



GOVERNMENT OF INDIA
Ministry of Tourism (MR Division)

**Documentation of Best Practices
Adopted by the State Governments
for the Development of Tourism**



Volume-I

Best Practices Adopted

Final Report



**Intercontinental Consultants
and Technocrats Pvt. Ltd.**

A-8, Green Park, New Delhi - 110 016, India

November, 2005

CONTENTS

| Chapter | Details |
|------------------|---|
| VOLUME-I | |
| | Acknowledgement |
| | Abbreviations |
| | Executive Summary |
| 1. | Project Background |
| 2. | Tourism Scenario in India |
| 3. | Best Practices Adopted in Tourism Development |
| 3.1 | Introduction |
| 3.2 | Conservation and Sustainability of Resources |
| 3.3 | Local Impacts on Society |
| 3.4 | Institutional Development |
| 3.5 | Tourism Marketing Development |
| 3.6 | Impact on Tourism Products |
| 3.7 | Training and Enforcement |
| 4. | Case Studies in Tourism Development |
| VOLUME-II | |
| | Acknowledgement |
| | Abbreviations |
| | Executive Summary |
| 1. | Introduction |
| 2. | Tourism Scenario in India |
| 3. | States Profile and Tourism Development |
| | North |
| 3.1 | Uttaranchal |
| 3.2 | Rajasthan |
| | West |
| 3.3 | Gujarat |
| 3.4 | Maharashtra |
| 3.5 | Goa |
| | South |
| 3.6 | Karnataka |
| 3.7 | Andhra Pradesh |
| 3.8 | Tamil Nadu |
| 3.9 | Kerala |
| | East |
| 3.10 | Orissa |
| 3.11 | West Bengal |
| 3.12 | Sikkim |
| 4. | Annexures |

ACKNOWLEDGMENTS

We are grateful to the Ministry of Tourism, Government of India, for entrusting M/s. Intercontinental Consultants and Technocrats Pvt. Ltd. this prestigious task of documentation of Best Practices adopted by the State Governments for development of tourism. We thank Mr. Amitabh Kant, Joint Secretary, Mr. V.K. Bajaj, Joint Director General, Mr. D.D. Mathur, Mr. Kaushal Joshi, Deputy Directors, Mr. S.K. Mohanta, DPA Gr. B and other officers of the Ministry of Tourism for their support, participation and providing valuable inputs for the study.

Thanks are also due to Officers and staff of the State Tourism Departments for providing the valuable information on the practices adopted by the State Governments for tourism development, without which the documentation of practices would not have been possible.

[<< Back](#)

ABBREVIATIONS

| | | | |
|---------|---|--------|--|
| ADB | Asian Development Bank | LIU | Local Intelligence Unit |
| AMC | Ahmedabad Municipal Corporation | LLPEM | Local Level Participatory Environment Management |
| APTDC | Andhra Pradesh Tourism Development Corporation | LTC | Leave Travel Concession |
| ARWSP | Accelerated Rural Water Supply Program | MCH | Municipal Corporation of Hyderabad |
| ASI | Archaeological Survey of India | MICE | Meetings, Incentives, Conventions and Exhibitions |
| ATF | Aviation turbine fuel | MIDAS | Maharashtra Infrastructure Development and Support Act |
| ATM | Arabian Travel Mart | MIDC | Maharashtra Industrial Development Corporation |
| BATF | Bangalore Agenda Task Force | MLW | Municipal Liquid Waste |
| BCCI | Bengal Chamber of Commerce & Industry | MMRDA | Mumbai Metropolitan Region Development Authority |
| BHM | Bachelor of Hotel Management | MNES | Ministry of Non-Conventional Energy |
| BIMSTEC | Economic Cooperation among Bangladesh, India, Myanmar, Thailand and Sri Lanka | MNP | Mahim Nature Park |
| BRO | Border Road Organization | MoEF | Ministry of Environment and Forests |
| BWSSB | Bangalore Water Supply and Sanitation Board | MoU | Memorandum of Understanding |
| CBO | Community Based Organization | MSW | Municipal Solid Waste |
| CBRI | Central Building Research Institute | MSW | Municipal Solid Waste |
| CBSP | Capacity Building for Service Providers | MTDC | Maharashtra Tourism Development Corporation |
| CCIS | Crime and Criminal Information System | NABARD | National Bank for Agriculture and Rural Development |
| CCRCP | Chennai City River Conservation Project | NBFC | Non Banking Financial Corporation |
| CD | Compact Disk | NCPC | National Cleaner Production Center |
| CDA | Chilika Development Authority | NCVB | Nashville Convention and Visitors Bureau |
| C-DAC | Centre for Development of Advanced Computing | NEDA | Non-Conventional Energy Development Agency |
| CEE | Centre for Environment Education | NGO | Non-Governmental Organisations |
| CII | Confederation of Indian Industry | NITHM | National Institute of Tourism and Hospitality Management |
| CRZ | Coastal Regulation Zone | NIWS | National Institute of Water Sports |
| CSE | Centre for Science and Environment | NRG | Non Resident Gujarati |
| CSF | Coastal Security Force | NWAP | National Wildlife Action Plan |
| CSS | Centrally Sponsored Scheme | | |
| CST | Chhatrapati Shivaji Terminus | | |
| CTV | Close Circuit Television | | |
| DFP | Dinosaur Fossil Park | | |
| DTG | Digital Tourist Guide | | |
| DTPC | District Tourism Promotion Councils | | |
| ECOSS | Ecotourism & Conservation Society of Sikkim | PATA | Pacific Asia Travel Association |
| EDC | Eco-Development Committees | PATWA | Pacific Asia Travel Writers Association |
| EIA | Environmental Impact Assessment | PMU | Project Monitoring Unit |
| EIRC | Education, | PPP | Public Private Partnership |
| EM | Effective Microorganisms | PTDC | Punjab Tourism Development Corporation |
| EMAT | Environment Management Agency of Tamil Nadu | PWD | Public Works Department |
| EXNORA | Excellent, Novel and Radical Ideas | RBI | Reserve Bank of India |
| FAM | Familiarisation Tours | REACH | Rural Entrepreneurship for Art & Cultural Heritage |
| FDCM | The Forest Development Corporation of Maharashtra | RGNDWM | Rajiv Gandhi National Drinking Water Mission |

| | | | |
|--------|--|-----------|--|
| FDI | Foreign Direct Investment | RTDC | Rajasthan Tourism Development Corporation |
| GAMS | Gujarat Archaeological Monuments Signage | | |
| GAP | Guardian Angel Polytechnic | | |
| GCPC | Gujarat Cleaner Production Centre | | |
| GEDA | Gujarat Energy Development Agency | SAARC | South Asian Association for Regional Cooperation |
| GEF | Global Environmental Facility | | |
| GHF | Global Heritage Fund | SAGQ | South Asia Growth Quadrangle |
| GIDB | Gujarat Infrastructure Development Board | SATTE | South Asia Travel and Tourism Exchange |
| GIL | Gujarat Informatics Ltd. | SEA | Socio-economic assessment |
| GIS | Geographical Information System | SEZ | Special Economic Zones |
| GMVN | Garhwal Mandal Vikas Nigam | SGDP | State's Gross Domestic Product |
| GOI | Government of India | SGSY | Swarnjayanti Gram Sadak Yojana |
| GPS | Global Positioning System | SHG | Self Help Groups |
| GSDP | Gross State Domestic Product | SITCON | South India Tourism Council |
| GSFC | Gujarat State Finance Corporations | SITI-FUND | South Indian Tourism Infrastructure Fund |
| GTDC | Goa Tourism Development Corporation | SMC | Surat Municipal Corporation |
| | | SPRERI | Sardar Patel Renewable Energy Research Institute |
| HDR | Human Development Report | SPV | Special Purpose Vehicles |
| IBP | Indo-British Petroleum | STDC | Sikkim Tourism Development Corporation |
| ICEF | India Canada Environment Facility | | |
| IHMCT | Institute of Hotel Management and Catering Technology | STP | Sewerage Treatment Plants |
| | | STPB | State Tourism Promotion Board |
| IIDCO | Industrial Infrastructure Development Corporation of Orissa | STPC | State Tourism Promotion Committee |
| | | SWM | Solid Waste Management |
| IITF | India International Trade Fair | | |
| IITM | Indian Institute of Travel and Tourism Management | TAAI | Travel Agents Association of India |
| IMFL | Indian Made Foreign Liquor | TAF | Tourist Assistance Force |
| INTACH | International Trust for Art and Cultural Heritage | TAM | Tourist Assistance Mobiles |
| | | TCGL | Tourism Corporation of Gujarat Limited |
| IOCL | Indian Oil Corporation Limited | TEPS | Thenmala Eco-tourism Promotion Society |
| ITDC | India Tourism Development Corporation | | |
| ITTM | International Travel and Tourism Mart | TIC | Tourism Information Centres |
| IUCN | International Union for Conservation of Nature and Natural Resources | TIDCO | Tamil Nadu Industrial Development Corporation |
| | | TOR | Terms Of Reference |
| JFM | Joint Forest Management | TPD | Tonnes per day |
| JLR | Jungle Lodges and Resorts | TRC | Tourists Reception Centre |
| JRY | Jawahar Rojgar Yojna | TRH | Tourist Rest Houses |
| | | TRKL | Tourists Resorts (Kerala) Ltd |
| KCC | Kanchenjunga Conservation Committee | TSC | Total Sanitation Campaign |
| KERI | Kerala Engineering Research Institute | TTD | Tirumala Tirupati Devasthanam |
| KFRI | Kerala Forest Research Institute | TTDC | Tamil Nadu Tourism Development Corporation |
| KIHMS | Kerala Institute of Hospitality Management Studies | | |
| | | TTF | Travel and Tourism Fair |
| KITTS | Kerala Institute of Travel and Tourism Studies | | |
| KMC | Kolkata Municipal Corporation | | |
| KMDA | Kolkata Metropolitan Development Authority | UGSS | Under Ground Sewerage Scheme |
| | | UNDP | United Nations Development Programme |
| KSRTC | Karnataka State Road Transport Corporation | UNESCO | United Nations Educational, Scientific and Cultural Organisation |
| KSTDC | Karnataka State Tourism Development Corporation | UNICEF | The United Nations Children's Fund |
| | | UNIDO | United Nations Industrial Development Organisation |

| | | | |
|--------|---|------|---------------------------------------|
| KTDC | Kerala Tourism Development Corporation | URL | Uniform Resource Locator |
| KTM | Kerala Travel Mart | USP | Unique Selling Proposition |
| KUWSDB | Karnataka Urban Water Supply and Drainage Board | UTDB | Uttaranchal Tourism Development Board |
| KWA | Kerala Water Authority | | |
| VAT | Value Added Tax | | |
| VMC | Vadodara Municipal Corporation | | |
| WBFDC | West Bengal Forest Development Corporation Limited | | |
| WBTDC | West Bengal Tourism Development Corporation Ltd | | |
| WHO | World Health Organisation | | |
| WSO | Wildlife Society of Orissa | | |
| WTM | World Travel Mart | | |
| WTTC | World Travel and Tourism Council | | |
| WWF | World Wildlife Fund-India | | |

[<< Back](#)

EXECUTIVE SUMMARY

The Assignment titled “**Study to Identify the Best Practices adopted by the State Governments for the Development of Tourism**” awarded by the Ministry of Tourism & Culture, Department of Tourism, Government of India to Intercontinental Consultants and Technocrats Private Limited covers 12 states that are as follows:

| | | |
|------------|---|---|
| North | : | Uttaranchal, Rajasthan |
| West | : | Gujarat, Maharashtra, Goa |
| South | : | Andhra Pradesh, Karnataka, Kerala, Tamil Nadu |
| East | : | Orissa, West Bengal |
| North East | : | Sikkim |

A tourism best practice is an innovative policy, strategy, programme, process or practice that is shown to produce superior results. Documented best practices are useful in formulation of tourism strategies to improve the tourism performance through increased competitiveness. The sharing of Best Practices allows State Governments to consider how to adapt the experiences of other states in planning, marketing, maintenance and implementation of the tourism development plan for their states.

In 2004, the number of foreign tourists visiting India increased over 23.5 per cent as compared to 2003, to cross the 3-million mark for the first time. This signals the sector's rapid progress from a rather sluggish growth in the past decade. The total number of foreign tourists visiting the country in 2004 was 3.36 million. The figure, however, is low compared with 30 million foreign tourists visiting China and the 10 million tourists to Malaysia.

The World Travel and Tourism Council (WTTC) have recently notified India as one of the fastest-growing tourist economies in the World. Since the neighbouring countries as well as all States in the country are now competing with one another for increasing share of tourist arrivals, this sector is becoming extremely vital and competitive.

In May 2002, the Department of Tourism, Government of India formulated a new National Tourism Policy emphasizing on development and promotion of Indian tourism to harness its economic benefits to a large segment of its population throughout the country. Seven key areas have been identified to provide the requisite thrust to tourism development in the country. These are - *Swagat* (Welcome), *Soochana* (Information), *Suvidha* (Facilitation), *Suraksha* (Safety), *Sahyog* (Cooperation), *Samrachana* (Infrastructure Development) and *Safai* (Cleanliness).

The Department of Tourism in the states has responsibility for implementation of tourism projects funded by the Department of Tourism, Government of India and the projects identified by them under their respective state tourism policy. In Indian context, the Department of Tourism is not fully set to implement some of the infrastructure project; it depends on other departments such as Municipalities, forest department, PWD, police department (for safety and security), etc. To acknowledge the primacy of the role of the private sector, the State Governments are now working in partnership with the private sector, as the facilitator and the catalyst.

Best Practices

The consulting team collected tourism related information on a wide scale through interactions and discussions with various stakeholders of the tourism sector. Primary and secondary data were collected through these discussions and also by

conducting surveys of tourists, service providers and local community in the states concerned. The integration, analysis and comparison of information in terms of performance of states in promotion of tourism and management of resources help in examining the adoption of best management systems, technology and practices. The areas for which best practices were examined are product development, new innovative products, methods for conservation and sustainability of resources, wildlife and National Parks etc., ensuring Security to tourists, marketing and promotional aspects, local impacts on society, inter-state coordination, information dissemination system, training and HRD, community participation etc.

The varied data and information that was provided to the study team was examined, analyzed and finally lessons were derived which will help other states to develop tourism in their respective regions.

Conservation and Sustainability of Resources

In most of the cities, pressure on infrastructure is high due to large population size. Most of the urban centers, especially if it is a tourist destination, face acute shortage of water, power and lack basic sanitary facilities. Harmony between development of tourism destination and environmental improvement in cities is extremely essential. Conservation of water or power savings, water recycling, reducing or avoiding wastages are some of the major components that have been practiced and enhanced by the government. Some of the specific examples of best practices that have been seen for.

Schemes that encourage the industry players to adopt best practices like water and power savings, water recycling, reducing wastage, use of locally available material, etc are stated below:

Project for conservation of water

Some best practices for conservation of water being practiced include:

- Rainwater Harvesting through local people, Kuttandu, Kerala, where local people are involved in collection of abundant rainwater in the monsoon season
- Legislation on Rainwater harvesting in Kerala and Karnataka,
- Rainwater Harvesting Using Temple Tanks in Tamil Nadu
- Rainwater Harvesting Using Reservoir to combat drought condition in Kodaikanal, and
- Raska Project for Emergency Water Supply to Ahmedabad City.

Project to Avoid Wastages

Some of the best practices found in the areas of waste management are:

- The Beach Tech – 2000, which has been applied for cleaning Marina Beach in Chennai
- Zero-waste Kovalam Project (Kerala) where non-degradable discards are diverted for recycling
- Creation of Litter and Spit Free Zone in Gangtok
- Eco-certification Scheme, Kerala, for hotels, restaurants and other tourism related establishment
- Women's Self Help Group (SHG) For Solid Waste Collection, Kerala, where women are helping in management of solid waste and generate employment through it.

- The EXNORA Model applied to make the streets of Chennai clean and,
- Programme of cleaning the city by Surat Municipal Corporation (SMC), Gujarat

Sewage and Sanitation system

Some of the best practices identified in the area of sewage and sanitation include:

- Low Cost Sanitation Scheme by Ahmedabad Municipal Corporation
- Pay and use toilets in Ahmedabad
- The Integrated Infrastructure Project of Karnataka Urban Infrastructure Development Project (KUIDP)
- The Total Sanitation Campaign (TSC) project in Ramanathapuram District, Tamil Nadu, where an extensive and creative use of Information, Education and Communication (IEC) components, incorporation of Participatory Learning and Action (PLA), made the entire project efforts acceptable to the community involved in the project.

Energy Saving Practices

Conventional systems for providing electricity such as biogas programs have become viable and commercial enterprises through these continue to be partially subsidized. Some of the best practices in energy saving areas are:

- “Green Power” through Community Bio-gas, Karnataka,
- Waste To Energy Plant, Pathanpuram, Kollam District, Kerala
- Disseminating Solar Energy Systems in Sikkim, demonstrating how local knowledge and practical skills can make these villages completely self-sufficient technically and financially,
- Energy Cell at Vadodra Municipal Corporation (VMC) Gujarat, which facilitates a single window clearance for implementation of energy saving techniques.

Conservation and Protection of Environment

The best practice identified under this study in conservation and protection of environment is the Special Tourism Zone in Kerala where the state government has prepared detailed guidelines to regulate the development in Special Tourism Zone in the state.

Coastal Tourism

The existence of healthy coastal habitats (wetlands, beaches and dunes, sea grass beds, mangroves, coral reefs, estuaries) is important to coastal recreation and tourism. Some of the innovative projects are:

- Coastal Eco-village Development Programme, Gujarat, where emphasis on community based regeneration and management of fodder and fuel have been designed to promote an understanding and acceptance of the need to protect, conserve and regenerate alternative indigenous species of fodder and fuel by local communities.
- Also, the Conservation of Coastal and Marine Biosphere, Tamil Nadu, emphasizes on empowering local communities, especially women, to manage the coastal ecosystem and wildlife resources.

Protection and Conservation of Habitat

Some of the best practices in protection and conservation of habitat include:

- Protection and conservation of Olive Ridley Sea Turtles in the sea-coast of the state, by Wildlife Society of Orissa (WSO), an NGO, code-named *Operation Kachhapa*, has been a success.
- Also, the Wetland Conservation Project in the Chilika Lake, Orissa, is a striking example of how restoration of the ecological characteristics of a site can result not only in increased biodiversity (plant and animal species, notably birds), but also in a spectacular increase in fish catches.
- Another successful practice has been the conservation efforts in the Sunderbans Biosphere Reserve, a World Heritage Site.

Impact on Tourism Products - Tourism Product Maintenance and Development Practices

Tourism product at the destination comprises of all those attractions, facilities, and services used or visited during a stay, which appeals to the visitors.

Eco-tourism Development Project

Eco-tourism is a tool for conservation of natural and cultural resources (including biodiversity) and an instrument for sustainable development, especially in an environmentally sensitive area such as forest, river and coastal area.

Some of the best practices in ecotourism, highlighted in the report, include:

- Thenmala Eco-Tourism Project, Kerala, which is the first planned eco-tourism project in India
- Nal Sarovar Wetland Bird Sanctuary in Gujarat
- Eco-tourism through Jungle Lodges and Resort Ltd., Karnataka, established with the objective of developing wildlife tourism and various outdoor activities.
- An Eco-city plan prepared for Kanchipuram Town by the Tamil Nadu Government, which conceptually focuses on balance within human society as much as they are about balance between humans and nature.

