrated as 'Explore India Millennium Year' with a host of shows, exhibitions etc. The next decade saw the restructuring of the schemes of Integrated Development of Tourist Circuits, and Product/Infrastructure Destination Development. Additional schemes/incentives were announced for service providers. Upgrading of beaches, airports, tax incentives were also introduced. Besides creating an official website for the Tourism Ministry, now the calendar of events is planned. Even the new initiatives to encourage the NRIs and PIOs, through visit India programmes, Pravasi Bharatiya Divas celebration, Dual Citizenship to certain categories of diasporic Indians have given much fillip to tourism in India.

Thanks also to the booming IT and outsourcing industry a growing number of business trips are made by foreigners to India, who will often add a weekend break or longer holiday to their trip. Foreign tourists, generally spend more in India than almost any other country worldwide. Tourist arrivals are projected to increase by over 22 per cent per year through till 2010, with a 33 per cent increase in foreign exchange earnings recorded in 2004. The Tourism Ministry has also played an important role in the development of the industry, initiating advertising campaigns such as the "Incredible India" campaign, which promoted India's culture and tourist attractions in a fresh and memorable way. The tourism industry has helped growth in other sectors as diverse as horticulture, handicrafts, agriculture, construction and even poultry. India's governmental bodies have also made a significant impact in tourism by requiring that each and every state of India have a corporation to administer support issues related to tourism. The tourism industry of India is based on certain core nationalistic ideals and standards which are: Swaagat or welcome, Sahyog or cooperation, Soochanaa or information, Sanrachanaa or infrastructure, Suvidha or facilitation, Safaai or cleanliness and Surakshaa or security.

Commonwealth Games is the additional opportunity for the Travel Industry to gain some additional business, by offering special tour packages to the tourists. As per the reports, it is estimated that more than 3.5 million tourists are going to reach India in 2010 to be a part of the eminent Commonwealth Games that are scheduled to be held in Delhi - the capital city of India. It is the high time for the India's Tourism Industry, as the foreign tourists will be heavily dependent upon them for the flight bookings, hotel reservations, travel itineraries and visas.

❖ **Methodology of The Work:**

The present work has been entirely based on Secondary data, which is collected from various books, journals, magazines, news papers and Inter Net Sources. Based on this information the views are expressed.

❖ **Growth Of Tourism Industry In India & Andhra Pradesh**

Tourism remains one of the largest employers' accounting for 9% of global GDP and accounts for one in every 11 jobs. Adventure tourism is a niche tourism activity involving exploration or travel to remote area, where the traveler should expect the unexpected. Adventure tourism has grown exponentially worldwide over the past few years. Tourists explore new destinations looking for rare, incomparable experiences. Adventure tourism can be domestic or international, and like all travel must include an overnight stay, but not last longer than one year. To date no definition of adventure tourism exists in UNWTO literature; however, the Adventure Travel Trade Association (ATTA) defines adventure tourism as a trip that includes at least two of the following three elements: physical activity, natural environment and cultural immersion. While the definition of adventure tourism only

requires two of these components, trips incorporating all three tend to afford tourists the fullest adventure travel experience. Adventure tourism is resilient, supports local economies, attracts high value customers and encourages sustainable practices. Adventure activities can be localized in a particular place or could be extended over a region defined across a district in a particular state or across states. Similarly, the activities could vary greatly among tourists based on interests, inclinations and physical capacities. Adventure is identified in terms of two main categories – hard & soft adventure. Both activities are highly lucrative segments.

Table 1 State Wise Ratios of Tourists Self Booking of Adventure Tourism Activities

State	Annual Ratio
Andhra Pradesh/Telangana	0.08
Andaman Nicobar	0.05
Arunachal Pradesh	0.12
Assam	0.15
Goa	0.17
Gujarat	0.18
Himachal Pradesh	0.04
Jammu & Kashmir	0.06
Karnataka	0.19
Kerala	0.08
Mizoram	0.63
Lakshadweep	0.00
Odisha	0.15
Puducherry	0.02
Rajasthan	0.18
Tamil Nadu	0.12
Uttar Pradesh	0.18
West Bengal	0.11

Source: TIOs/DTO's/ATO's/AAI of Dept. of Tourism, Govt. of Andhra Pradesh.

Hence the monthly estimates of the adventure travelers in India for the calendar year of 2015 are presented below. Please note that since adventure activities of the states is a seasonal one hence monthly ratios were not derived from the adventure tourist survey at the destinations and annual ratios for the respective states were used for arriving at the monthly estimates of adventure tourists in India for the calendar year of 2015.