New Innovative Tourism Products

An innovative tourism product, a new tourism idea, concept and opportunity enhance the profile of a tourism destination. The Union Ministry of Tourism is promoting indigenous rural development projects in Arumala village (Craft based eco-tourism) and Kumbalangi village (Integrated Tourism Village development) in Kerala and Raghurajpur village in Orissa, among other identified villages, for promotion of rural tourism in the country. These projects are aimed to create sustainable tourism facilities in remote areas. The Craft based eco-tourism at Arumala, a new concept on culture and craft based eco-tourism, for sustainable livelihood of local people, is a good initiative in promotion of art and craft of a state.

The Ministry of Tourism, Government of India, and Orissa Tourism, have chosen for development of Raghurajpur village, in Puri District, a rural tourism destination. Pata chitras (paintings), tusser paintings, palm leaf engravings, stone and woodcarvings, wooden toys, masks and so on is made in the village. Other examples include the Chokhi Dhani Resort in Rajasthan is a five star ethnic resort for high-end rural tourism and the Amar Kutir Crafts Development Centre, Shanti Niketan, West Bengal, aims towards sustainable rural development.

In the innovative tourism products, **Medical Tourism** in the states of Tamil Nadu and Karnataka offer specialised medical facilities due to the presence of renowned hospitals like Narayana Hrudayalaya, Wockhardt, and the Apollo group among others

located in these states. The boom in state-of-the-art hospitals and well-qualified doctors, have attracted the patient population from neighbouring countries, the Middle East and the West.

Another innovative tourism product in India, **Shopping Tourism**, where the Kolkata Shopping Festival, a 10-day event, is a first of its kind in the state. Conceived and conceptualized by the Bengal Chamber of Commerce and Industry (BCCI), the pre-puja shopping spree, was packaged into a festival and marketed domestically as well as internationally in cooperation with the West Bengal Tourism Development Corporation Ltd (WBTDC). Department of Tourism, Tamil Nadu is planning to take steps to cash in **Holiday Consultancy Concept** in a big way with the help of Tamil Nadu Tourism Development Corporation (TTDC) Limited. Other projects include aesthetically renovated catamarans owned by Maharashtra Tourism Development Corporation (MTDC), namely 'Gateway Glory' and 'Iravati', are innovative projects developed in the state.

Maintenance of Tourism-Friendly Monuments Preservation and Conservation of Heritage Centers

From studies of all the selected states, the following initiatives are identified as best practices:

- Conservation and preservation of Fort Kochi Heritage Zone, Kerala where major heritage conservation project is being implemented for conservation and preservation of Fort Kochi Heritage Zone. This project has won the international PATA Grant Award for the Best Heritage project.
- The first phase of restoration work undertaken at the Ajanta -Ellora caves is a classic example in which MTDC submitted a plan to the Government of India for restoration of the area in and around the two heritage sites.
- The "Adopt a Monument" Scheme, Rajasthan is an innovative package, which allows corporate houses, non-governmental organizations (NGOs), and individuals owning monuments under 'adopt a monument' scheme. To preserve the rich heritage, it has called upon non-resident Rajasthanis, individuals and corporate houses to sponsor the conservation works of fragile monuments.
- In the Creation of Heritage Funds, Archaeological Survey of India (ASI) and National Culture Fund (NCF) of the Ministry of Culture, along with Indian Oil Corporation Limited, have collaborated to form a fund known as the Indian Oil Fund (IOF).
- There is a Peripheral Development Scheme for Sun Temple at Konark, where a project monitoring committee has been constituted under the chairmanship of Collector, Puri to resolve the encroachment problem around the temple.
- Gujarat Archaeological Monuments Signage (GAMS) project under Cultural Heritage Interpretation Program is a large scale signage project which involves design, fabrication and installation of wayside exhibit signage, and production of brochures and booklets to interpret approximately 200 cultural heritage precincts under the control of the Directorate of Archaeology, Government of Gujarat.
- In 1999, the UNESCO (United Nations Education, Scientific and Cultural Organization), and the World Heritage Committee inscribed the Darjeeling Himalayan Railway (popularly called the Toy Train) on the list of World Heritage Sites.

Tourism-Friendly National Parks/ Wild Life Sanctuaries

Almost all national parks and sanctuaries are targeted in national and state investment programmes as tourist attractions, although tourist facilities vary considerably. Based on the findings of the study, the sanctuaries which catch attention in this segment are - Kokkrellur Bird Sanctuary/Pelicanry, Karnataka, which is first of its kind in India under rural village project with direct participation of village folk and eco-tourism at National Parks and Wildlife Sanctuaries, Karnataka.

Institutional Development

Organizational Set Up and Function of Tourism Department

Every effort has been made to identify a comprehensive picture of organizational set up of the selected states. In most of the states, the Department of Tourism is working as a separate entity for execution of national and state level policies. Some of the states have a three-tier set-up so that tourism also becomes a major concern of local level government. Kerala and Andhra Pradesh are the two states where tourism has become the affair of district level authority. In these states, District Tourism Promotion Councils have been established to develop the destination and is virtually managed by them. There is an example, where DTTC of Thrissur in Kerala has also participated in organizing a beach festival with local Panchayat of Nattika as part of promotional activities in the district.

Inter State Coordination - Formation of Regional Tourism / Circuit Tourism

Inter-state or regional circuit tourism implies two or more states coming together to sell the region as a whole and reap the benefits. These circuits could be based on various themes or on effective transport connectivity. As individual states, Kerala, Goa and Rajasthan are some success stories in this report.

In Kerala, efforts have been made to promote regional tourism through more effective co-ordination with other State Tourism Departments/Corporations and especially the southern states. Tamil Nadu Government has made an effort to include Sri Lanka to form a complete regional grid. In this regard, Sri Lanka Airlines has introduced three additional flights on the Chennai-Colombo route taking the weekly services to more than 18 between the two cities. Rajasthan Tourism Development Corporation has signed MoU with Kerala for joint marketing and publicity of each other's tourism products. Andhra Pradesh Tourism Development Corporation (APTDC) will also make Leave Travel Concession (LTC) packages to Goa.

Partnership with Service Providers

Some of the states have signed Memorandum of Understanding (MoU) with public sector organisations such as Indian Railways, Indian Oil Corporation to provide services to destinations as well as their development. Department of Tourism, Kerala has also signed an MoU with IBP Co. Ltd. for joint development and promotion of tourism and associated facilities in the state. MoUs have been signed between Gujarat Tourism and Rajasthan Tourism, ITDC and the World Travel and Tourism Council for achieving the necessary promotional synergies.

Interstate Package Tour

Rajasthan Tourism Development Corporation (RTDC) and Punjab Tourism Development Corporation (PTDC) have decided to organize inter state package tours with the objective of promoting domestic tourism in their states.

Rationalization of Taxes

At present there is a lot of disparity in various State level taxes. Some tax concessions for tourism in the state are outlined below:

- Goa has enhanced the incentives by extending the luxury tax off-season tariffs from four months to six months, waived interest and penalty on sales tax overdue, etc.
- Rajasthan Government has exempted luxury tax by 100% for a period of seven years.
- A five-year exemption of luxury tax for new hotels in Andhra Pradesh is introduced.
- To encourage the artisans, the tax rate on handicrafts was reduced from 4% to 2% in Tamil Nadu.

The Government of Tamil Nadu ordered reduction of Luxury Tax in 2002 as follows:

| | | Rate of Tax |
|----|---|--|
| a) | Where the rate of charges for accommodation for residence is not less than rupees two hundred but less than rupees five hundred per room per day | - Five percent reduction of such rate |
| b) | Where such rate is not less than rupees five hundred but less than rupees one thousand per room per day | - Ten percent reduction of such rate |
| c) | Where such rate is rupees one thousand or move per room per day | - Twelve and half percent reduction of such rate |
| • | Concessions have been given in entertainment tax in the states of Goa and Rajasthan. Sale -Tax for tourism related activities have been reduced in most states including Goa, AP Sikkim and Orissa. | |
| • | In Orissa, <i>Prasad</i> , including 'Mahaprasad' of Jagannath Temple in Puri, Lingaraj and Ananta Basudeva temples in Bhubaneswar, is exempted from Value Added Tax (VAT). | |

Interest Subsidy- In Rajasthan, 5% Interest subsidy on units such as Hotel, Motel etc. and wage /employment subsidy is made available. West Bengal Government has offered state capital investment subsidy ranging from 15 to 25 percent for all units including those in tourism.

Private Sector Participation

Today, the role of private sector in the development of tourism is being recognized and private participation in development of tourism is being planned wherever feasible. In Gujarat a special emphasis is given for investments from the NRI sector. Surat Municipal Corporation has initiated its water supply system with private sector participation. Karnataka has already experienced significant private sector participation. Private investors along with the government will implement the Elevated Light Rail Transit system in Bangalore. Private sector has also invested in hotels and tourism projects, technology parks, etc.

Karnataka is developing world-class infrastructure at the sprawling ruins of Hampi and exquisite temple complex at Pattadakal. Government of Tamil Nadu has decided to encourage private entrepreneurs to come up with star hotels at all pilgrim or heritage centres. Private Sector Participation in product development can be

witnessed in the states of Gujarat, Tamil Nadu, Orissa etc. In an effort towards licensing infrastructure and product development to private sector, Rajasthan Tourism has licensed about 16 of its units such as hotels, motels, etc. to private sector for management for a period of two years each.

Tourism Marketing Development

Marketing Strategy

Responsible marketing is necessary to inform visitors and create realistic expectations. Kerala's strategy is attributed to the focused marketing and strong networking with travel, tourism and trade in the identified selected markets. In Uttaranchal, an international Management Group has been appointed to promote and market the tourist attractions in potential markets overseas. Gujarat Tourism in its Tourism Policy (2003-2010) has proposed a very special thrust to '*Event (Festival) Based Tourism*' which is extremely successful with the Non Resident Indians, especially Gujaratis.

Slogan '*Go Goa 365 days on a Holiday*' has become a known brand through out the world thereby attracting large number of tourists from India and abroad through out the year. Audio-visual presentations on Karnataka in Coorg are displayed at key events and occasions and as part of all marketing presentations. *Discover Karnataka* – an innovative series of cultural events designed to promote tourism in Karnataka, was launched with the staging of Swagatha Suswagatha – a contemporary ballet that depicts Karnataka's strikingly varied landscape through dance and music.

A Mobile Museum cum Information Centre cum Souvenir Shop is a unique marketing strategy of Andhra Pradesh Tourism. The media plan prepared by the Sikkim government has been effective and awareness is increasing among tourists about Sikkim. Orissa State is stressing on the promotion of its tourism products on a) Puri-Konark-Bhubaneswar- Heritage triangle termed as Golden Triangle, and, b) Buddhist circuit -Ratnagiri, Udaygiri and Lalitgiri termed as Diamond Triangle.

Beach tourism is an important item in the agenda of the department, which has initiated measures to develop the beaches in the state located at Puri, Chandipur and Gopalpur. As another marketing initiative of the state authorities, an international tourism complex is being set up between Puri and Chilika. Under the slogan of "*Bangla Dekho*", West Bengal Tourism Department has taken up an aggressive marketing and publicity campaign to educate people about the tourism potential of the state. A four-day "Ganga Heritage Cruise", to Balagarh, Kalna, Mayapur, Berhampore and Azimganj, is an innovative package tour, besides the Sunderbans Safari, organized by the State Tourism Department.

In Tourism Promotion Literature and Publications, Karnataka has won the Best Literature on Tourism Promotion Award, 2003 from the Government of India (GoI). This has been awarded for the comprehensively detailed booklet, *The Karnataka Traveller*.

Theme-based literature on locations like East Godavari, Medak, Nalgonda, etc.; multi-lingual brochures in Singhalese, German and Telugu languages; theme based audio-visuals- interactive CDs and films on various themes including Leisure, Heritage, Wildlife and Food and Shopping etc., are part of Andhra Pradesh's campaigns for tourism.

Information Dissemination System in the tourism sector has got a boost through advances in the use and development of tools, technologies, and methodologies such as e-Tourism System, comprehensive websites, CD ROM, availability of hotlines and online booking system that have facilitated access to information and communication systems in travel and tourism industry.

Use of Information Technology and website development in delivery of public services in the states has several success stories. Kerala's weekly e-mail newsletters and the promotional CD 'Green Symphony' were innovative efforts that turned successful. Kerala also boasts of 100% digital connectivity. States like Kerala and Gujarat often advertise professionally developed glossy commercials in BBC World TV. In Uttaranchal, the Tourism Department has installed touch screen kiosks to impart information to tourists. Computerization of Railway stations and Hotels to provide fast services to tourists has been rapidly realized.

Goa has installed eleven information touch screen kiosks at prominent places with special 30 minutes video screening. Karnataka's IT policy focuses on using e-governance as a tool and delivering a government that is more pro-active and responsive to its citizens. In Andhra Pradesh, qualified systems administrators are functioning to monitor all levels of IT Solutions relating to the mass mailing activity, dynamic websites maintenance, creation of user level administrations, distribution of administrative controls, training the relevant users, Regular Updating of data, etc. The Tourism Department of Tamil Nadu, is extensively using information technology for promoting and facilitating tourists by telecasting of short documentaries on Satellite TV Channels, installing close circuit television (CTV) at railway stations, airports, bus terminals etc., Interactive websites, touch screen information kiosks at two information centres in Chennai, digital tourist guide in multiple languages, e-mail fan club are other modes that are being used in promotion of tourism in the state.

The concept of *Digital Library* is a good initiative in promoting tourism and providing broad knowledge about the destination. Department of Tourism of Gujarat is planning to establish digital library at various locations across Gujarat. Sikkim Government has initiated regular IT training for its officials posted in remote locations, in an effort towards making the employees computer literate and more responsive to the needs of a visiting tourist. West Bengal Government has identified development and implementation of a State Wide Area Network (WAN) based dedicated "Tourism Database Management System with GIS facility" and interactive touch screen information kiosks for effective and efficient information collection, compilation, management and dissemination at multiple levels.

Website / Portal

Website is an important component of tourism marketing strategy of any state. Websites of 12 states were analysed on various parameters, like user friendliness, graphic design, aesthetics and beauty, functionality, navigation and links, search facilities, interactivity, updation of site, relevance of content, innovation, creativity, integration, etc. Out of these 12 States, the users almost strongly agree that Kerala's website satisfies all the parameters that are chosen to analyse the best website.

Organising Cultural Events / Fair and Festivals

Fairs and festivals have unique ways of presenting the cultural glimpse of a region. In Uttaranchal, the local Municipal Boards and the Department of Tourism, Government of Uttaranchal organizes fairs. Carnival in Goa is a non-stop 3-day festival of color, song and music, providing street plays, songs, dances, etc., and has been acclaimed in the world. The fascinating fairs and festivals of Karnataka are exclusive to the state and reverberate with fun. The state organizes theme-based festivals such as Hampi festivals (Religious and destination festivals), music and dance festivals.

Andhra Pradesh Tourism Development Corporation (APTDC) has revived the spirit of Taramati Baradari by creating an exclusive complex for culture and entertainment around the heritage monument in harmony with the original

architecture. For promoting cultural tourism in Tamil Nadu, the State Government organizes Summer Festivals in Udhagamandalam, Sirumalai, Yercaud, Kodaikanal, Pachamalai, Silver Beach (Cuddalore) and Panchalankurichi Kattabomman Memorial Fort. Boat Races on Backwaters, Beach Festivals along with local Panchayat etc are the major initiatives to exploit Kerala's tourism products through festivals. West Bengal Pollution Control Board (Department of Environment, Government of West Bengal) initiated "Paribesh Mela-2005" in Kolkata to promote environmental awareness as well as to share/exchange useful information.

Introduction of Budget Schemes for Accommodation

A majority of the domestic tourists, who come to India, are from the middle class and the need for the state to focus on the needs of the budget tourist segment is thus important. Sikkim has taken a number of steps in this regard. A number of hotels in the state are priced to cater to this segment; home-stays are being encouraged all across the state; and, shared-taxi service is very popular amongst the visiting tourists. The graduates of Garhwal University run budget tourist accommodation in Paryatak Atithi Grah, which is along the route of Char Dham Yatra. Maharashtra Tourism Development Corporation has started various schemes for budget tourists. Ganapatipule now provides ample accommodation options.

Bed and Breakfast Scheme (B&B) for Budget Tourists - Under this scheme the local people who have inclination to supplement their incomes and have spare rooms/flats/houses can come forward to register their premises and accommodate tourists as B&B guests as per guidelines laid down by Maharashtra Tourism Development Corporation.

IndiOne, (a line of budget hotels, launched by the Taj Group) is being introduced at Bangalore. In Rajasthan paying guest scheme is being started for tourists. Many of the budget tourists avail of this opportunity. Care has been taken that only such families are registered under this scheme that can provide adequate facilities and can serve the purpose of this scheme.

Tamil Nadu Tourism Development Corporation (TTDC) has established Youth Hostels, mainly with the object of promoting low budget tourism wherein dormitory accommodation is provided to the tourists at a very nominal rate of Rs.50 per day. The innovative Gold Card scheme of Orissa Tourism Development Corporation (OTDC) entitles a cardholder, 10 per cent discount on accommodation, food and beverages and transport at the Corporation run hotels, restaurant and travel establishments by paying a nominal fee of Rs.650/-. In addition, the holder is also covered for personal accident insurance benefit upto Rs.50,000/- for which OTDC has tied up with New India Assurance Company. The Card can be obtained at Panthanivas and other units of OTDC and selected travel agencies on payment of a nominal amount of Rs.650/-. The validity of the Card is initially for three years, which can be renewed on payment of Rs.250/- for further period of 3 years.

Local Impact on Society

Employment Generation through Tourism Sector - Tourism is a sector with a tremendous multiplier effect in employment generation. It plays a vital role to play in the Indian economy with a contribution of 5.3% of India's GDP. The study team examined various schemes and programmes implemented by the state governments in generation of employment through Tourism:

"Vir Chandra Singh Garhwali Paryatan Swarojgar Yojna", a self-employment scheme launched by the Government of Uttaranchal was awarded the prestigious National Tourism Award in the category of "Best Practices by State Government" in

2003. The *Tamil Nadu* State Government has taken initiatives to bring Schemes/programmes for creating employment through development of village tourism, engaging tour guides and construction of boathouses in lakes of major tourist destinations. In *Andhra Pradesh*, tenth pass youths were trained for employment under 'Guide cum Watch and Ward' for 66 monuments / tourism sites. They are paid a stipend of Rs. 600 per month.

Tourism Department of Gujarat is taking initiatives to generate employment opportunities through involvement of local people with launching of projects like '**Gujarat Gram Haat**', '**Swarnjayanti Gram Sadak Yojana**' (SGSY), employment generation schemes through activities like camel safari, trekking, horse riding, paragliding etc. According to a study conducted by Department of Tourism, Rajasthan, tourism contributes about 90% of the total income of artisan households in Rajasthan. As regards the folk artists, their average per-capita income during the peak tourist season is nearly 4 times over that in lean season. Maharashtra Tourism Development Corporation (MTDC) has arranged various programmes for capacity building of service providers. The department organized training for grass root level workers for 2-3 hours duration in which MTDC paid stipend around Rs.50/- and Rs.100/- per participant.

People's involvement in planning and design of project

Many tourism development projects have focused on involvement of community in its development and implementation stage. Particularly, people's participation is much more visible in maintaining the environmental sensitive areas, where, tourism is the core activity. Some of the best examples of community involvement have been noticed in the community based-ecotourism project in Kerala, rural tourism initiatives at Hodka (Kutch) in Gujarat, by an NGO 'Kutch Mahila Vikas Sangathan', community-based restoration of Pichavaram mangrove at Gulf of Munnar in Tamil Nadu, The Bed and Breakfast scheme implemented by Maharashtra Tourism Development Corporation (MTDC).

Training and Enforcement - Training and HRD/ Professional development

Almost all the State Governments have established educational institutions to give tourism related training and degrees. Training programs like Diploma /Degree in Hotel Management to guides, porters, running of paying guest houses by the local youth, is being taken up. Kerala Institute of Travel and Tourism Studies (KITTS) and Kerala Institute of Hospitality Management Studies (KIHMS) offer programme in Hospitality and Customer Service. The Institute of Hotel Management, Catering Technology and Applied Nutrition, Bangalore, has won the National Tourism Award - 2003 for the Best Educational Institution. To encourage service providers in tourism, Maharashtra Tourism Development Corporation (MTDC) provided training and pays stipend to grass root level workers. No fees are charged for the course. Besides other regular courses/degree or diploma, Uttarakhand Government has initiated training for paying guest owners. Uttarakhand Government has imparted training in adventure sports to local youth.

Safety and Security

The issue relating to the safety and security of the tourists, both domestic and foreign, is important enough to be addressed urgently. The Ministry for Tourism has mooted a proposal to have a separate '**Tourist Police**' which will be specially in-charge of the safety and well-being of tourists visiting the country. Already states, which have high tourist traffic, have taken the Centre's advice and set up a separate force for visiting tourists to their states. These states include Goa, Kerala, Rajasthan, Maharashtra and Andhra Pradesh.

The above-mentioned practices considered to be “*best practices*” may be disseminated across various states for adoption with suitable modifications to meet the local context. Efforts should also be taken to further strengthen these practices.

• • •

[<< Back](#)

1. PROJECT BACKGROUND

1.1 The Background

Tourism is a rapidly evolving industry that has become increasingly competitive in the global marketplace. With advancement in communication, efficient transportation linkages, en-route facilities and other basic on-site infrastructure on tourist destinations may compete directly with destinations in other states. The tourism industry comprises many different sectors, including transportation, lodging and entertainment; it is often difficult to assess the types and rate of innovations in the industry. In addition, because the tourism industry is a loosely knit community of diverse departments like tourism department, Archeological Survey of India, local bodies, NGOs, police, etc. dissemination of information about innovative practices is a challenge.

A best practice exemplifies initiatives and innovations and represents a significant improvement over traditional practices. There are many possible catalysts for a best practice—from a collective response to external events to a leader's vision. Best Practices can promote productive partnerships between governments, city authorities and the full range of interest groups and representative bodies involved in tourism development. It is a tool that integrates, analyzes and compares information in terms of performance of states in promotion of tourism and management of resources.

In the context of an expanding information society and competitive world order, it is important that adequate efforts are made for documenting and sharing the best practices among all players involved in the development of economic activities. It is particularly so in case of tourism in view of its multi sectoral dimensions, diverse environmental endowments and multiple partners and instruments. In recognition of this fact, the Ministry of Tourism, Government of India engaged M/s Intercontinental Consultants and Technocrats Pvt. Ltd. to document best practices being followed in the development of tourism in the following twelve states.

North : Uttaranchal, Rajasthan
West : Gujarat, Maharashtra, Goa
South : Andhra Pradesh, Karnataka,
Kerala, Tamil Nadu
East : Orissa, West Bengal
North East : Sikkim



1.2 Objectives of the Study

The objective of the study is to document the best practices formulated/adopted by the State Government, tourism departments for promoting tourism.

Areas of Best Practices to be documented are:

Conservation and Sustainability of Resources

- i) Designing and implementation of schemes that encourages the industry players to adopt best practices like water and power savings, water recycling, reducing wastage, use of locally available material, etc.

- ii) Project to avoid wastages (like Zero Waste Project, Kovalam Kerala)
- iii) Measures taken to conserve and protect the environment while putting up infrastructure for sustainable and responsible tourism.

Local Impacts on Society

- i) Schemes/programs for creating employment, particularly to weaker sections through tourism.
- ii) Consideration of community attitudes and cultural values and concerns including local custom and belief in the design and execution of tour products.

Institutional Development

- i) Maintenance of partnership between Govt., public & private sectors and the local community.
- ii) Community involvement from planning to implementation
- iii) Signing of Memorandum of Understanding with other States for effective co-ordination
- iv) Rationalization of taxes like Luxury Tax, Expenditure Tax, Sales Tax etc.
- v) Legislation of Act passed for regulation of tourism related activities and tourist facilitation.
- vi) Declaration of Tourism as an “Industry” and its benefits.
- vii) Collection of Statistical data/ information on tourist arrivals/visits to various centers in the State etc.

Tourism Marketing Developments

- i) Adoption of new and differentiated marketing strategies.
- ii) Excellence in publication; and Tourism promotion literature
- iii) Innovative use of information technology
- iv) Best maintained website/portal
- v) Tourism related programs
- vi) Release of Vision Document containing various objectives and strategies to achieve them.
- vii) Introduction of schemes for budget tourists
- viii) Organizing cultural events/festivals on yearly basis attracting large number of domestic and international tourists.

Impact on Tourism Products

- i) Maintenance of Tourism-Friendly Monuments
- ii) Most Innovative Unique Tourism Project.
- iii) Best Eco-Friendly Tourism Project
- iv) Best Maintained Tourism-Friendly National Parks/Wild Life Sanctuaries.
- v) Preservation and conservation of Heritage Centers
- vi) Arranging FAM tours for Travel Writers from other states.

Training & Enforcement

- i) Eradication of beggar menace by conducting awareness campaign
- ii) Innovative method of providing training to porters, guides and taxi drivers to inculcate a sense of professionalism and courtesy to the tourists.
- iii) Tourism educational institution
- iv) Measures taken for safety and security of tourists.
- v) Measures taken for making/keeping cities/tourist centers clean.
- vi) To showcase the traditional hospitality, method of worship, etc. during fairs and festivals
- vii) Launching of special programmes to check the anti social activities at tourist places / monuments and a Tourist Help Line 24 hrs a day.

1.3 Approach and Methodology

To carry out the study comprehensively and accurately in a well-planned manner to the complete satisfaction of the client the whole study was divided into different tasks. Detailed methodology was evolved to ensure the satisfactory completion of study and adhering to authenticity and reliability of data.

The identification of best practices in the context of the study States has been a highly complex activity. In order to identify and document such projects, a three stage approach was followed. In the first stage, detailed information was collected from each of the states by sending a structured questionnaire developed for capturing various aspects of projects being implemented by each of the States. The information thus collected was supplemented by the details contained in various publications and tourism websites of the respective States.

In the second stage, the data collected were analyzed and focused discussions were held with the officials of State Tourism Departments, State Tourism Corporations and other Departments dealing with various aspects relevant to tourism. The consultants also had interactions with different tourism industry players like hoteliers, travel agents, tour operators, etc.

In the third stage, tourists were surveyed in selected places and their perceptions about tourist facilities and infrastructure in the respective states were collected. In all, about 2750 tourists were interviewed and their perceptions about tourism infrastructure, electricity, waters, sanitation, communication, banking, transport, safety and security, health facilities, etc. were collected.

1.4 Integration and Analysis

The information and data gathered from various sources in respect of each state were integrated and the projects/activities satisfying the conditions of best practice in each state were identified. The details of these projects / activities along with their specific advantages are described state wise in Part II of the report. The descriptions also contain the tourism profile of each of the states covered.

1.5 Limitations of the Study:

Consultants during their visit to the state approached the Head of the Tourism department, as far as possible, and other officials and collected information on best practices adopted by them which are directly or indirectly influencing development

of tourism in the state. Other concerned departments, which provide services, related to tourism and its development like police, local bodies, NGOs, were contacted, if required and as suggested by the Department of tourism.

During the meeting, Consultant's representatives were explained the various practices adopted by the State Government, covering parameters given in the TOR. The available supporting literature or published documents, which depict the practices in terms of operation and management of destination, its uniqueness with other competitive destination, have been considered in the study. However, the consultants have integrated, analyzed and compared information and perceived best of performance in developing its product and other related services using qualitative benchmark.

1.6 Report Preparation

This Report contains two Volumes. **Volume I** present the main text, which includes executive summary, the project background, the objectives and a brief description of the approach and methodology adopted for the study, best practices adopted in tourism development such as tourism product development, conservation of resources, institutional development and marketing and promotion and case studies.

Volume II contains profiles of study states that provide additional detail and backup information that is fully summarized in Volume I.

• • •

[<< Back](#)

2. TOURISM SCENARIO IN INDIA

2.1 Indian Tourism Scenario

The tourist attractions of India include historical monuments, places of religious importance, mountain and beach resorts, wild life and interesting ecosystems, places with facilities for adventure, water and winter sports, etc. India has immense potential to be a leading tourist destination.

Tourism Sector's performance during 2004 was exceptionally high with 19% increase in tourist arrivals and 32.9% increase in foreign exchange earnings compared to 2003. Foreign Tourist arrivals in 2004, was 3.37 million, a growth of 23.9 per cent over 2003. In 2004 the number of foreign tourists visiting India increased over 23.5 per cent to cross the 3-million mark for the first time. This signals the sector's potential for rapid progress. The total number of foreign tourists visits in the country in 2004 was 3.37 million.

India has, an astounding figure of 367.6 million (2004) domestic tourists visits and has a strong foundation for development of tourism in general. Similarly, foreign exchange earnings from tourist arrival also grew by 37.0 per cent to \$4.8 billion in 2004 from \$3.5 billion a year ago.

The Department of Tourism has (i) taken a focused approach to develop infrastructure; (ii) given importance to marketing India as a clear destination by branding 'Incredible India'; and (iii) given utmost importance to Human Resource Development activities.

The increase in tourist arrivals can be attributed to the massive government - sponsored 'Incredible India' promotion campaign undertaken in key overseas markets. Steps taken by the government to develop new markets can also be a factor.

The World Travel and Tourism Council (WTTC) has recently notified India as one of the fastest-growing tourist economies in the World. According to the WTTC, Indian tourism is estimated to grow at 8.8 percent, ahead of China, over the next 10 years. Since the neighbouring countries as well as all States in the country are now competing with one another for increasing share of tourist arrivals, this sector is becoming extremely vital and competitive.

2.2 National Tourism Policy

In May 2002, the Department of Tourism, Government of India formulated a new National Tourism Policy emphasizing on the development and promotion of Indian tourism to harness its economic benefits to a large segment of its population throughout the country as also to project its vast and varied art, culture, heritage and natural resources before the world in a meaningful way. India accords top priority to the tourism sector. Seven key areas have been identified to provide the requisite thrust to tourism development in our country. These are - Swagat (Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachana (Infrastructure Development) and Safai (Cleanliness). The salient features of the National Policy (2002) are:

- Position tourism as a major engine of economic growth;
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
- Focus on domestic tourism as a major driver of tourism growth;

- Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.
- Acknowledge the critical role of private sector with government working as a pro-active facilitator and catalyst;
- Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with State Governments, private sector and other agencies;
- Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "Feel India from Within"

Ambitious policy target has been set forth by all Indian States to achieve higher growth in tourism through harnessing their full length of natural resources. The Department of Tourism in states has responsibility for implementation of tourism projects funded by the Department of Tourism, Government of India and the project identified by them under their respective state tourism policy. The streamlining of the State's support services to develop tourism provides an additional coherence and focus for successful achievement and implementation of the projects and policy all over India. To acknowledge the primacy of the role of the private sector, the State Governments are now working as the facilitator and the catalyst.

2.3 Tourism Policies of the States

The salient features of tourism policies of the States surveyed are indicated in the following paragraphs.

2.3.1 Uttarakhand

The State Government framed a tourism policy laying down the challenges and strengths and institutional arrangements for development of tourism. The main thrust areas for development of tourism are augmentation of infrastructure facilities, year round tourism, target group oriented tourism development, development of new tourist destinations, promotion of tourism oriented handicrafts industry and cuisine.

2.3.2 Rajasthan

Rajasthan Tourism Policy, 2001 lays emphasis on optimum utilization of rich tourism resources and generation of employment especially in rural areas. To develop and extend a ready market for the rich and varied handicrafts, the policy stresses on welfare of artisans and artistes. Preservation of varied bio-diversity as well as natural, historical and cultural heritage of the state by scientific methods is another aspect of the policy. The policy also highlights a special thrust on development of backward areas through tourism to enhance socio-economic conditions of people. The state government further intends to improve law and order, introduces complaints redress mechanism, standardize tourism services and regulation of tourism trade by enactment of act.

2.3.3 Gujarat

The States Tourism Policy (2003-2010) under "Gujarat Infrastructure Agenda - Vision 2010" prepared by Gujarat Infrastructure Development Board (GIDB) highlights diversifications of tourism products in order to attract more tourists through a varied consumer choice. Comprehensive development of pilgrimage centers, event based tourism, creating adequate facilities for budget tourist, strengthening of infrastructure, particularly in Special Tourism Areas are the other aspects of tourism policy. Government would also encourage building effective linkages with the relevant economic agents and agencies such as the national and

international tour operators and travel agents of repute, hotel chains and global institutions connected with tourism such as WTO.

2.3.4 Maharashtra

The State has formulated and adopted a policy for tourism development in consultation with the representatives of the travel industry, travel writers and Central Government agencies with the objective of bringing planned tourism growth with local participation, providing tourism facilities of international standards in selected areas, facilities for youth and budget tourists, generate employment especially in the interior areas of the State, promote its arts and crafts including handicrafts and handlooms and folk arts, provide recreational facilities near major business, industrial and urban centers etc. along with infrastructure development in its existing destination.

2.3.5 Goa

A 'Tourism Policy' and a 'Tourism Master Plan: 2011' is already in place to ensure planned development of tourism in the State. The focus is to raise the quality of infrastructure, which is the foundation for sustainable development of tourism and is crucial for accelerated benefits to the people of the State. Accordingly, the Government endeavors to provide appropriate package through progressive fiscal and taxation policies, develop tourism as a non-invasive instrument of revitalization, conservation and growth, entrust regulatory measures to ensure social, cultural and environmental sustainability and involvement of local community.

2.3.6 Karnataka

The Vision Statement of Karnataka aims to make the state one among the pre-eminent tourist destinations in Asia, with market leadership and dominance in upscale tourism; heritage tourism; eco-tourism; conventions and conferences; exhibitions; cruises; theme parks; to be on par with the best in the world; to excel in every facet of the tourism industry and to emerge as a benchmark for other destinations. The Karnataka Tourism Policy (2002-2007) broadly dwells on simplified procedures for investment, easy clearance for tourism investment and underlines the concept of public-private partnership as the growth engine for giving an impetus to develop the critical infrastructure facilities for linking the vast untapped tourism potential of the State. The Tourism Policy of Karnataka emphasizes on reforms in administrative set up by creating Tourism Council headed by the Chief Minister.

2.3.7 Andhra Pradesh

The World Tourism Organisation (WTO) on behalf of the State Government has prepared the Tourism Development and Management Plan (Tourism Vision – 2020). The Vision Document proposes to focus tourism as engines of growth, creating development platforms by attracting investment in the State economy, building the capabilities of the State's people, and channeling the Government's efforts into enabling and facilitating economic growth. The Tourism Policy (1998) of the State envisages to position Andhra Pradesh as the destination state of India and take advantage of developing vast untapped potential in heritage, pilgrimage, conventions and beach tourism on the supply side. The Tourism Policy targets high value domestic and foreign tourists; thus, to capture value tourists rather than numbers.

2.3.8 Tamil Nadu

The Government of Tamil Nadu has formulated its vision recently to ring Tamil Nadu on the map of International Tourism by marketing it as an important destination with heritage sites. The Tenth Plan has set a target to increase the

tourist inflow by 10-12% per annum instead of the present level of 7-9% and to increase the duration of stay of foreign tourists from 4-7 days to 6-8 days. In the case of domestic tourists the durations of stay in the State is set to be increased to 10-12 days from the present level of 7-9 days. The policy envisages to promote eco-tourism, tapping the potential of coastal belt and making the tourism a core competent sector. The seven Point Action Plan presented in the 64th SKAL World Congress at Chennai in 2003 lays emphasis on the development of lesser - known destinations, positioning Chennai and Coimbatore as Destinations for International conventions and exhibitions, developing common circuits with other states of India and immediate neighbour in particular. Filling up micro-level infrastructure gaps in major tourist destination, facilitate charter flights and cruise tourism etc are other aspects, which have been stressed in the policy documents.

2.3.9 Kerala

The first State to be accorded the status of Partner State of the World Travel and Tourism Council (WTTC) in 2002 is Kerala. Draft Tourism Vision-2025 has been drafted and it envisaged increase of earnings at 10% per annum and generation of employment opportunities at 10,000 persons per year and also an annual rate of growth of 7% in foreign tourist arrivals and 9% in the case of domestic tourists. To make Kerala, an up-market high quality tourist destination, policy gives emphasis to rational utilization of resources with focus on integrated development of infrastructure, conserving and preserving the heritage and environment. Other focus areas include development of infrastructure, conservation of heritage sites, promotion of souvenir industry; development of specific tourism products likes eco-tourism, ethnic cuisine and ayurveda, tourist's security, etc.

2.3.10 Orissa

The Orissa Government in its tourism policy has prioritized the development of eco-tourism, rural tourism and cultural tourism, to attract Indian and foreign tourists to the State. It also emphasizes to creation of an environment for planned and sustained development of tourism and encourage non-government sectors to participate in tourism development. Creating travel circuit, new linkages to the tourist centers on priority basis, encouraging the in operation of charter flights and improving the, safety of tourist by extending tourist police to all destination.

2.3.11 West Bengal

Tourism policy of the State 1996 envisages to promote whole-some tourism, in keeping with the established value systems and based on local art and craft, traditions and culture and at the same time, strictly adhering to the existing acts, rules and regulations relating to environmental protection. The policy document emphasizes to create infrastructure in the form of hotels, resorts etc. essentially to serve as a base for promoting tourism and the related support industries in a planned manner.

2.3.12 Sikkim

The tourism Policy of Sikkim envisages to create synergy by involving all the players concerned in development and promotion of tourism, and provide incentives to investors. and entrepreneurs. The policy further states that important tasks include rise in tourist in flow, tourism round the year as against seasonal and a plan to take tourists to the villages of Sikkim in order to enable villagers to gainfully involve in the service industry. Also, a part of the policy is establishment of model villages. To get involvement of all concerned, public and private, in the development of tourism, a single window system clearance has been envisaged.

2.4 Tourist Arrivals and Tourism Expenditure

2.4.1 Tourist Arrivals

The tourist arrivals in the selected states were studied and analysed. Analysis shows that tourist arrivals (domestic and foreign) increased in almost all the study states (2003).

Table 2.1 : Number of Tourist Arrivals

(In Lacs)

| Year | North | | West | | | South | | | | East | | |
|--------|-------------|-----------|---------|-------------|-------|-----------|----------------|------------|--------|-------------|--------|--------|
| | Uttaranchal | Rajasthan | Gujarat | Maharashtra | Goa | Karnataka | Andhra Pradesh | Tamil Nadu | Kerala | West Bengal | Orissa | Sikkim |
| 1999 | - | 72.38 | 115.86 | 85.77 | 12.44 | 161.32 | 424.03 | 218.60 | 50.90 | 49.00 | 27.16 | 1.47 |
| 2000 | 111.36 | 79.97 | 114.36 | 93.72 | 12.69 | 182.08 | 480.77 | 237.70 | 52.23 | 49.34 | 29.11 | 1.54 |
| 2001 | 106.03 | 83.66 | 89.38 | 93.95 | 13.07 | 142.58 | 526.01 | 245.80 | 54.48 | 52.27 | 31.31 | 2.34 |
| 2002 | 117.08 | 87.29 | 61.37 | 105.71 | 15.97 | 87.38 | 606.98 | 254.60 | 58.00 | 93.73 | 33.12 | 1.68 |
| 2003 | 129.93 | 131.74 | 79.31 | 122.59 | 21.15 | 114.25 | 749.79 | 279.60 | 61.65 | 120.06 | 37.26 | 1.92 |
| Growth | 3.93 | 12.72 | -7.30 | 7.40 | 11.18 | -6.66 | 12.07 | 5.04 | 3.90 | 19.63 | 6.52 | 5.39 |

Andhra Pradesh attracted maximum number of tourists and registered a growth of 12 per cent during 1990-2003, followed by Goa with a growth rate of 11.2 per cent. Tourist arrivals in Gujarat registered a sharp fall from 2000 onward, registered a negative growth of -7.30 per cent. Table gives a summary of tourist arrivals and growth rates for the selected states.