Table 2 Month Wise Estimated Tourist Visits for Adventure Tourism – (January to June 2018)

State wise Tourist arrivals	Jan	Feb	Mar	Apr	May	Jun
Andhra Pradesh /Telengana	4353	2290	3044	5763	9466	4277
Andaman Nicobar	1333	1366	1136	1929	2341	2161
Arunachal Pradesh	12073	5100	16935	2230	1870	0
Assam	18811	6883	18978	3257	288	0
Goa	32188	9941	11857	17868	13498	5420
Gujarat	521	268	361	722	478	353
Himachal Pradesh	7499	6613	11758	120721	169997	104975
Jammu & Kashmir	1391	1625	6655	46804	45612	50135
Karnataka	5310	6307	7692	4006	10133	5616
Kerala	9684	8654	10219	12274	17788	10727
Nagaland	2599	1952	1433	1059	28	0
Odisha	3217	4036	2330	3670	7823	347
Puducherry	2250	2367	2250	3039	6366	4720

Rajasthan	29967	27165	25483	12241	5420	960
Tamil Nadu	5594	5230	4607	5019	5549	2860
Tripura	37	45	86	92	43	0
Uttar Pradesh	440	1353	2418	0	0	0
Uttarakhand	14291	13256	47279	237534	318223	196762
West Bengal	6155	4543	38781	17866	17002	3850
Total	195116	141241	250696	528516	673817	435586

Source: TIOs/DTO's/ATO's/AAI of Dept. of Tourism, Govt. of Andhra Pradesh

❖ Problems and Perspectives of Indian Tourism Industry:

The Indian government's "Incredible India" tourism campaign and the information technology growth in India have been attracting millions of foreign tourists and business tourists to India. Medical tourism has also recently mushroomed in India. Tourism industry is a big foreign exchange earner in India, yet the industry still is hampered by several problems like

1. Poor transportation
2. Lack of basic hygienic amenities at halting points Non-standardization of rates and fares
3. Lack of sound marketing and promotion strategies
4. Poor maintenance of heritages
5. Issues regarding security and harassment
6. Lack of passionate and trained professionals inadequate capacity
7. Costly travel – soaring fuel surcharges, poor flight management etc
Lack of supportive infrastructure – bad roads, improper health and hygiene, communication Gaps,etc ,
8. Gap between demand and supply of manpower, Lapses in security and safety – incidents of tout and harassment of tourists in some places
9. Lack of entrepreneurship opportunities also restrict youth to follow a career in Tourism such as opening a hotel resort or retail outlet or handicraft business to serve Tourism Industry in India..

❖ New Issues and Challenges of Tourism Industry In India

Liberalization And Tourism

GATS came into existence as a result of the Uruguay Round of negotiations and entered into force on 1 January 1995, with the establishment of the WTO. India also signed all the WTO agreements under the single undertaking rule and GATS is a part of this whole package. More and more services like transport, banking and insurance, tourism etc became “tradable services”. Under GATS, tourism and travel related services – hotels and restaurants (including catering), travel agencies and tour operators' services, tourist guide services etc are covered for open market access and liberal FDI. With this, tourism has become “consumption abroad” and travel of tourists, “movement of natural persons”.

The principle of “National Treatment” by GATS suggests that ‘each member shall accord to services and service suppliers of any other member, in respect of all measures affecting the supply of services, treatment no less favorable than that it accords to its own like services and service supplies’. Without adequate domestic regulation and enforcement, the liberalization of education services could adversely impact on quality, standards, equity, and prices, and without up gradation of infrastructure and facilities of premier domestic institutions there could be loss of competitiveness for domestic providers and possible diversion of resources. Now the question is whether India is in a position to export-import labor, capital and technology to reap the advantages of enhanced market access an upgrade its tourism sector. Openness in sky and land – vigorous competition ahead, need for quality assurance – is India able to meet the challenges? This is the ground reality. How will India be able to handle the issue of “direct interaction with service providers”? How equipped is it to meet the high international standards in services? Shortage of skilled and trained manpower is another obstacle in benefiting from the opportunities thrown open by GATS to tourism.



2. Social and Political Concerns

Globalization has raised socio-cultural issues in tourism too. From going global we have arrived to the need for “thinking globally and acting locally”. The nexus of globalism and tourism is so sensitive that it is a real challenge to development of environmentalism. New parameters at the micro, macro and levels have to be identified for developing tourism keeping in view the incidents of communalism, deforestation, pollution etc.

1. Infrastructural Bottlenecks

A sector that is expected to increase forex by rupees 5000-10000 crore by 2010, cannot go on and on with the mediocre infrastructural facilities. For example, the Indira Gandhi International Airport which today ranks amongst the worst in the world according to the WTCC Report needs to be converted into a modern state-of-the-art airport. Lack of integration between domestic and international tourism, lack of coordination between modes of transport and communication is eating up people’s time and money, unproductively. Success of tourism depends to a large extent on better access to infrastructure, consumer-centric approach, terrorism, natural disasters, climate change, global warming.

2. Alternatives

A major breakthrough is taking place in international tourism. That is alternative tourism, a new option for India too. This includes health tourism, village tourism (in the vintage of global village!), sports and games tourism etc. Kerala has done innovative thinking in “monsoon tourism”. This is really a rich and attractive avenue that not only helps in reducing seasonality of tourism but also ensure optimum use of tourist facilities and services.