2.4.2 Expenditure on Tourism

Data on expenditure incurred by the State Tourism department on various development activities of the tourist sector was collected and analysed. Analysis reveals that the Uttaranchal is giving more thrust to the development of tourist with an expenditure of Rs. 3120 lacs during 2003 followed by Goa with about Rs. 2553 lacs.

Table 2.2 : Expenditure on Tourism

(In Lacs)

| Year | North | | West | | | South | | | | East |
|--------|-------------|-----------|---------|-------------|---------|-----------|----------------|------------|--------|--------|
| | Uttaranchal | Rajasthan | Gujarat | Maharashtra | Goa | Karnataka | Andhra Pradesh | Tamil Nadu | Kerala | Sikkim |
| 1999 | - | 193.98 | 2263.00 | 452.56 | 470.84 | 832.12 | 450.00 | 735.80 | 454.14 | 245.93 |
| 2000 | - | 293.69 | 1550.00 | 1643.64 | 554.40 | 1267.63 | - | 518.69 | 480.51 | 480.86 |
| 2001 | 1191.30 | 855.01 | 813.00 | 1027.48 | 1172.31 | 1190.43 | 417.80 | 1475.48 | 402.89 | 493.41 |
| 2002 | 1797.50 | 900.21 | 552.00 | 842.75 | 1956.18 | 1615.25 | 491.90 | 1219.36 | 755.87 | 774.79 |
| 2003 | 3120.00 | 1010.00 | - | 650.00 | 2553.94 | 1675.30 | 664.50 | - | 738.76 | 774.10 |
| Growth | 37.84 | 39.09 | -29.72 | 7.50 | 40.23 | 15.02 | 10.23 | 13.46 | 10.22 | 25.77 |

3. BEST PRACTICES ADOPTED IN TOURISM DEVELOPMENT

3.1 Introduction

A tourism best practice is an innovative policy, strategy, programme, process or practice that is shown to produce superior results. It is expected that documented best practices will be useful in formulation of tourism strategies to improve the tourism performance through increased competitiveness. The best practices can act as guideline practices in designing successful tourism facilities and managing natural and man made assets on which tourism depends and attracts tourists.

The neighbouring countries as well as all the States in India are now competing with one another for increasing their share of tourist arrivals; this sector is becoming extremely vital and competitive. Learning from each other's Best Practices promotes productive partnerships between governments, city authorities and the full range of stakeholders and representative bodies involved in tourism development. Products maintenance, new product development, human resource development, educational and capacity-building initiatives will benefit from the use of Best Practices. The sharing of Best Practices allows State Governments to consider how to adapt the experiences of other states in planning, marketing, maintenance and implementation of the tourism development plan for their states.

Tourism projects acts as economic factors from as early as the planning and construction stage, and even more so once they are operational, exerting a considerable influence on the development of the surrounding area. Tourism projects overlap and even conflict with the other sectors and departments in its operation and management. However, an integrated and coherent approach is required to implement the tourism project.

Integration, analysis and comparison of information in terms of performance of states in promotion of tourism and management of resources help in examining the adoption of best management systems, technology and practices. These parameters are;

- Product Development
- New innovative products
- Operation and Management Practices
- Best adopted methods for conservation and sustainability of resources- water, power, eco-tourism wildlife, National Park etc.
- Ensuring Security or Establishing Tourist Police, Organizing Fair and package tour
- Marketing and Promotional aspects
- Participation in tourism fairs, inter-state coordination
- Information Dissemination System- e-tourism system, comprehensive websites, availability of hotlines and online booking system
- Training and HRD
- Familiar Festival
- Community Participation- People's involvement in planning and design of project

Analysis of research data and interaction with the officials of selected states reveals a number of best practices / lessons that promote and develop the tourism. The studies identified in this section identify a range of tourism development approaches and lessons, which tend to be the most effective. Each brings its own unique response to a unique problem. However, a number of general lessons can intervene the enhancement of tourism development in states of India.

3.2 Conservation and Sustainability of Resources

There is a close and dynamic relationship between infrastructure development and tourism, as inadequate infrastructure is one of the most serious constraints on future tourism development. In most of the cities, pressure on its infrastructure is high due to larger population size. Most of the urban centers are facing acute shortage of water, power and lacking basic sanitary facilities.

The conventional solution is to extend the services through providing alternative source and conservation of resources. Any tourism center must, first of all safeguard the sustainability with its resources and conservation of the surrounding natural and cultural landscape.

The conservation of water or power savings, water recycling, reducing or avoiding wastages are some of the major components that have been practiced and enhanced by the government. Some of the specific examples of best practices have been set forth.

3.2.1 Water Augmentation and Conservation Practices

To overcome water shortage, several program have been implemented to enhance water augmentation in most of the states. Several tanks, ponds and lakes are lying dry, where rainwater can be restored in it to augment water supply to the local resident. Water Tank of temples and Molimond Lakes in Tamil Nadu are the best examples of rainwater harvesting practices. The Raska Emergency Water Supply Project for Ahmedabad is to be considered a step forward in augmentation of water supply at draught condition.

Some of the examples for conservation of water being practiced are;

Project Name: Rainwater Harvesting Using Temple Tanks (Tamil Nadu)

Location: Ramanathpuram Temple, Tamil Nadu

Broad Features:

The *tanks of temple* premises in *Tamil Nadu* are being used for rainwater harvesting which helps in supplying water to resident of temple and near by area. In Ramanathpuram, rainwater harvesting is practiced to counter the seawater intrusion. These practices also reduce the salinity in underground water.

Lessons Learned:

- Old temples have tanks in their premises. Some of these temple tanks may are used for rainwater harvesting.
- Rainwater Harvesting Structure is required to be created inside the temple tank to improve the water scarcity.
- The local authority with public participation can renovate Temple tanks to augment rainwater to supply in dry season.

Project Name: Rainwater Harvesting in using Reservoir

Location: Molimond Reservoir and Ooty Lake, Tamil Nadu

Broad Features:

To reduce the water scarcity in drought condition in Ooty Town, the Molimond reservoir has been renovated with modern technologies, by pumping oxygen inside

the lake. The de-silting of tank work was undertaken and now there is considerable amount of water stored in it. Similarly, The Ooty Lake has been renovated with this method. The entire Ooty town has been covered with supply of water from rainwater harvesting. The rainwater in Mblimond reservoir and Ooty Lake now supplies potable water in the town under drought condition.

Lesson Learned:

- Water bodies such as ponds, lakes and reservoirs can be utilized through renovation and making it in shape to store rain-water in it. Water requirement in drought condition can be met through these tanks by renovating with modern technologies.
- The modern technologies such as pumping oxygen inside the water bodies and de-silting of water can help in storing a volume of rainwater and supply potable water in the town under drought condition.

Project Name: Raska Project for Emergency Water Supply to Ahmedabad City

Location: Ahmedabad City, Gujarat

Broad Features:

Raska Project for Emergency Water Supply to Ahmedabad City is the major milestone in augmentation of water supply, which was launched as an emergency project to avoid the impending water crisis in October 1999. The Ahmedabad Municipal Corporation (AMC) took up the emergency water supply project of Rs.110 crores involving 43 kms of pipeline from Raska weir, including 10 km through the congested parts of the city. The task was achieved within 180 days with a great teamwork and adhering to quality.

Lesson Learned:

- An emergency water supply project should be launched to avoid the impending water crisis.
- To overcome water shortage during the dry season a program is required to be implemented to enhance water augmentation.

However, the Government of *Kerala and Karnatak* has taken initiatives through legislation for rainwater harvesting. Under Kerala Municipality Building (Amendment) Rules, 2004 and Kerala Municipality Building Rules 1991, workable rooftop rainwater harvesting arrangements to be provided in all new building constructions for rooftop rainwater harvesting arrangements. Government of Karnataka have directed the Karnataka State Pollution Control Board for adoption of rainwater harvesting must be made mandatory in the consent condition for the existing industries (in Zone-1).

3.2.2 Waste Management

The Management of Solid Waste can be improved through adoption of innovative measures in minimizing garbage by segregation at source, disposal of garbage at local level, involvement of local people, NGOs, Self Help Groups (SHGs) and setting up of processing facilities through private enterprises. On the basis of above factors the following projects has been identified among one of the best practices.

Project Name: EXNORA Model for City Cleaning and Creation of Civic and Environmental Awareness, Tamil Nadu

Location: Kamaraj Avenue, Chennai

Broad Feature:

The Chennai Municipal Corporation is working in collaboration with EXNORA International Ltd. in cleaning a residential area. This model was applied to make the streets of the city clean, and to create civic and environmental awareness among the citizens. In this model hydro-containers are located at the end of every street so that Corporation workers could later mount them directly on trucks and then send to dumping sites.

Rag pickers were involved who come with the cart and collect the garbage every morning, and thereafter sweep the street. In return, every household at Kamaraj Avenue contributed a nominal amount per month towards the salary of the rag-pickers called street beautifiers.

In this project, the street beautifiers and the unemployed youth formed micro-enterprises with support from the community. They commercially produced and marketed bio-manure out of compostable waste and sold inorganic recyclable waste to recyclers. The succeeding chapter discusses the Exnora Model in detail (Refer Case Studies- 4.1)

Lessons Learned:

- Decentralation in waste management process where collection centers can be extended to the easy access of households.
- Creation of micro-enterprises, which generate employment and income for the vulnerable segment of the society. Income may be generated through selling of bio-manure generated out of composts.
- Partnership building among various stakeholders to create sizable employment.

Project Name: Zero-waste Kovalam Project (Kerala)

Location: Kovalam Beach, Thiruvananthapuram, Kerala

Broad Features:

The project was envisaged as an attempt at implementing the Zero Waste concepts at a beach destination, which houses a fishing village. It was founded on three basic principles;

- Efficiency,
- Economy and
- Ethics

This project followed the stopping of the incinerator proposal by local groups and environmentalists. In three years time it has grown into a model for efficient resource use and management in the country.

It has achieved 100% diversion of biodegradable discards from way side dumping and burning in all its implemented areas and recovered 80% of biodegradable discards and 90% of non-degradable discards. The biodegradable discards are recovered through anaerobic digestion as biogas and manure and the fuel used for cooking, and for electricity generation. Non-degradable discards are diverted for recycling. The project has created 104 new jobs in the 3 sq. km region

The materials substitution programme has trained women and youth in the locality to produce effective and locally available environmentally friendly materials to replace many of the disposable plastics materials used, especially in hotels,

restaurants and shops. Paper bags, Coconut shell utensils, Plates made of palm sheath, cloth bags are some of these materials that have seen viability in substitution and generating local business and employment. While Zero Waste Kovalam project could achieve marked changes in material terms, the Zero Waste Centre, which was established as a training and resource centre has been able to help build relationships through community work and partnership among various stakeholders. The Centre supports a variety of programmes including organic farming, children for a toxic free world programme and even a once-in-a-month organic bazaar. The succeeding chapter discusses the Zero-waste Model in detail (Refer Case Studies- 4.1b)

Lessons Learned:

- A substitute of biodegradable waste in the form of paper bags, coconut shell utensils, plates made of palm sheath, cloth bags etc. are some of the materials that have viability in and generating local business and employment.
- Involving local people in waste management helps to build relationships through community work and partnership among various stakeholders.
- Establishing a Waste Management Centre at the location help in training and supporting variety of programmes including awareness programme.

Project Name: Creation of Litter and Spit Free Zone

Location: MG Road, Gangtok

Broad Features:

In order to keep the MG Marg in Central Gangtok clean, the State Government has declared the entire MG Marg as Litter and Spit Free Zone from August 26, 2004, vide notification dated August 25, 2004 issued by the Urban Development and Housing Department, Government of Sikkim. A massive awareness drive by involving N.G.Os like Lion's club, Gangtok, is carrying out Green Circle in the state.

Lessons Learned:

- Cleanliness drive is required to make litter and Spit Free Zone or Green Circle through massive awareness campaign involving NGOs.

Project Name: Eco-certification Scheme of Hotels, restaurants and other tourism related establishments

Location: Kerala

Broad Features:

The Kerala Tourism Development Corporation (KTDC) has introduced an eco-certification scheme for hotels, restaurants and other tourism related establishment. The scheme involves grading of hotels and resorts based on their compliances. The Eco-Kerala programme is part of the various efforts of the department to encourage eco-friendly tourism in the state and preservation of environment.

As part of this programme, the institutions would be awarded three types of memberships; Diamond member, Club member and Ordinary member. Using paper bags, planting medicinal plants in the premises, displaying messages of water conservation, providing the travellers fruits and vegetables produced from bio-farming, taking measures to conserve energy, environment observation and rainwater harvesting are some of the criteria for the selection. The annual report of

the establishments should include the evaluation of these programmes and an officer would be appointed for supervising the programme. Buildings in the traditional architectural style and the use of local building materials would be an added advantage.

Criteria for Membership Under Eco-Certification Scheme

Under Eco-Kerala Programme, hotels/resorts that fulfill the essential, necessary and desirable conditions will be enrolled as a Diamond Member and Club Member. The given essential, necessary and desirable condition facilitates to enroll in a membership list with the Department of Tourism, Kerala. Those hotels and restaurants are fulfilling the necessary condition will be enrolled as club member. The Diamond Members are those which fulfill all the condition viz. Essential, Necessary and Desirable.

Parameters for different conditions fulfilling the requirement of a member are listed below;

Essential Conditions

- Type of carry bags used,
- Local plants/herbal/medicinal garden in hotel premises
- Purchase of local farm products (quality/quantity)
- Employing energy saving methods and equipment

Necessary Conditions

- Celebration of important environment days
- Designated official for environmental management
- Environmental audits
- Adoption of wastewater treatment
- Adoption of solid waste management system
- Employing energy saving methods
- Use of energy saving equipment
- Efforts for water conservation

Desirable Conditions

- Use of traditional designs and local building materials
- Use of organic fertilizers
- Use of renewable resources of energy
- Steps to sensitize guests on energy saving
- Use of non-polluting internal transport system
- Environmental focus in marketing
- Type of tourism products encouraged
- Encouraging group travel
- Initiatives for protection of unique ecosystems

- Environmental education initiatives
- Training given to local community on environmental conservation
- Support to local self-help groups

After the evaluation by an expert committee, which has the Tourism Secretary as Chairman and the Eco-tourism Director as Convener, the establishment would be awarded the status for a period of two years as Diamond and Club Member.

Lessons Learned:

- An eco-certification through grading of hotels, restaurants and other establishments may be encouraged for the eco-friendly tourism for preservation of environment. Under this programme, these establishments are grouped in different categories of membership in according to fulfillment of prescribed conditions.

Project Name: Application of Beach Tech-2000 for cleaning of Beaches

Location: Marina Beach, Chennai

Broad Features:

Many negative impacts of tourism development are evident in coastal areas arising from the sheer concentration of tourists, discharges of untreated wastewater, terrestrial pollution caused by solid waste. These activities had almost destroyed the charm of Marina Beach before the use of the Beach Tech -2000. The *Beach Tech – 2000*, first of its kind in India has been in operation for cleaning of Marina Beach in Chennai, which has helped in keeping Marina Beach as clean and beautiful. Beach Tech is extensively used in Chile and Australia for cleaning its beaches.



View of Beach Tech-2000 Machine

Maneuverable and compact, smaller Beach Tech model 2000 is especially suitable for the maintenance of medium-size sections of beach and inaccessible areas, such as between sunshades or deck chairs. Although smaller than the Beach Tech 3000, this beach-cleaning vehicle also uses the proven, patented combination of raking, screening and mixed techniques. This ensures efficient, economic beach maintenance and satisfies guests' requirements in a first-class fashion.

The large cleaning area of the Beach Tech 2000 is immediately convincing. With an operating width of 1,800 mm it can cover up to 20,000 sq. meters an hour on a dry beach and 8,500 sq. meters an hour on a damp surface. As the cleaning techniques can be changed over or combined without interrupting the operation, the extent of the cleaned area is increased still further.

The capacity of the dumper body is a useful 1.5 cubic meters. With a discharge height of 2.55 meters, refuse can be emptied directly into a truck or trailer with a drop side body.

Alternative operations are also possible with the Beach-Tech 2000, if, the conventional pick-up roller is replaced by a brush for cleaning gravel and even grass areas. The beach-cleaning vehicle can thus also help to maintain parks, sports arenas and a lot more besides. The robust overall design has been conceived for

the demands made on the vehicle by the effects of salt water and high air moisture content. The thoroughly proven structural elements remain intact even when left standing for a long time. They are galvanized to inhibit corrosion and protected against weather effects.

Lessons Learned:

- Perfection in beach maintenance is required and which should fulfill all the technical, ecological and economic demands required of a reliable beach-cleaning technology.
- The latest technology such as Beach Tech – 2000 and 3000 has widely been used in Chennai and abroad in keeping Beach as clean and beautiful. This technology extends operation which covering large beach areas with high efficiency results from the combination of screen (sieve) and raking techniques in a non-stop operation.
- Less manpower is involved in the operation.

Project Name: Effective Micro - organisms (EM) for Reduction of Wastes

Location: Goa

Broad Features:

A major problem facing municipalities is the treatment, disposal and/or recycling of sewage sludge. Generally sludge from municipal waste consists mainly of biodegradable organic materials with a significant amount of inorganic matter.

Applying Effective Micro-organisms (EM) and the processing of garbage through earthworms methods in Goa is a good practice. Ultimate objective of reducing urban waste, Goa has initiated a program to treat waste from toilets, kitchens and sewage pipes by the EM. Some small hotels in Goa have started converting to EM for cleaning toilets, kitchens and sewage pipes.

The organisms are made-up to eliminate the volumes of sludge produced, with the benefits of reduced sludge handling, and consequently lower costs and decreased impacts upon the environment.

Lessons Learned:

- The use of effective microorganisms (EM) for reducing volumes of sewage sludge is feasible in either wastewater treatment plants or on-site at households and other establishments.
- Waste reduction method as EM, which can also be used, for reduction of agriculture waste by Nature Farming.
- The final residue product from the EM can be used as fertilizer for kitchen gardens etc.

Project Name: Cleaning the City Programme - Surat City

Location: Surat Municipal Corporation (SMC), Gujarat

Broad Features:

After the epidemic of Plague in 1994, the Surat Municipal Corporation (SMC) undertook a stringent programme of cleaning the city. Before the cleaning drive in

1995, Surat city amazingly used to account for 50% of the morbidity in malaria in Gujarat while Gujarat minus the city used to account for the rest 50%. The level of sanitation was about 35% while solid waste removal was 40% with micro planning and an additional 10% investment of money, the results today are 95% area is covered by daily sanitation and 97% of the solid waste is lifted every day.

Considering, sanitation and public health as purely a function of and directly correlated to the public health engineering works. Simply putting high standards on public health engineering (PHE) works such as sewerage, drinking water, roads, footpaths toilets etc. A realization was sanitation and public health as a holistic concept, which can be aggregated as per notion and imagine. This implied the SMC that if posh area is clean, the city can be called clean. If there are areas such as slums, which are filthy, any epidemic breaking out from there can affect the whole city and for that matter the whole nation as has happened during plague. The succeeding chapter discusses the steps taken for cleaning Surat City in detail (Refer Case Studies- 4.1.3).

The following measures taken for the cleaning drive of the City:

- The Municipal Corporation adopted a strategy that included reforming the manpower and material; bringing about changes in administration and monitoring; and privatization. SMC deployed private contractors for solid waste collection and transportation. They undertook (a) garbage collection and its transportation to disposal sites; and (b) scrapping / cleaning of busy streets.
- The target of making Surat clean and healthy was fixed in a time frame.
- Second aspect of preventive health care was to watch for health indicators. This surveillance helps in predicting an outbreak of public health. Disease before it can assume epidemic proportions. It is in effect an *early warning system*.
- Supervisor was deputed to check the area for its collection and disposal of solid waste.

Lessons Learned:

- Deployment of private contractors for solid waste collection and transportation to disposal sites and special attention to cleaning of busy streets.
- Initiation of cleaning schemes in target frame
- Supervising the cleaning process of the area
- An early warning system and identification of public health indicators helps in predicting an outbreak of epidemic

3.2.3 Sewage and Sanitation system

Uncontrolled sewage has a potential to seriously damage the environment and make the area filthy, and threaten human health. Wastewater disposal should be managed, first of all, by implementing effective low cost sanitation techniques. Some of the good examples are discussed below;

Project Name: Low Cost Sanitation Scheme for Ahmedabad City

Location: The Ahmedabad Municipal Corporation (AMC), Gujarat

Broad Features:

With the support of the World Bank, a Low Cost Sanitation Scheme for AMC has been introduced for slum dwellings. Slum dwelling unit has been given subsidy of 80

per cent on cost of construction. Under this scheme, 27000 latrines have been constructed, which has improved the sanitary conditions in the slum area.

Individual Toilet: The Corporation has further decided to increase the pace of construction of the individual toilet by increasing the subsidy from 80 % to 90 % effective from 1st April , 1996 . The scheme is popular among the slum dwellers.



Pay and Use: The Municipal Corporation has identified areas and location where pay and use toilets are to be construction to upgrade the sanitation in the slum area. In the second phase of the project, the corporation has identified 61 locations for the construction of pay and use toilet facility. In the 2nd phase to construct the, the corporation proposes to construct 733 Toilet seat, 319 Urinal, 255 Bath at on estimated cost of Rs. 410.69 lacs. The numbers of beneficiaries are expected to be 35400 persons.

Lessons Learned:

- Sanitation Scheme is required to be introduced for slum dwellings, which are most vulnerable area.
- Subsidy on construction of individual toilet should be encouraged to improve the sanitary conditions in the slum area.

Project Name: Karnataka Urban Infrastructure Development Project (KUIDP) and Karnataka Urban Development and Coastal Environment Management Project, Karnataka, 1999

Location: Karnataka Urban Development & Coastal Environment Management Project (Loan Amount – US \$145 million)- Towns Covered: Karwar, Dandeli, Udupi, Bhatka, Sirsi, Ankola

Broad Features:

An integrated infrastructure project for a town is a good example to provide wholesome basis services to towns. An ADB sponsored project like The Karnataka Urban Infrastructure Development Project (KUIDP) and Karnataka Urban Development and Coastal Environment Management Project, provides an integrated infrastructure and Institutional Strengthening Programme designed to provide and upgrade essential urban infrastructure services in towns.

Improvement of administrative capability: Building of capacity of local government administrations and community participation. Emphasis on the formation of sustainable community based organizations to participate in the design and implementation of poverty reduction subprojects

Water supply rehabilitation and expansion: areas most severely affected by the lack of suitable and safe water would be prioritized. Based on this data, the project would look not only at how existing assets could be maximized but also develop plans to augment the production and supply system. It planned to introduce a comprehensive metering of the distribution system and design a new water tariff structure for residential and industrial users that would promote cost recovery.

Improve urban environment quality: this component consisted of waste water management, improvement of storm water drainage, improvement of solid waste

management, traffic management and rehabilitation of public markets as well as construction of new markets in the project towns

Improve transportation: It would examine issues of rehabilitation, strengthening, widening and upgrading of critical roads in the project towns, the improvement of existing bridges in urban areas, and also would consider limited new road construction.

Coastal environment management: Coastal Resource Management and Conservation Plan (CRMCP) is to be established. The CRMCP would support the preparation of a comprehensive developmental plan for the coastal districts of South Kanara, Udupi and North Kanara. The CRMCP would determine how urban and rural development, including planning of major infrastructure, should take place so that there would be minimum adverse impact on the environment. The CRMCP would also integrate the district plans of District Planning Committees and the Town Development Plans prepared by the ten coastal towns' local city bodies. The CRMCP would launch the Coastal Regulation Zone (CRZ) in addition to an industrial pollution control and environmental monitoring program.

Implementation: this component would include incremental administration, equipment and vehicles for implementation, design and construction supervision services and project management services.

Lessons Learned:

- A comprehensive urban development project is required to provide for specific measures to promote women participation and combat poverty.
- An investment in urban infrastructure and services required to meet basic human needs and facilitate policy reforms to strengthen urban management
- Capacity building for local government staff and community participation through a community awareness and participation program and a slum improvement program to reduce poverty;
- Urban environmental improvements through wastewater management, storm water drainage, and solid waste management; coastal environmental management
- Other Social and Physical infrastructure development.

Project Name: The Total Sanitation Campaign (TSC)

Location: Ramanathapuram District, Tamil Nadu

Broad Features:

The Total Sanitation Campaign (TSC) project in Ramanathapuram District is a major break through in encouraging people for hygiene and better sanitary condition. Under the campaign, an extensive and creative use of Information, Education and Communication (IEC) components, incorporation of Participatory Learning and Action (PLA), made the entire project efforts acceptable to community involved in the project.

Lessons Learned:

- Encourage people for hygiene and better sanitary condition through total sanitation programme. Under the campaign, an extensive and creative use of Information, Education and Communication (IEC) components, incorporation of

Participatory Learning and Action (PLA), made the entire project efforts acceptable to community involved in the project

3.2.4 Energy Saving Practices

Conservation of firewood and forest, mineral oils and ultimately environmental protection are some of the indirect positive impacts on generation of alternative source of energy. The alternative sources of energy such as energy from wastes, solar and other biotechnological products have proved to be very successful. This has been the result of standardization of design, an extensive system of quality control and financial incentive by the government provided to potential users for the installation of units.

Conventional systems for providing electricity such as biogas programs have become viable commercial enterprises though these continue to be partially subsidized, which is another reason for its selection as a best practice on renewable energy. Some of the practices are:

Project Name: “Green Power” through Community Bio-gas

Location: Kabbigere, Tumkur district, Karnataka

Broad Features:

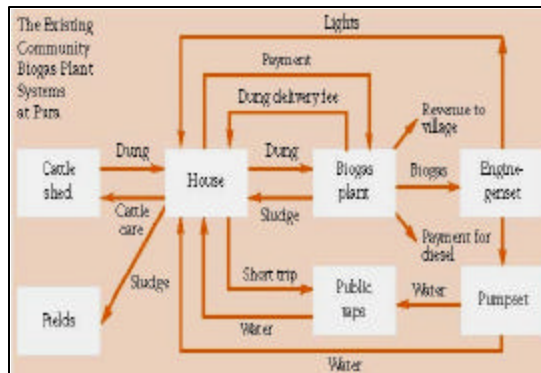
Biomass Energy for Rural India (BERI), a project jointly supported by the Government of Karnataka, Ministry of Non-Conventional Energy Sources (MNES) of the Government of India, the India Canada Environment Facility (ICEF), the Global Environment Facility (GEF) and the United Nations Development Programme (UNDP), aims to create a sustainable, decentralised and community-based power generation and distribution system to provide comprehensive and qualitative energy services for the rural population. The overriding objective is to reduce Green House Gas (GHG) emissions into the atmosphere and raise the quality of life of the rural population by better looking after their energy requirements.

The Concept of “Green Power” through Community biogas is an innovative strategy to provide energy in a distant rural village. The first functional community biogas plant has been installed in Kabbigere, a semi-arid village in Tumkur district. It is part of a composite, community-led strategy with an innovative experiment linking equity, energy and sustainable rural livelihood.

The biogas plant can be installed for power backup. Decentralized biogas electricity system was established and demonstrated at Pura Village (Kunigal Taluk, Tumkur District, Karnataka State) as an alternative for providing rural electricity. Since September 1987, the traditional system has been replaced with a community biogas-plant electricity-generation system.

Lessons Learned:

- Creating a sustainable, decentralised and community-based power generation and distribution system to provide comprehensive and qualitative energy services.



- It reduces reduces Green House Gas (GHG) emissions into the atmosphere and raise the quality of life of the rural population by better looking after their energy requirements.
- The Green Power through community bio-gas method is another option for energy generation at micro level which can be install by individual unit to generate power.

Project Name: Installation of Waste To Energy Plant

Location: *Pathanapuram, Kollam District, Kerala*

Broad Features:

In order to recover energy from solid waste, Pathanapuram, a Gram Panchayat in Kollam district (Kerala), has initiated an innovative step by establishing a waste to energy plant for meat and fish market. The plant received a subsidy from Ministry of non-conventional Energy (MNES), GOI and the rest from plan funds of the Panchayat. The plant erected in 2003, process 250 kg of meat and fish waste / day. The treatment plant comprises of a gas holder and a fermentation chamber in which bio degradable organic matter and other cellulose waste materials can be treated anaerobically which produces methane gas and organic manure. Methane gas is a renewable source of energy which is used for cooking, lighting, running diesel engine and for generation of electricity. The meat and fishwaste collected from market stalls is brought to the plant where it is shredded first in a mechanical shredder operated by 1 HP motor. The enzymes are added to the shredded waste to accelerate the decomposition process. The gas generated containing methane and carbon dioxide mainly is routed through a filter to get rid of the carbon dioxide gas. Part of the methane gas is converted to electricity (equivalent to 2 kW) using a dual fuel engine using 20% diesel and 80% Methane. The generator is operated during night only at present. Hence the remaining methane is flared off. The generated electricity is used for lighting 20 CFL provided in the market.

Lessons Learned:

- The alternative sources of energy such as energy from wastes, solar and other biotechnological products have proved to be very successful.
- Standardization of design, an extensive system of quality control and financial incentive by the government should be provided to potential users for the installation of energy saving units.
- An innovative method like energy generation from municipal waste (biodegradable waste), which converted into electricity, can be used for lighting and other uses.

Project Name: Disseminating Solar Energy System

Location: Gangtok, Sikkim

Broad Features:

With funding by the European Commission, works in developing and disseminating solar energy systems for villages in the Himalayan region. The project has solar electrified many villages in Sikkim, demonstrating how local knowledge and practical skills can make these villages completely self-sufficient technically and financially. This project is supported by the UNDP. This is an example of community participation for sustainable livelihood and rural development.

Lessons Learned:

- Demonstration of Energy use and conservation is required to make aware the self-sufficient technically and financially viable in energy saving.

Project Name: Establishment of Energy Cell at Municipal Body

Location: Vadodra Municipal Corporation (VMC) Gujarat

Broad Features:

Vadodra Municipal Corporation is one of the first civic bodies in the country to have constituted a separate eight-member energy conservation cell to save on electricity bills. The energy cells, apart from the Senior Engineers in civil body have representatives from Gujarat Energy Development Association (GEDA), Gujarat Electricity Board (GEB) and a member of an NGOs.

An energy cell in the Vadodra Municipal Corporation is being formed is a good example to facilitate a single window clearance for the implementation of energy saving techniques. The pilot project at the Raika Frenchwell to save electricity savings out of the project was to utilize to carry out retrofit in sewerage and sanitation of the area.

This project has been undertaken taking into consideration, the fact that energy audits have shown that with good housekeeping and implementation of energy efficient technologies, there can be savings of almost 20-25% in water and wastewater installations and 40% saving in street lighting. This project demonstrate how energy consumption can be minimized with retrofitting at a well, the cost of which will be recovered within about a year and the same amount can be used to retrofit a sewerage pumping station, a 2km. stretch of street light and some other facilities. For this, training is provided to the staff of VMC. Also, under the project, an energy cell in the VMC has been formed to facilitate a single window clearance for the implementation of energy saving techniques. This entire process will be documented for awareness and a dvocacy purposes.

Lessons Learned:

- Establishing an Energy Cell in municipalities should be formed to facilitate a single window clearance for the implementation of energy saving techniques.
- The profit from the energy saving should be used to up gradation of other infrastructure of the area.

3.2.5 Conservation and Protection of Environment

Project Name: Special Tourism Zone in Kerala

Location: Kerala

Broad Features:

Kerala Government have prepared detailed guidelines to regulate the development in Special Tourism Zone in the state namely; Kovalam, Kumarakom, Munnar, Fort Kochi and Kannur through State Town and Country Planning Department. This will ensure conservation of the heritage and environment of the area in planned and regulated manner.

Lessons Learned:

- Zoning scheme for Tourism area needs to be followed to cover the different activities by demarcating- protected, restricted, moderate, intensive, semi-intensive tourism zone.

- In order to appropriately carry out a zoning plan shall consider interdisciplinary teams include experts in regional and physical planning and design (architects, landscape architects, planners, engineers etc.) and specialists in natural and cultural resources.
- A Comprehensive Master Plan for each identified zone shall be prepared. Development control for each of the zones should clearly define for - aspects of density related to buildings (when allowed in the corresponding zones) as well as to use.
- Eco-Tourism corridors to be taken care by local communities and tour operators, for their own benefit.

Coastal Tourism

Coastal areas are considered as the most valuable landmass, either with respect to their natural and environmental qualities or with regard to their potential for socio-economic development. Coastal tourism and recreation embraces the full range of tourism, leisure, and recreationally oriented activities that take place in the coastal zone and the offshore coastal waters. These activities include hotels, resorts, restaurants, food industry, vacation homes, second homes and the infrastructure supporting coastal development such as retail businesses, marinas, fishing tackle stores, dive shops, fishing piers, recreational boating harbours, beaches, recreational fishing facilities, swimming, recreational fishing, snorkeling and diving.

The existence of healthy coastal habitats (wetlands, beaches and dunes, sea grass beds, mangroves, coral reefs, estuaries) is important to coastal recreation and tourism. The Coastal Regulation Zone (CRZ) Rules represent one of the important management avenues in obtaining this protection. Within specified coastal zone, local Governments regulate activities, which could adversely impact these habitats. The CRZ notifications have declared the coastal stretches of seas, bays, estuaries, creeks, rivers and backwaters which are influenced by tidal action to 500 metres from the High Tide Line (HTL) and the land between Low Tide Line (LTL) and HTL as Coastal Regulation Zone. In addition, the notification has also set a minimum set back of 100 metres or the width of the inland water body, whichever is less.

Any projects which falling within the CRZ rules, an approval of the State/Union Territory Tourism Department shall be obtained. This is applicable for development in ecologically sensitive areas (such as marine parks, mangroves, coral reefs, breeding and spawning grounds of fish, wildlife habitats and such other areas as may notified by the Central/State Government /Union.

An integrated approach to coastal and marine management is needed to resolve the conflicting demands of society for products and services, taking into account both current and future interests.

Tourism and recreation-related development is one of the major factors shaping development patterns in the coastal areas of India. Tourism to some of the coastal states such as Goa, Kerala, Tamil Nadu, much of it coastal-motivated, provides significant economic benefits that relate directly to the economy of the state.

Some of the innovative projects are given below:

Project Name: Coastal Eco-village Development Programme, Gujarat

Location: Sasan Gir, Gujarat

Broad Features:

A World Bank funded project initiated by the Government of Gujarat to alleviate pressures on the protected areas by village eco-development i.e., developing alternative income. This ecosystem is very different from the areas that this project will cover. Sasan Gir is essentially a dry teak and deciduous forest with a different species composition. Migration is not a key element of the behavior of species inhabiting Gir and consequently most of the biodiversity lies primarily within the protected area. This creates different management issues.

This project has a fundamentally different focus from the Eco-development project since it proposes to conserve biodiversity in saline grassland and semi-desert ecosystems by developing a network community forests and sacred groves to support the existing protected areas. Thus building partnerships with local communities and building support for biodiversity conservation is a key element of this project. Sustainable use of biodiversity will be promoted by adding value in indigenous knowledge practices. Strategies need to be developed keeping in mind that migration is a key feature of the wildlife ecology in these areas, and protected areas are not representative of the species composition in these ecosystems. Partnerships with communities are vital to the success of this project. Currently most of the biodiversity occurs in communally managed areas, or areas managed by the State Revenue Department. Therefore, building community awareness, adding value to indigenous knowledge and developing corridors for wildlife movement are key components of this project

Lessons Learned:

- The village near or under forest area depends on forest for fuel and livelihood, which results in felling of trees. The project Coastal Eco-village Development Programme, emphasis on community based regeneration and management of fodder and fuel has been designed to promote an understanding and acceptance of the need to protect, conserve and regenerate alternative indigenous species of fodder and fuel by local communities.
- Activities of the eco-development project include analyses of regional planning and regulation, processes to broaden participation, and financial sustainability strategies and plans specific to the project's protected areas.

Project Name: Development of Backwater Tourism

Location: Vembanad and Ashtamudi Lake, Kerala

Broad Feature:

The largest backwater stretch is the Vembanad Lake, which opens out into the sea at the Kochi port and flows through three districts - Alappuzha, Kottayam and Kochi. The Ashtamudi Lake has eight 'arms' covering a major portion of Kollam district in the south, and is the second largest lake in the state.



Considering the tourism potential of the backwaters in the State, Government of Kerala has developed backwater tourism as a unique tourism product to attract international tourists. The State Government have come up with many proposals for Central Financial Assistance for procurement / purchase of Rice Boats, House Boats,

high value / innovative inflatable boats for water sports activities in backwaters. The State Government has also made efforts to give wide publicity to boat races and water sports facilities in order to attract tourists.

Kumarakom Lake Resort, situated on the banks of the Vembanad Lake is one the world famous Backwater destinations has been drawing increased attention from the global traveler. The Department of Tourism, Kerala, the government agency for tourism promotion, as well as several private players like Kumarakom Lake Resort, have got into the act to put Kumarakom on the international tourist map. Fishing, Boating and visits to the countryside make this destination unique experience. The Kumarakom Bird Sanctuary, a favourite haunt of migratory birds like the Siberian stork, as well as egrets, darters, herons and teals, is a 14 acre island close to Kumarakom.



The Lake Resort has been planned in a manner that environment should be conserved.

- A traditional ambience has been created at the resort to reproduce typical Kerala architecture in all the buildings.
- The cottages have been assembled from around forty, age-old houses dismantled from various corners of the state.
- Kerala's Ayurvedic lifestyle has a profound.
- All modern facilities including conference hall, swimming pool and boating on the Vembanad

Lessons Learned:

- Exploring the potential of India's rivers as a tourist destination
- Exploring natural resources through construction of locally available resources.
- Traditional architecture, which links the visitors with the local people and their culture.