Measures Taken By Indian Government To Promote Tourism Industry

These are some of the instructions given by the government to the tourists. It is mandatory to follow:

1. Acquirement of a Currency Declaration Form and filling up of the Disembarkation Card on your arrival in India. You also require making a verbal declaration of luggage you are traveling with.
2. Tourists with a visa permit for over 180 days have to obtain a Registration certificate and a Residential Permit. Submission of four recent passport size photographs is compulsory for registration.
3. Submit the Certificate of registration while leaving the country.
4. While embarking on an India tour, obtain a yellow fever vaccination certificate. Also consult your doctor before visiting this country.
5. Carry attested copies of your visa, passport, and other important travel documents.
6. Avoid purchasing any travel ticket from strangers. Go for travel agents for arrangement for transport tickets.
7. Credit cards, foreign currency or traveler's cheque are accepted from foreign nationals although Indian currency is needed to give proof of having legal foreign exchange.
8. Accommodate at any of the several top hotel groups operated chain hotels in various cities of the country. You can also go for budget hotels or guesthouses.
9. Foreign nationals are allowed to ask for the arrangement of language interpreters.
10. Carry packaged mineral water on your tour to India.
First time visitors should avoid spicy food.
11. Traveling to regions like Sikkim and Nagaland will require special tour permits from authorized tourist offices.

With a view to stimulating domestic and international investments in this sector, the government has implemented the following initiatives

1. 100% FDI under the automatic route is now permitted in all construction development projects including construction of hotels and resorts, recreational facilities and city and regional level infrastructure.
2. 100% FDI is now permitted in all airport development projects subject to the condition that FDI for up gradation of existing airports requires FIPB approval beyond 74%.
3. A five year tax holiday has been extended to Companies that set up hotels, resorts and convention centers at specified destinations, subject to compliance with the prescribed conditions.



4. Plans for substantial up gradation of 28 regional airports in smaller towns and the privatization and expansion of Delhi and Mumbai airports.

The aforementioned initiatives have resulted in increasing FDI inflows being witnessed by this industry. For the period April 2000 to November 2007, a total of US\$ 636 million in foreign direct investments was channelized towards development of hotels and tourism.

1. Future of India Tourism Industry

India is expected to see an influx of 10 Million international tourists by 2010, up from just 5 Million in 2007. Indian outbound tourist departure is expected to reach 20.5 Million by 2015.

In 2008, top four (4) states captures more than 75% of total market share of Indian domestic tourist visits. Domestic tourist visits is expected to increase with a CAGR of 12.29% for the period spanning 2008-2015. Indian tourism Foreign Exchange Earnings is expected to grow with a CAGR of 7.9% for the period spanning 2010-2015. In Indian union budget 2010 Indian government has given more than INR 1,000 Crore to Ministry of Tourism India. In 2009 FDI investment in Indian hotel and tourism sector was more than US\$ 550 Million. The number of cruise tourist arrivals in India is expected to jump by 233.33% by 2010 from the number of cruise tourist arrivals in 2007. Number of Buddhist tourist arrivals in India has doubled in 2009 from 2008

Suggestions

For everything we need a policy – a sound policy. Let me now put forward a few policy suggestions to develop sustainable tourism in India:

1. India should make the most of its topography, natural resources and labor to develop not only traditional products but also nontraditional products of tourism.
2. Rural tourism should be a byproduct of Indian tourism. At the Same time eco-tourism for sustainable livelihoods must be encouraged.
3. Enhancing security, stepping up investment and boosting (world class) infrastructural activities should be on the top of the agenda. Service quality – in hotels, Airports, railway stations, etc – needs to be upgraded.
4. Proper market segmentation should be done on the basis of criteria like demographic, socioeconomic and geographic variables. Yet a holistic approach should be the objective to project an Incredible and Inclusive India. Commercialization should not result in dehumanizing tourism.
5. Education, research and training are crucial cogs in the wheel of tourism. HRD should be given priority. Adequate importance should be given to inductive research on historical importance and contemporary relevance. Tour operators, guides must develop a good rapport with tourists. From touring to learn we should move to learning to tour.

Conclusion

Tourism is today emerging as a leading sector in the world and is now considered by some as the number one industry. Demographic, socio-structural and socio-cultural developments have always led to changes in tourist demands, and service providers in tourism are faced with a substantial need to adjust. These constant challenges have expanded and intensified considerably in the first few years of the new millennium. War and tourism, extreme weather, the ongoing internationalization of tourism and the ageing of society (increasingly prominent in public awareness) have emphatically demonstrated the latent vulnerability of tourism as a boom industry.

The survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time. Development of tourism is a very complex process of Interaction among many players, who have shared the responsibility concerning the environmental, social and economic sustainability of this lucrative sector. Consumer trends in tourism, which are gradually changing, require an appropriate response in terms of both policy formulation and investment and the survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time.



Necessary steps should be taken by the state government as well as central government to prevent this menace. The tourist infrastructure in India should be strengthened. Government owned hotels should be properly managed. The Government should also take steps for the maintenance for the tourist destination. Steps should be taken to restore the ancient splendor of the monuments. Sincere efforts could help to further develop the Indian tourism industry.

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