Project Name: Conservation of Coastal and Marine Biosphere

Location: Gulf of Mannar Biosphere Reserve, Tamil Nadu

Broad Features:

Empowering local communities especially women to manage the coastal ecosystem and wildlife resources, The United Nations Development Programme (UNDP) has taken initiatives to conserve the globally significant *biodiversity of the Gulf of Mannar Biosphere Reserve* in Tamil Nadu as per the principles laid out in the Agenda 21 of the United Nation. Under this project, Government and village-level institutional capacities will be strengthened and local community stakeholders will explore sustainable livelihoods options. An independent Statutory Trust Fund has been set up by the Government of Tamil Nadu for the project to ensure effective inter-sectoral cooperation in the sustainable conservation and utilization of the Gulf of Mannar Marine Biosphere Reserve. This very special project of the Government of Tamil Nadu includes new approaches to demonstrate, in a large biosphere reserve, the integration of conservation, sustainable coastal zone management and livelihood development through an innovative institutional and financial mechanism.

Lessons Learned:

- An integration of conservation, sustainable coastal zone management and livelihood creation through an innovative institutional and financial mechanism shall be the basic objectives for conservation of marine biosphere.
- People living in a coastal area by and large depend on the marine biodiversity results the over exploitation of the marine resources. An effective inter sectoral cooperation is required in sustainable conservation and utilization of marine resources.
- Strengthening the capacity of local communities, particularly women, for managing the coastal ecosystem and wildlife resources.
- Setting up of an independent statutory Trust Funds at national/regional levels or at project level. Grant, or a revolving fund in which funds are deposited into the trust as seed money, these funds should be utilized for the purpose of conservation.

Project Name: Operation Kachhapa for Olive Ridley Sea Turtles in the Orissa Sea-coast

Location: Cuttack , Orissa

Broad Features:

Every year, thousands of Olive Ridley Turtles (*Lepidochelys olivacea*), the smallest and one of the most fascinating of the five turtle species found in India, swim to Orissa, Costa Rica and Mexico - for arribada or mass nesting. Nesting spots include Gahirmatha, in Kendrapara district, which is the world's largest rookery for Olive Ridley turtles.

The Cuttack-headquartered Operation Kachhapa, coordinated by the Wildlife Society of Orissa (WSO), an NGO` and the State Forest Department, has deployed field assistants to monitor the nesting of Olive Ridley sea turtles on the Orissa seacoast. Steps have been taken to protect the nests from predators like dogs and jackals, and also against theft of eggs by local fishermen for consumption. Also, several thousand turtles die every



year as a result of the illegal trawling activities of fishing trawlers and gill-netters. Many fishing trawlers and gill-netters have been seized by the Coast Guard for illegal fishing or entry into the Bhitarkanika Marine Sanctuary. Conservationists say such alarming casualty rates could seriously reduce the turtle population.

Operation Kachhapa, under whose aegis a patrol trawler has been provided to the State Forest Department for patrolling the sea in and around the mouth of the Devi River, is engaged in:

- Building awareness and education by putting up posters, stickers and holding meetings for local fishermen in the coastal villages
- Empowering the local fisherman community in nearly 120 villages by using traveling minstrels and handbills to enlighten them about marine fishing laws, and how their livelihoods are affected by illegal trawling
- Providing information to the media about sea turtle activity throughout the season
- Lobbying the government for protection of the turtles by coast guard patrols and Forest Department patrols
- Monitoring turtle mortality along the beach
- Monitoring turtle nesting sites outside the Sanctuary
- Providing protection to turtle nests against predators

Indian Oil Corporation Limited (IOCL) has also made substantial monetary contribution for turtle protection in Orissa.

Lessons Learned:

- Education, holding meetings with local fishermen in the coastal villages are the major tools to awareness building for conservation of marine resources.
- Providing information to the media about sea turtle activity throughout the season
- Lobbying the government for protection of the turtles by coast guard patrols, forest department patrols against predators
- Involving local people, NGOs, CBOs for habitat development programme not only improves the environment but also helps in enhancement of socio-economic base of the local people in a sustainable manner.

Project Name : Wetland Conservation Project Chilka Lake, Orissa

Location: Orissa

Broad Features:

Since 1981, Chilika lagoon has been designated as a Ramsar site (Wetland of International importance). *The Chilika Development Authority (CDA)* has received the *Ramsar Wetland Conservation Award and Evian Special Prize – 2002*, for its impressive work and outstanding achievements in restoring the Chilika Lake. This restoration has been carried out based on the principles of wise use and integrated management, and with a major emphasis on the participation of the local population and their shared decision-making, as well as capacity building.

Numerous islands are present in the lagoon, prominent among which are Kalijai, Honeymoon, Barakuda, Breakfast, Birds Island, etc. One of the submerged (potential) islands covering, an area of 15.53 Sq.km has been notified as Chilika (Nalaban) Wildlife Sanctuary on 17th December 1987.

The whole area of the Chilika Lake, excluding the area notified as Sanctuary has been declared as a 'Closed Area' for a period of five years with effect from 16th December 2002.

Chilika Lake is a striking example of how restoration of the ecological characteristics of a site can result not only in increased biodiversity (plant and animal species, notably birds), but also in a spectacular increase in fish catches (including the reappearance of some economic species) and other socio-economic benefits to the local population.



Lessons Learned:

- An integrated management and emphasis on the participation of the local population and their shared decision-making, as well as capacity building is required in conservation of the marine area.
- Awareness campaign through educating local people, putting posters, stickers and enlighten them on the marine fishing law and conservation. Training for local communities on project management and planning, habitat and wildlife management, anti-poaching, and monitoring and evaluation.
- A scientific study is required based on national and international guidelines in conservation.

Project Name: **Conservation of Sunderbans Biosphere Reserve**

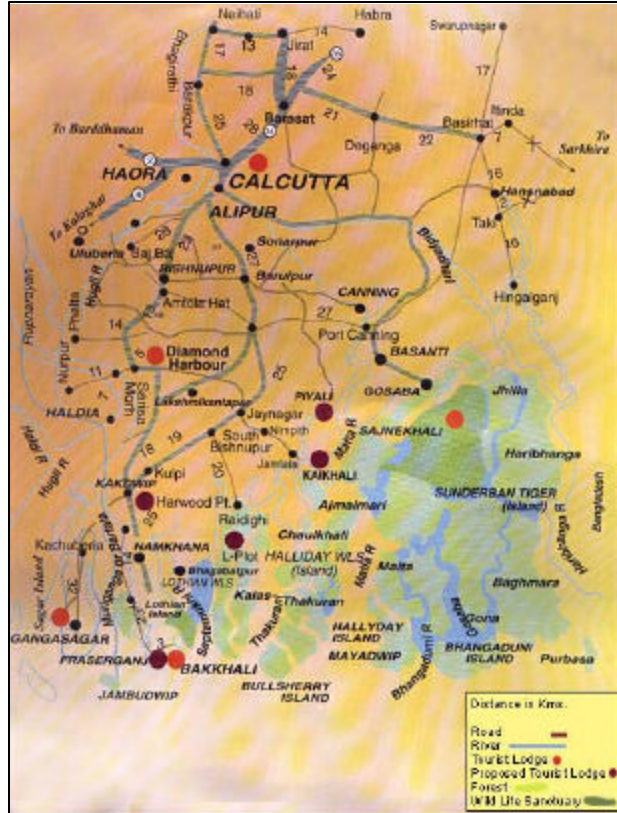
Location : West Bengal

Broad Features:

The governments of India and Bangladesh have had extensive sessions on joint-management to protect and monitor mangrove forests spanning both the sides of the Indo-Bangladesh border. Funded by the UNDP two-country approach for conservation of Sunderban in India and Bangladesh, the two governments will try to address the conservation problems, counter poaching and smuggling. Since 60% of the Sunderbans Biosphere Reserve is in Bangladesh, it is imperative that the two countries need to work together. Both the governments are keen to go for a joint venture for tiger conservation. The emphasis is on the two country approach so that a uniform system of management for conservation of this world heritage site is developed.

The mangrove ecosystem of the Sunderbans, also plays an indispensable role to sustain the coastal fishing of whole estuarine. Sunderban mangrove is the home of a number of endangered and globally threatened species. The Bengal tiger and fishing cat are getting effective protection here. The creeks of the Sunderban form the home of estuarine crocodiles, Salvador lizard (water monitor), river terrapin and horseshoes or king crab. This area serves as the nesting ground for endangered marine turtles like Olive Ridley, green turtle, Hawks-bill turtle. The aquatic endangered mammals like Gangetic Dolphins thrive within mangrove creeks.

The Sunderban tiger reserve within this mangrove zone has received effective protection under project tiger since its inception.



Some steps taken by the state government for protection of the Reserve include:

- Intensive patrolling by staff using motor-boats and launches.
- Watchtowers at strategic points to watch over the area.
- Intensive management takes care of the maintenance and improvement of the habitat through eco - conservation, eco-development, education, training and awareness building and research.
- Co-operation of fringe people in conservation of their tiger habitat as could gradually be felt, has been possible through motivation and awareness building of the people as well as increased public liaison and their involvement in the planning process for implementation of various eco development activities.
- Soil conservation measures applying vegetational methods are taken up to stabilize the vulnerable sites. To facilitate availability of sweet water to the animals, ponds have been dug at several places within the forests.
- The reserve has successfully launched a special program to conserve the highly endangered Olive ridley turtles.
- The other main activity involves the successful migration of man-eating by tigers, which existed here since time immemorial. This has become possible due to strict control over the movement of people inside the tiger reserve area. Use of human masks, electric human-dummies etc. is believed to have also contributed to this reduction.

- There is a research unit in Sundrerban Tiger Reserve conducting various studies and research relating to vegetation dynamics of different estuarine lobes, biological and behavioral studies of tiger and its faunal associates, etc.

The excellent recovery of the ecosystem within the Tiger Reserve area is eloquent in the form of restoration of all vegetation types and in an over all increase in the number of its varied fauna including the tiger.

Lessons Learned:

- Regular patrolling the area and monitor and stop poaching and illegal activities within and outside the marine reserves .
- Involve Government and Private sector companies to make substantial money to conservation of marine endangered species.
- Incentives for local people to stop poaching and other illegal work to conserve the natural habitat.
- A Habitat Research Unit within the project area helps in monitoring the day-to-day activities within the area.

3.3 Local Impacts on Society

3.3.1 Employment Generation through Tourism Sector

The Tourism and Hospitality Industry in particular has a vital role to play in the Indian economy with a contribution of 5.3% of India's GDP. Tourism is a sector with a tremendous multiplier effect in employment generation and has been a platform from which poverty can be combated and economic growth attained.

The actual employment generation, both direct, indirect and induced, of Tourism in India is about 42 Million i.e. about 10% of India's work force. Tourism provided direct employment to 8.5 million people, accounting for 2.4% of the labour force, in 1995-96. The figure went up to 9.1 million in 1996-97. Indirect employment was of the order of 21.4 million. Compared to agriculture, which generates 44.7 jobs per million rupees of investment, tourism notches up 47.5 jobs for the same investment.

Thus, unemployment is a major problem in India. More than 200 million youths are under the grip of this problem. Government of India has made several programmes for its eradication but has not got desired success so far because of lack of initiative and implementation of these employment schemes but now the State Governments are appeared determined for generating employment opportunities in their States. The Tourism Departments of States are creating new opportunities for people. Details of employment generation schemes of some of the States are mentioned below:

Uttaranchal

In October 2003, the Government of India awarded the prestigious National Tourism Award in the category of "Best Practices by a State Government" to "**Vir Chandra Singh Garhwali Paryatan Swarojgar Yojna**" – a self employment scheme launched by the Government of Uttaranchal. It was emphasized that this was a unique scheme, which not only generated employment opportunities but led to the creation of tourism infrastructure as well. The subsidy component for the scheme was only 20 per cent, the rest being provided by the banks and the entrepreneurs. The scheme has proved to be extremely successful.

Tamil Nadu

In order to provide employment opportunities and to increase income level in the rural areas, the Government of Tamil Nadu has introduced a concept of Rural Tourism under the scheme of Product/Infrastructure and Destination Development. The State Government has taken initiatives to bring Schemes/programs for creating employment through development of village tourism, engaging tour guides and construction of boathouse in lakes of major tourist destination.

During the year 1997-1998, the State Government has developed village tourism at Suthamalli for creating employment for rural folk. During the year 2003-04, Tamil Nadu Tourism Development Corporation has engaged qualified guides at Rs. 2500/-.

Andhra Pradesh

In Andhra Pradesh the young people of villages, which were around tourist attractions, were trained as guides. Tenth Pass youths were trained for employment under 'Guide cum Watch and Ward' for 66 monuments / tourism sites. They were paid a stipend of Rs. 600 per month. The youth are empowered to collect Rs. 10/- as guide charges from the visitors.

Gujarat

Gujarat Tourism Department is taking initiatives to generate employment opportunities. Employment generation through activities like camel safari, trekking,

horse riding, paragliding etc. is given priority under tourism policy. Private players are given encouragement to develop such facilities. The following projects have been initiated to generate employment through involvement of local people.

- Special project on dissemination and transfer of appropriate technology in Banni of Kutch, Bhavnagar and Valsad districts of Gujarat.
- **‘Gujarat Gram Haat’** a comprehensive marketing intervention and support for the rural poor in all Districts of Gujarat.
- **‘Swarnjayanti Gram Sadak Yojana’** (SGSY) for drought proofing in Kutch District of Gujarat.

Maharashtra

Maharashtra Tourism Development Corporation (MTDC) has arranged various programs for capacity building of service providers, like the department organized training for grass root level workers for 2-3 hours duration in which MTDC paid stipend of around Rs.50/- and Rs.100/- per participant. It also arranged guide-training course for 4 months. Guide Training programme at Ratnagiri was also arranged and no fees was charged for that course. These training programmes helped young people to act as competent guides and thus generate employment opportunities.

Goa

Goa Tourism Department is also very considerate about generating employment opportunities for people. Government has decided to provide guidance cum placement facilities for those sections that are otherwise not eligible for employment in government or other organizations. Training facilities in various semi skilled activities like tourist guides etc. are also provided through government establishments. Process of providing infrastructure facilities and creation of conducive environment for generating and promoting private interests in tourism development has been continuously going on with an intention to create more and more employment opportunities for the people. A policy of launching entrepreneurship development and self-employment schemes to involve the educated unemployed youth in providing various tourist facilities and services thereby creating employment opportunities will be followed throughout the 10th Five Year Plan 2002-07.

Lessons Learned:

- As Tourism is a sector with a tremendous multiplier effect in employment generation and has been a platform from which poverty can be combated and economic growth attained.
- Like other government scheme such as Jawahar Rojgar Scheme, a separate scheme on Tourism and employment can be introduced to create tourism infrastructure. A subsidy component for the scheme can be given by the government and also by the banks and the entrepreneurs.
- In order to provide employment in rural areas, put emphasis on Rural Tourism under various scheme for Product/Infrastructure and Destination Development so as to provide maximum employment through the sector.

3.3.2 Enhancing Local Economy through developing Heritage Hotels

The hotel sector forms one of the most important segments of the tourism industry with high potential for employment generation and foreign exchange earnings. A new classification standard of heritage hotels has been introduced to cover functioning hotels in palaces, *havelis*, castles, forts and residences. As the traditional structure reflects the ambience and lifestyle of the bygone era and are immensely popular with

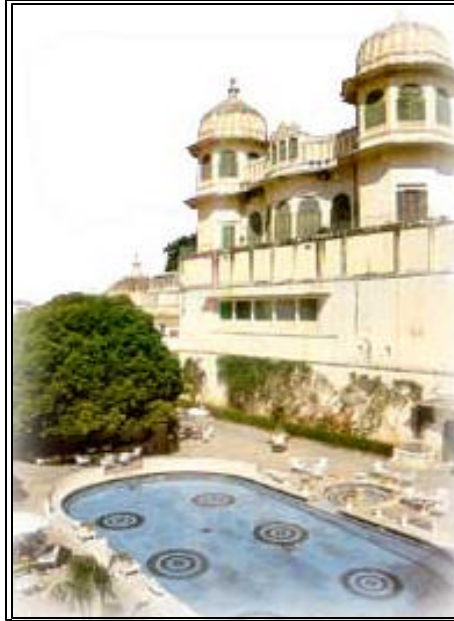
the tourists, the scheme aims at ensuring that such properties, landmarks of our heritage are not lost due to decay and unuse at the same time by bringing such properties into the approved sector.

- In Rajasthan, Forty-two properties have been classified in the heritage hotel category providing a room capacity of 1,372. Guidelines have also been formulated for the conversion of heritage properties into heritage hotels.

Rajasthan is dotted with number of havelies. Almost every little village has a haveli, the size and workmanship varying according to the status of the owner. With the growing tourism industry and the constant demand for something different and new for the tourist, the Heritage Hotel concept came on the scene. The tourist,

who looked for something other than the usual star category hotel, was delighted with the haveli. Within a couple of years, not only the number of Heritage Hotels has risen substantially but also these are booked well in advance invariably.

- The Goa Heritage House scheme by Goa Government has been notified and considered a great help in preserving the invaluable heritage structures in the state.



3.3.3 People's involvement in planning and design of project

It is imperative that there has been much more progress in participatory approach in development of tourism. Particularly, national and international organizations have been successfully involved in participation in development of tourism. Many tourism development projects have focused on involvement of community in its development and implementation stage. Particularly, people's participation is much more visible in maintaining the environmental sensitive area, where, tourism is the core activity. Ultimately, these involvement efforts contribute significantly to improve the tourism sector and generate income through it. Some of the best examples of community involvement set forth are:

Kerala

The Periyar Tiger Reserve, Kerala, is a hallmark for *community based-ecotourism* in the state. Ecotourism programmes are conducted by local people responsible for the surveillance of the vulnerable parts of the reserve. They are involved in the conservation of the forests of Periyar and some valuable revenue is generated for community welfare. Involvement of Panchayat members in Kumbalangi Model Village project and formation of Thenamala Eco-tourism society for Thenamala eco-tourism project are best example for designing, implementation and conservation of the natural resources.

Gujarat

Innovative and promising rural tourism initiatives have been taken through the project like Endogenous Project (Rural Tourism) at Hodka (Kutch) in Gujarat State by an

NGO 'Kutch Mahila Vikas Sangathan'. In this regard, an incentive fund to encourage experimentation, replication and dissemination of experiences and practice has also been established by the Tourism Department.

Tamil Nadu

An active involvement of the local host communities especially women through formation of Self Help Groups (SHG) in programmes have been undertaken in India's first largest bio-reserve project - Community-based restoration of Pichavaram mangrove at Gulf of Munnar in Tamil Nadu. The Bread and Breakfast Schemes is also available.

Maharashtra

The Bed and Breakfast scheme implemented by Maharashtra Tourism Development Corporation (MTDC) is the effort to involve local community. MTDC has constructed holiday resorts and hotels at various places of tourist interest in the state. So the local people who have inclination to supplement their incomes and have spare rooms/flats/houses can come forward to register their premises and accommodate tourists as B&B guests as per guidelines laid down. Tourists will get good and hygienic food as well as an opportunity to get a feel of local people's life.

Lessons Learned:

- Under community based - eco-tourism, local people are involved in conservation of the resources and some valuable revenue is generated for community welfare.
- Projects like Thenamala Eco-tourism, where society has been formed for designing, implementation and conservation of the natural resources, have been successful. They are involved in the conservation of the forests and valuable revenue is generated for community welfare. This is a good example where community is involved in planning, designing and implementation stage and a subsequent amount of employment is generated from it.
- An incentive fund to encourage experimentation, replication and dissemination of experiences and practice needs to be developed by the Tourism Department.

3.4 Institutional Development

3.4.1 Organizational Set Up and Function of Tourism Department

Responsive customer service is one of the most powerful ways for tourist destinations to distinguish themselves from the competitor. A systematic strategy is needed for developing, managing and monitoring effective customer service, and for positioning the destination in the travel marketplace based on the quality of customer service. The implementation of tourism projects remains the most critical and several issues such as spatial considerations, the role of stakeholders, integration of other inter-departmental activities in the planning process and the institutional context, evaluation and monitoring, needs to be carefully considered. There is a need for institutional structures for appropriately scaled management system for tourism that provides both positive incentives and good governance. An appropriate management system takes into account regulatory systems, traditional knowledge, customary laws and monitoring the development of tourism products.

Institutional frameworks and decision-making processes need to assign clear roles and responsibilities to different levels and groups of stakeholders with an efficient, transparent and accountable management systems that makes more efficient use of human, technical, financial and environmental resources to enhance tourism.

Every effort has been made to identify a comprehensive picture of organizational set up of the selected states. In most of the states, the Department of Tourism is working as a separate entity for the execution of national and state level policies and programmes and also as a coordinating agency for the Centre - State Government Department / Offices and private sector activities for promotion of tourism in the state. State Tourism Board has also been established under the Chairmanship of Chief Minister in many states. The succeeding chapter discusses the constitution of Tourism Board and Advisory Committee for the development of Tourism (Refer Case Studies- 4.3).

Under the control of Tourism Department, a separate authority i.e. the State Tourism Development Corporation has been established to develop and execute projects and schemes that facilitate and accelerate tourism in the state. The State Governments have entrusted all commercial and promotional tourism activities to this Corporation.

Some of the states have a three-tier Government so that tourism also becomes a major concern of local level government. Kerala and Andhra Pradesh are the two states where tourism has become the affair of district level authority. In these states, District Tourism Promotion Councils (DTPC) has been established to develop the destination and is virtually managed by them. In one example, where DTPC of Thrissur in Kerala, has also participated in organizing a beach festival with local Panchayat of Nattika as part of promotional activities in the district. DTPC and Nattika Panchayat shared the expenses in this festival.

Following are two study models of organizational set up in development of tourism in:

Kerala

Major agencies involved in the development of tourism in the state are the Department of Tourism (Kerala), Kerala Tourism Development Corporation (KTDC), Tourist Resorts Kerala Ltd., (a subsidiary company of KTDC), the Bekal Resort Development Corporation, the District Tourism Promotion Councils (DTPC), Thenmala Eco-Tourism Society, Kerala Institute of Travel and Tourism Studies (KITTS) and Kerala Institute of Hospitality Management Studies (KIHMS).

a) General Administration at State and Regional level: The Department of Tourism of the state is the major policy maker for the promotion and development of tourism. The Department of Tourism has three major function which are (i) hospitality wing of the state government (ii) estate office duty and (iii) tourism development. The activities under Tourism Development are Marketing and Promotion, Planning and Development and Support to other agencies. Under Tourism Development wing a Planning Section has been set up headed by a Planning Officer on deputation basis. The publicity wing is headed by a Deputy Director and assisted by a Tourist Information Officer. Further a Regional Directorate has been set up in Eranakulam and Kozhikode.

b) District Level: The Tourism Department has offices in all the districts and is concentrating all efforts towards marketing Kerala Tourism. District Tourism Promotion Council, with the District Collector as Chairman and selected peoples representatives and officials as members coordinate the development of less known tourist centers within the districts. This has led to enhance focus on tourism in the districts.

A **Tourism Advisory Committee** has been formed in the state to sustain the global brand image created by Kerala Tourism and to allow penetration of the benefits directly to the local population. The Committee is committed to develop tourism in the state and has also taken it as priority basis. Marketing, Taxation, Conservation of Environment and Culture and Human resource Development are the four areas. The members of the Committee are from different organization includes Private companies and Government officials, Academic institutions and eminent journalist.

Andhra Pradesh

State Level: A State Tourism Promotion Board (STPB) is the policy-making body under the Chairmanship of the Chief Minister. It has representation of Stakeholder Agencies like FAPCCI, Confederation of Indian Industries (CII) and Hoteliers. At the State level, a State Tourism Promotion Committee (STPC) has been set up for inter-departmental coordination and decision-making, chaired by the Chief Secretary. The Convener of this Committee is the Director, Tourism.

District level: For promotion of tourism in the Districts, District Tourism Promotion Councils (DTPC) have been set up in each district with the Collector as the Chairman. These councils comprise representatives of the stakeholders, departments like the Panchayat Raj, the travel & hospitality industry and the commerce sectors. There are DTPCs in each of the 23 districts of the state. DTPC is promoting and propagating Telugu Culture within and outside the State jointly with Central and State Government agencies and voluntary organizations. DTPC is now authorized to award projects up to Rs. 1 crore investment per project under Public Private Policy. The decisions of these Committees are binding on the Committees below them and on agencies like Municipalities, Gram Panchayats, Factories Inspectorate, etc.

Uttaranchal

Broad Features: Constitution of Uttaranchal Tourism Development Board

Uttaranchal Tourism Development Board is a Statutory Board under the Government of Uttaranchal, Chaired by the Tourism Minister of Uttaranchal, the Board has Chief Secretary as the Vice Chairman and five leading experts from the private sector as its members.

These are:

- Chairman – Tourism Minister, Government of Uttaranchal
- Mr.M.P.Bezbaruah,- Former Union Tourism Secretary,
- Vice Chairman- Indian National Trust for Art and Cultural Heritage (INTACH),
- President, Federation of Hotels & Restaurants Association of India (FHRAI),
- President, Indian Association of Tour Operators (IATO)
- President, Travel Agents Association of India (TAAI).

This Board serves as a nodal agency for the development and regulation of tourism related activities and provides a single window for granting clearances to Tourism projects. The Board has the requisite administrative and financial autonomy in order to make it an effective body for speedy, integrated and well-planned development of tourism in the State of Uttaranchal.

Lessons Learned:

- Institutional frameworks and decision-making processes assigns clear roles and responsibilities to different levels and groups of stakeholders with an efficient, transparent and accountable management systems that make more efficient use of human, technical, financial and environmental resources to enhance tourism.
- A comprehensive organizational set up is required in development of tourism. In most of the states where, Department of Tourism is working as a separate entity for the execution of national and state level policies and programmes and also as a coordinating agency for the Central - State Government Department / Offices and Private sectors activities for promotion of tourism in the state.
- Tourism is becoming a major concern of local and district level authorities. District Tourism Promotion Councils should be established in all the districts to promote and develop lesser-known tourist centers within the districts. This will lead to enhance focus on tourism in the district
- Traditionally Tourism Department functions as a hospitality wing of the state Government. Its role should be well defined in planning, design, marketing and publicity.
- A State Tourism Promotion Committee (STPC) required to be set up for inter-departmental coordination and decision-making, chaired by the Chief Secretary of the state.

3.4.2 Inter State Coordination

In a bid to augment the tourism potential of states, there is immense need of interstate coordination in promotion and development through forming inter-state circuits, rationalization and common taxes on vehicles and material for development of product implementation and a uniform national floor rate system.

Formation of Regional Tourism / Circuit Tourism

Inter-state or regional circuit tourism is when two or more states come together to sell the region as a whole and reap the benefits. These circuits could be based on various themes or on effective transport connectivity. Most state tourism boards agree on the potential of creating inter-state circuits. States should unite to launch a special brand gaining global recognition by cutting across geographical boundaries and forming an Interstate circuit, which helps in accessing and penetrating new markets.

As individual states, Kerala, Goa and Rajasthan are success stories, even in the international market. New states such as Uttaranchal have also identified tourism as its cash cow but in an individual capacity with the tourism structure and framework designed for circuits within the state such as Char Dham. Uttaranchal is promoting its Char Dham Pilgrimage Circuit with the help of private participation; Gujarat has special plans to develop the Kutch and Junagadh regions; West Bengal has identified circuits in the north Bengal region covering the Dooars and places like Lava, Lolegaon etc, along with other circuits covering the temple town of Bishnupur, Bankura, Tarapith and Shantiniketan, and historical circuits covering Plassey and Murshidabad.

Kerala

In Kerala, efforts have been made to promote regional tourism through more effective co-ordination with other State Tourism Departments/Corporations and especially the southern states. Department of Tourism, Government of Kerala organized South Indian Tourism Minister's Conference in 2002 at Kovalam to discuss various issues of inter-State concerns and issues to be taken up with Government of India for promotion of tourism in the southern part of the country. The issues discussed include:

- Development of inter-state circuit / SAARC Circuits
- Inter-state transport taxes and taxes in hotel sector, introduction of South Indian rail circuits.
- Setting up a common Tourism Infrastructure Fund i.e. South Indian Tourism Infrastructure Fund (SITI-FUND) with partner states.
- Setting up of inter-State border roads,
- Joint product development,
- Joint human resource development programme,
- Joint promotion and marketing,
- Joint cruise circuits etc.

In a bid to augment the tourism potential of both states, Kerala Tourism Department and the Tourism Department of Rajasthan have signed a Memorandum of Understanding (MoU) as the partner state for joint promotion of tourism activities at the national level. The MoU envisages a partnership initiative in which both states will collaborate for joint marketing and publicity of tourism products, joint participation in international events and road shows, joint packaging of complimentary tourism products thus providing the 'Best of India experience' to discerning tourists.

Tamil Nadu

The Tamil Nadu Government has made an effort is to include Sri Lanka to form a complete regional grid. In this regard, Sri Lanka Airlines has introduced three additional flights on the Chennai -Colombo route taking the weekly services to 18 between the two cities. Tamil Nadu Government has signed a Memorandum of Understanding (MoU) with Andhra Pradesh, Karnataka, India Tourism Development Corporation (ITDC), Uttar Pradesh, Uttaranchal, Rajasthan, Delhi and Orissa Tourism Development Corporation. Tie - up arrangements with West Bengal, Kerala, Maharashtra, Andaman & Nicobar Islands tourism departments as also with other States are on anvil.

Orissa

The Orissa Tourism Development Corporation (OTDC) has signed an Memorandum of Understanding (MoU) with the Kerala Tourism Development Corporation (KTDC) for marketing and publicising their unique tourism products and to increase tourist

arrivals in Kerala and Orissa. Both the states will formulate joint packaging of complimentary tourism products that would provide greater variety to tourists. Besides, a tie-up will also help tourists in getting accommodation in the hotels owned by the tourism development corporations of the two States. OTDC has already signed a MoU with Tamil Nadu, Karnataka, Goa, Gujarat, Bihar, West Bengal and the India Tourism Development Corporation (ITDC) for tourism promotion and marketing.

Besides, OTDC plans to sign MoUs with various countries, especially those in the South East, to attract Buddhist pilgrims.

MoU's on Tourism between States

- Karnataka and Andhra Pradesh plan to develop tourism jointly in the region through an MoU signed between the tourism development corporations of these two states. There is an understanding between the two states in coordination of booking of rooms in hotels, organizing package tours, cultural exchange programmes, and eco-tourism and heritage centers.
- Rajasthan Tourism Development Corporation has signed MoU with the state of Kerala for joint marketing and publicity of each other's tourism products, particularly at international level.
- Andhra Pradesh Tourism Development Corporation (APTDC) and Goa Tourism Development Corporation (GTDC) have agreed to utilize each other's facilities and infrastructure for marketing of tourist destinations of both the States. APTDC will also make Leave Travel Concession (LTC) packages to Goa in its transport fleet and utilize the accommodation facilities of GTDC. Similarly, GTDC will also make special LTC packages for holidays in Andhra Pradesh.

Eco-Region Strategies on Improvement of Interstate Environment

- Tamil Nadu and Kerala are the first states to develop eco-region strategies on improvement of interstate environment on anti poaching co-ordination through common wireless, habitat protection and payment for ecosystem services and use of money available in Periyar Tiger reservoir into an alternative livelihood sources.
- The northeastern region holds tremendous opportunities. The concept of sub-regionalism based on the principle of regional blocs is fast emerging. There are a number of permutations and combinations in the making of these sub-regional groups. There is a grouping in the making - Bangladesh, India, Myanmar, Sri Lanka, and Thailand Economic Cooperation, known as BIMSTEC.

Partnership with Service Providers

Partnerships between tourism authorities and tourism service providers are immensely required to improve services in destinations and to enable them to act in a coordinated manner in this area in operations, to be aimed at greater environmental, economic, and social sustainability, by providing incentives and technical assistance to do so. Some of the states have signed memorandum of understanding with Public sector company such as Indian Railways, Indian Oil Corporation to provide services to destination as well as their development. Some of the examples are discussed below;

- Department of Tourism, Kerala has also signed a MoU with Indo-British Petroleum (IBP) for joint development and promotion of tourism and associated facilities in the state. It has undertaken to set up 20 petroleum retail outlets with multiple facilities on sites to be provided by the Department of Tourism.
- The Kerala Tourism Development Corporation (KTDC) and the Indian Railways have signed an MoU to promote tourism on the lines of a similar understanding between the Railways and the Rajasthan Government. MoU has also been

signed between Department of Tourism, Kerala and Indian Airlines to promote new travel packages to the state.

- MOUs have been signed between Gujarat Tourism and Rajasthan Tourism, ITDC and the World Travel and Tourism Council (WTTC) for achieving the necessary promotional synergies. The “*Royal Orient*” is one of Gujarat’s prized tourism products. It is a joint venture of the Tourism Corporation of Gujarat Limited (TCGL) and the Indian Railways,
- Rajasthan Tourism Development Corporation (RTDC) entered into MoUs on tourism with Pondicherry (2001) Gujarat (2002) and Indian Airlines (2001).

Interstate Package Tour

The package tour concept is yet to be effectively utilized in the country. Not many people are aware of the advantages of a package tour and added to this is the fact that many tour operators are oblivious in the manner in which they handle a tour. Many tour operators do not take a package tour designing seriously. A package tour should be put together properly. Package tours are commonly divided into three segments. Pre-determined packages, segmented-packages and tailor-made packages are the result of much thought and strategic planning on part of tour operators.

Inter-state package tours should be encouraged through private tour operators and travel agents. For Inter-state tour package on nationalized route, states should enter MoUs with other states and sign joint ventures with interested parties to manage excursion tours and local sightseeing. Some of the States have already taken initiatives in signing MoUs with other states for package tour to harness each other’s tourist destination.

Rajasthan Tourism Development Corporation (RTDC) and Punjab Tourism Development Corporation (PTDC) have decided to organize inter state package tours with the objective of promoting domestic tourism in both the states. The MoU provides for joint publicity campaigns, reservation for tourists in hotels, sightseeing and conducting of package tours. Both the tourism bodies will help promote each other’s products and make available relevant information to tourists to help them plan a hassle free visit to other state. Under this MoU, the two bodies will formulate joint packaging of complementary tourism products to provide a greater variety to the tourists. The two states will jointly strive for agreements with foreign and domestic airlines for direct connectivity between Punjab and Rajasthan.

Lessons Learned:

- Interstate coordination through forming inter-state circuits, rationalization and common taxes and development of product is required for unified development of tourism in the state to get pace with development in over all country.
- Formation of Inter-state or regional circuit to urism is required to market the region as a whole. These circuits could be based on various themes should unite to launch a special brand to gaining global recognition.
- Private sector could be involved in developing the interstate tourism circuit. Tour operators, event management group, Government Department may come forward in joint marketing and promotion of tourism in a group of participating states.

- Neighbouring countries and countries like SAARC, South Asia Growth Quadrangle (SAGQ) like Thailand, Malaysia, Indonesia, Singapore etc. and Commonwealth countries can be included within the circuit.
- A broad formula can be adopted in universalization of taxes on vehicle entry, hotels sector as to tie up to form the interstate or regional circuit.
- Setting up a common Tourism Infrastructure Funds with partner state.
- A joint product development, human resource development programme, promotion and marketing can be developed.
- Booking system of rooms in hotels and organizing package tours, marketing and publicity of each other's tourism products, particularly at international level, cultural exchange programmes and eco-tourism and heritage centers are the major area where state can come together in development and promotion.
- Packaging of complimentary tourism products of other state through provision of accommodation in the hotels owned by the tourism development corporations of the two States.
- Develop eco-region strategies on improvement of interstate environment on anti poaching co-ordination through common wireless, habitat protection and set up a common fund for preservation of ecosystem.
- Partnerships between tourism authorities and tourism service providers are immensely required to improve services in destinations.
- Interstate Package Tour on nationalized route by involving large number of states to harness each other's tourist destination.

3.4.3 Rationalization of Taxes

At present, there is a lot of disparity in various State level taxes. The Union Government has imposed an Expenditure Tax @ 10%. The rates for Luxury Tax and the methodology of applying such taxes vary from 0% to 25% from State to State. Some of the States calculate luxury tax on published tariff of hotel rooms and not on actual payment made by the customer. Again, sales tax on beverages, liquor, etc., sold in the hotel, vary substantially. Road Tax varies from state to state. Some of the states levy high taxes on the tourist vehicles. The high rate of road taxes has also created problems for free movement of tourist vehicles.

Uniform national floor rate system has been a big blow to the tourism development in most of the state, particularly when the uniform floor rates were not being implemented in the neighboring States.

Reduction in Taxes

Luxury Tax

Goa: For promotion of tourism in off-season, Goa has enhanced the incentives by extending the luxury tax off-season tariffs from four months to six months, waived interest and penalty on sales tax overdue, etc. Luxury tax leviable at the normal rate of 12% and 8% have been reduced to 4% and 3% during the months of June, July and August.

Rajasthan: Rajasthan Government has exempted Luxury Tax by 100% for a period of 7 years and 50% exemption in stamp duty for the same period.

Karnataka: 50% to 100% stamp duty exemption for investment below / above Rs.50 crores by the Karnataka Government.

Andhra Pradesh : In Andhra Pradesh, a five-year exemption of luxury tax for new hotels. No luxury tax for room tariffs up to Rs. 300 per day.

Tamil Nadu : In Tamil Nadu, to encourage the artisans, the tax rate on handicrafts was reduced from 4% to 2%; tax on Indian musical instruments was totally abolished.

The Government of Tamil Nadu ordered reduction of Luxury Tax in 2002 as follows:

| | Rate of Tax |
|---|--|
| a) Where the rate of charges for accommodation for residence is not less than rupees two hundred but less than rupees five hundred per room per day | Five percent reduction of such rate |
| b) Where such rate is not less than rupees five hundred but less than rupees one thousand per room per day | Ten percent reduction of such rate |
| c) Where such rate is rupees one thousand or more per room per day | Twelve and half percent reduction of such rate |

Kerala : Government of Kerala has identified tourism as major thrust area for investment. All 100% EOUs on establishment of units and Ayurvedic medicines have been accorded the status of thrust sector industries along with other industrial sectors.

Lessons Learned:

- The reduction or abolition of Luxury tax helps in lowering rates, thereby attracting more tourists and give competitive advantage to the State, as benefits will go to the customers. Taxes on tourism related products like handicrafts and others needs to be rationalized to encourage the artisans.
- Special status needs to be given to EOUs and sectors like Ayurvedic medicines.
- Tourists still have to pay five to 25 per cent luxury tax; eight to 23 per cent food sales tax and eight to 90 per cent beverage sales tax. The cumulative effect of taxes adds up to 20 to 30 per cent of the hotel bill in India and compares unfavorably with three to seven per cent levied in competing tourism destinations in the region. So these taxes be rationalized and replaced by a single point tax with an overall cap not exceeding 10 per cent of the hotel bill.

Entertainment Tax

Goa : In order to help cinema theatres to make them financially viable, the Goa government has reduced the entertainment tax from present 60 percent to 40 percent.

Rajasthan .50 percent exemption of entertainment tax for seven years by the Rajasthan Government;

Sales Tax

Goa: In Goa, hotels and restaurants having an annual turnover of less than Rs3.00 lacs have been totally exempted from payment of sales tax.

Andhra Pradesh: In Andhra Pradesh, Sales Tax is fully exempted for 5 years for new units and special projects limited to 3 star hotels and above in Andhra Pradesh. For amusement and theme parks coming up in Special Tourism Areas and Notified

Tourism Areas, exemption is limited to 100 percent of the fixed capital cost. A novel insurance cum gratuity scheme has been introduced for sales tax dealers registered with the department.

Sikkim :Sikkim enjoys a number of tax concessions offered to the North east (and to other states also, as applicable) by the central government; some of these are:

- Exemption of air travel tax from and to North-East
- In cases of functions and banquets where the entire bill is for catering services, no service tax would be charged.
- Expenditure tax on hotels henceforth to apply only to room charges.

Orissa : In Orissa, some of the tourism related activities has been identified and will be treated as industrial activity and will be entitled to incentives applicable to new industrial units, except for exemption/deferment of sales tax and exemption of octroi on raw materials and packing materials. These tourism related activities include the construction of Hotels/Motels/Golf Courses/Rope ways and wayside amenity centres satisfying the norms/conditions stipulated by the State Government, transport facility with air-conditioned car/coaches with minimum capital investment of Rs 15 lacs operating in travel circuits identified/certified by the Department of Tourism and motor-launches operating in tourist centres identified/certified by the Tourism Department with a minimum investment of Rs 10 lacs.

Lessons Learned:

- Reduction of entertainment taxes on various facilities like cinema halls, amusement and theme parks, etc., for a medium to long term period will encourage investment in these sectors and will, thus promote the tourism industry
- Sales Tax exemption on investments / purchases in the tourism segment for a period of time, has to be encouraged
- Setting up of tourism-related activities like hotels, motels, etc., should be entitled to tax holidays
- The States should formulate a uniform pattern of taxation in the areas of transport, motor vehicles and hospitality in order to ensure uninterrupted flow of tourists

Levy on Tariff and Complementary Reduction on Taxes

Goa: The Goa Government levies water tariff at a rate of Rs. 30/- per cubic meter as compared to Rs.52/- per cubic meter earlier. A complementary reduction on taxes by the Goa Government on rooms at ¼ is a noble scheme to attract tourist.

Rajasthan: 50% exemption of electrical duty and mandi tax for seven years and an exemption of 50% from conversion charge by Rajasthan Government

Gujarat As per policy of Gujarat Government, a tax holiday of 5-10 years will be made available up to 100% of capital investment in various tourism projects located in Special Tourism Areas whether declared by the Central Government or the State Government and located on National and State Highways.

Andhra Pradesh: In Andhra Pradesh, large projects above Rs. 10 crore investment anywhere in the state will be known as Special Projects. These will be eligible for special incentives, which will be considered on a case-to-case basis, over and above the other incentives.

Kerala: In Kerala, investment in pollution control facilities and equipments such as solid/liquid waste management equipments for recycling of wastewater, sanitation

facilities, captive power generation (generators) etc @ 15% of such investments subject to a separate ceiling of Rs. 5.00 lacs, has been introduced. Special package of incentives will be considered for channeling Foreign Direct Investment (FDI) in tourism and infrastructure projects.

Orissa: In Orissa, 'Prasad' of any kind, including 'Mahaprasad' of Jagannath Temple in Puri, Lingaraj and Ananta Basudeva temples in Bhubaneswar is exempted from Value Added Tax (VAT).

Complementary rebates have been introduced on Aero Sports Centres, Water Sports Complexes and Amusement Parks, Health resorts established at places like Hill stations, Sea beaches, Hot springs, etc., that are developed at places identified by the Department of Tourism, Orissa with minimum investment of Rs 10 lacs and meant for promotion of adventure tourism.

Interest Subsidy

Rajasthan: In Rajasthan, 5% Interest subsidy on units such as Hotel, Motel etc. and wage /employment subsidy will be made available to eligible investor during the operative period of the scheme by Rajasthan Government. An additional interest subsidy of 1% will be made available to SC/ST entrepreneurs.

West Bengal: West Bengal Government has offered state capital investment subsidy ranging from 15 percent (Max. Rs. 150 lacs) to 25 percent (Max. Rs. 250 lacs) of the fixed capital investment depending on the location of unit. Also, the state government has established an interest subsidy of 50 percent of annual liability on the loan taken from a commercial bank / financial institution / NBFC approved by RBI subject to maximum of Rs. 100 lacs per annum for 5-7 years depending on the location of the unit.

Lessons Learned:

- The principle and philosophy of moderate taxes, better compliance and greater revenues should be extended to the tourism sector.
- Rationalization of Taxes is beneficial for the promotion of Tourism but if uniform national floor rate system is planned to be implemented then it should be seen that all the States are implementing it otherwise it will fail.
- 50% of revenue collected from taxes levied on tourism to be allocated for the development of tourism infrastructure.
- Rationalization of Tax structure has been attempted although there is more scope for further tax reductions and exemptions to promote the tourism sector.
- The incentives given on investment in pollution control facilities and equipments like in Kerala, also helps in promotion of tourism because this investment will facilitate in making the State clean and attract more number of tourists.

3.4.4 Private Sector Participation

Today, the role of private sector in the development of tourism is being recognized and private participation in the development of tourism is being planned wherever feasible. The private sector is considered to be the entity that sustains the tourism industry with its entrepreneurial skills in key sectors such as hotel establishments, travel agencies, and resorts. The future growth of tourism should be achieved mainly through private initiatives. It is growth by linking tourism with economics. The State can contribute to tourism by planning broad strategies of development, provision of

fiscal and monetary incentives to catalyze private sector investments and by devising effective regulatory and supervisory mechanisms to protect the interests of the industry, the consumer and the environment. Some of the case studies has been discussed in the succeeding section. **(Refer case studies - 4.2)**

Private Sector Participation In Infrastructure Development

Gujarat

In developing infrastructure, participation of private sector in operation, maintenance and management has already been initiated for several projects. Surat Municipal Corporation has initiated its water supply systems with private sector participation, which is financed by GIDB.

In Gujarat, projects that are conceived under the Tourism Policy are structured so as to ensure maximum participation by the private sector. A special emphasis is given for investments from the NRI sector.

The Sardar Sarovar Narmada Nigam Ltd. has invited private sector participation for development of infrastructure facilities with a view to create an attractive tourist destination in an area of 1400 Ha of land, downstream of the dam consisting of light deciduous forest interspersed with lakes, grassland, streams, hillocks and rivulets.

Karnataka

Karnataka has already experienced significant private sector participation in infrastructure projects. The private sector has taken up a number of power generation projects. Construction of the Mangalore-Mysore infrastructure corridor has been entrusted to a private consortium. Private investors along with the government will implement the Elevated Light Rail Transit system in Bangalore. Private sector has also invested in hotels and tourism projects, technology parks, etc.

The introduction of luxury tourist train in Karnataka in early 2005 follows a Memorandum of Understanding (MOU) signed between the Government of Karnataka and the Indian Railways on December 20, 2002. The train will cover a distance of 2155 kilometres on Bangalore – Mysore – Hasan - Hospet (Hampi) - Gadag-Londa - Madgaon - Bangalore sector.

Karnataka is developing world-class infrastructure at the sprawling ruins of Hampi and exquisite temple complex at Pattadakal, identified by UNESCO as World Heritage sites and eco-tourism/adventure tourism through various properties of Jungle Lodges and Resorts' set up by Karnataka Tourism Development Corporation (KTDC) as joint venture participation.

Tamil Nadu

The Government of Tamil Nadu has decided to encourage private entrepreneurs to come up with star hotels at all pilgrim or heritage centres.

Tourism Department has already invited tender for private investors for executing mega projects like cable car (for Ooty, Kodaikanal, Kanyakumari and Yercaud), sound and light show, cruise vessel operations, air/sea sports, spa resorts, etc. The role of the Tourism Department will be that of a facilitator.

Besides, the State Government has awarded many projects involving the private sector on BOT and BOO on turnkey basis. Municipal Solid Waste (MSW) based Power Projects in Kodungaiyur and Perungudi at Chennai, Coimbatore, Madurai, Trichy and Salem are a few examples.

Goa

The State has made an initiative to forge public-private partnership for promotion of tourism by instituting a corpus fund. The state government would contribute double the amount of contribution received from the private sector, subject to a ceiling of Rs. 5 crore.

Private Sector Participation in Product Development

Gujarat

In developing tourism products, some of the projects have been initiated through BOT. Land Bank Scheme to create physical facility, earmarking certain land on the beaches, tourist places, wayside locations and State/National Highways for the tourism projects both in the rural and urban areas are a few examples. Areas are earmarked in GIDC Estates and Special Economic Zones (SEZ) for tourism projects like hotels, resorts, restaurants and other amenities to be developed through private sector.

Goa

The state has a wide range of tourism products such as heritage, wildlife, beaches, hill stations, adventure tourism, sea fronts and more. With these tourism products in mind, the National Action Plan has identified two travel circuit and one destination in the State for intensive development through the joint efforts of Central and State Governments and the private sector in order to strengthen infrastructure facilities.

These circuits are: Chennai-Mamallapuram-Kanchipuram-Vellur-Thiruvannamalai-Ginjee-Pondicherry (Southern Heritage Circuit), Muttukadu - Mamallapuram. Destination - Rameswaram is under the integrated development scheme

Orissa

The state aims to build strong public-private partnerships in the tourism sector through an enabling environment for the dynamic participation of private entrepreneurs in setting up and sustaining efforts in areas like water sports, adventure sports, amusement parks, food courts, etc. For developing these projects, the public-private partnership will be facilitated by forming Special Purpose Vehicles (SPVs).

Licensing to Private Sector on Infrastructure and Product Development

Rajasthan

RTDC has already licensed 16 of its units to private sector for management for a period of two years each. Rajasthan Tourism has identified various projects in which private sector involvement is required. The required involvements in various activities are;

- Direct tourism product development through licensing/joint venture
- Accommodation- all categories of hotels, camp, paying guest and heritage hotels
- Transportation includes special tourist trains, Air-taxi, helicopter services, up-gradation of roads, tourist toll roads, tourist coaches and cars, etc.
- Other support infrastructure include Handicrafts / Shilpgram, hotel management and food craft institutes, Ropeway, parking space, foreign language school and management of parking, would be further developed.

The WTTC & CII work together with the Department of Tourism of Rajasthan to develop a Tourism Satellite Account to measure and communicate the full impact of Travel and Tourism in Rajasthan.

Lessons Learned:

- Provision of fiscal and monetary incentives to catalyze private sector investments in tourism by devising effective regulatory and supervisory mechanisms to protect the interests of the industry, the consumer and the environment.
- Private sector participation in infrastructure and product development such as hotels and tourism projects, technology parks, monuments and its peripheral development etc.
- Mega projects like cable car, sound and light show, cruise vessel operations, air/sea sports, spa resorts, etc. may be developed through private sector or by BOT and BOO on turnkey basis.
- Corpus funds can be undertaken to raise funds for the development of basis amenities, conservation and maintenance. The state Government should contribute double the amount received in corpus fund from the private sector.
- Scheme to create physical facility, earmarking certain land on the beaches, tourist places, wayside locations and State/National Highways for the tourism projects for tourism projects like hotels, resorts, restaurants and other amenities is required to be developed through private sector.
- Areas like water sports, adventure sports, amusement parks, food courts, etc can be developed through the public-private partnership by forming Special Purpose Vehicles (SPV-s).
- Licensing to private sector infrastructure and product development for a period in direct tourism development project, accommodation, Transportation and other tourism supported infrastructure such as handicraft center, parking, hotel management institute etc.
- Develop a Tourism Satellite Account to measure and communicate the full impact of Travel and Tourism industry in creation of jobs and income.

3.5 Tourism Marketing Development

3.5.1 Marketing Strategy

Responsible marketing is necessary to inform visitors and create realistic expectations. The principles of marketing includes a) Inventory of existing attractions and activities, b) targeting of appropriate market segments of specific groups of tourists, c) evaluation of the appeal of the various attractions and activities for each targeted group, and d) Promotion - an element of marketing and positioning relating to tourist visitation, the mix of market segments desired, image and positioning desired.

Kerala

Kerala's strategy is attributed to the focused marketing and strong networking with travel, tourism and trade in the identified selected markets. Kerala Tourism is making continuous efforts to reach out to the new travellers as well as presenting the existing customers with unique and innovative products. The whole marketing is based on three-pronged strategy to maintain Kerala's number one position in tourism. The four strategies are,

- Product innovation
- Innovative marketing such as;
 - a. Participating in all national and international trade meets along with private sector
 - b. A five-year calendar of the festivals of Kerala
 - c. Organizing an Ayurvedic camp exclusively for the promotion and familiarization of the ayurvedic rejuvenation holidays of Kerala.
- A strategic alliance with the other states for joint promotion of tourism in national and international market.
- Strengthened local bodies such as District Tourism Promotion Councils (DTPCs) to activate their role more specific to tourism promotion activities like building tourism awareness, information dissemination, signages, pay and use toilets, boat jetties, etc.

Uttaranchal

Uttaranchal Government realizes the role of an effective marketing strategy; the state has also employed the services of an international public relations agency, which is creating the buzz through travel writers, tour operators and journalists. An international Management Group International has been appointed to promote and market the tourist attractions in potential markets overseas.

Gujarat

Gujarat Tourism in its Tourism Policy (2003-2010) have proposed a very special thrust to '*Event (Festival) Based Tourism*' and market the events both within and outside the country and in the process brand Gujarat as the destination for tourism events like Navratri, Somnath festival, Dwarka festival, village Olympics, Kutch festival, Kite festival etc.

The policy envisages developing Gujarat Tourism by E -marketing. For this, students of Gujarat will be encouraged to develop an interest for e-mail communication with

the students and other persons abroad. To attract students for these activities, scheme of 'E mail Fan Club of Gujarat' will be worked out.

Goa

To create a brand identity for Goa world over, innovative marketing concepts have been evolved by the Goa government. The innovative marketing are;

- Slogan 'Go Goa 365 days on a Holiday' has become a known brand through out the world thereby attracting large number of tourists from India and abroad through out the year
- Organizing road show by Tourism Department has envisaged various publicity measures in India and abroad
- Advertisement through prints and electronic media like CNN/BBC, Star Plus, and Zee News etc.

Karnataka

The Tourism strategy of Karnataka is based on an integrated marketing strategy where the state first networked with the trade in all the relevant national and international markets. Some promotional initiatives taken by the state include:

- Audio-visual presentations on Karnataka in Coorg, which are displayed at key events and occasions and as part of all marketing presentations
- Discover Karnataka – an innovative series of cultural events designed to promote tourism in Karnataka, was launched with the staging of Swagatha Suswagatha – a contemporary ballet that depicts Karnataka's strikingly varied landscape through dance and music.
- Partnership with sports authority on sports events such as a recent partnership with MRF to host the International Car Rally. It gained high publicity for the state.
- Honorary Ambassador to promote Tourism- Recently, the state Government of Karnataka has signed an MoU with Ace cricketer Rahul Dravid and Cine artist and singer Vasundhara Das to serve as honorary ambassadors of the state to promote tourism for three years.
- Under Promotional activities, the Department of Tourism of the state has come up with innovative schemes to cater to the various segments of domestic and international market. For domestic market nothing can be more accessible than a Mobile Museum cum Information Centre cum Souvenir Shop. This is the first time any tourism department in the country has ever undertaken a mobile project of this kind. It reaches to people in the Districts as well as in the other States. It played a major promotional role during the 1st Afro-Asian Games, 2003. The mobile museum has visited many schools and educational institutions and has successfully set up Tourism and Culture Clubs in many of the institutes. The guides and the driver traveling with it are specially trained for the job.

Tamil Nadu

As part of an aggressive marketing drive, print and electronic media were used fully to publicize the tourism wealth of Tamil Nadu by the Tourism Department. In this exercise, potential regions like Europe, Singapore, Malaysia, Mauritius and Sri Lanka were targeted through advertisement in print media and in-flight magazines. Tourism Clubs in schools and colleges has also been started to promote tourism among the students.

The state is also developing integrated branding strategies (through local or regional organizations) so as to achieve more efficient marketing and better economies of scale (e.g. in purchasing, advertising, etc.)

Sikkim

The media plan prepared by the Sikkim government has been effective and awareness among tourists about Sikkim is increasing. However, Sikkim has not created a Unique Selling Proposition (USP) for itself. Some of the launch-pads for the marketing campaign are the pristine treks and uncrowned hill stations, Tibetan Buddhism, Adventure sports, Past kinship, the highest mountain peak in India and Biodiversity. A Monastic circuit is being designed so as to cover the six large monasteries of Sikkim viz., Rumtek, Labrang, Phodong, Tashiding, Pemayangtse and Sangacholing.

Orissa

Orissa State is stressing on the promotion of its tourism products on a) Puri-Konark-Bhubaneswar- Heritage triangle termed as Golden Triangle b) Buddhist circuit - Ratnagiri, Udaygiri and Lalitgiri termed as Diamond Triangle.

These Buddhist sites, which are unique to the country, are being promoted as major tourist destinations, especially to attract the overseas tourists from South East Asia and Far East. Besides, for the above Buddhist circuit, the state is developing a Master Plan for development of these important tourist spots.

Beach tourism is an important item in the agenda of the department, which has initiated measures to develop the beaches in the State such as Puri, Chandipur and Gopalpur. Another marketing initiative of the state authorities, an international tourism complex is being set up between Puri and Chilika. This complex will have integrated infrastructural facilities such as an airport, hotels, a golf course, convention centres, a health resort and water sports facilities. For Marketing and Tourism Development, seven agencies have been recognized in the state during the year 2003-04 for promotion and marketing.

West Bengal

Under the slogan of “Bangla Dekho” of West Bengal Tourism, the Department has taken up an aggressive marketing and publicity campaign to educate people about the tourism potential of the state. In overall domestic tourist of India, West Bengal contributes a higher percentage share of domestic tourists of overall country. The Tourism Department feels that the people of West Bengal travel all round the country, but are not aware of the rich treasure of tourist spots worth visiting in their own state. The department has taken up an aggressive marketing and publicity campaign to educate people about the tourism potential of West Bengal. As part of the campaign ‘Bangla Dekho’, (meaning see Bengal) the tourism department has organized road shows, seminars, and exhibitions and advertises in dailies, throughout the state. The objective of ‘Banglo Dekho’ is to showcase the rich tourism treasures that the state has to offer to its people.

A four-day “Ganga Heritage Cruise” takes a tourist to Balagarh, Kalna, Mayapur, Berhampore and Azimganj is an innovative package tour along with Sunderbans Safari, organized by the Tourism department.

Lessons Learned:

- The destination marketing in the domestic and the international markets includes a variety of aspects, say from information gathering to planning, image building,

etc. To understand the psyche of the tourists who are coming to a destination is extremely important. A person who is coming to Rajasthan is looking for the royal culture and heritage tourism while the same tourist when goes to Kerala is looking for leisure, relaxation and a stress free environment. It is in the same context that the state should formulate the marketing strategy for promoting tourism.

- In the field of marketing and promotion, it becomes extremely important to brand one's state as the perfect destination. The positioning statement should act as a USP for the destination. Branding of Kerala as "God's Own Country" and that of Rajasthan as "Padharo Mhare Des" becomes extremely crucial. This is what hits the tourist in the first instance.
- The state of Kerala has a good strategy of promoting its product, which is unique. Similarly, a unique product mix should be identified by each state and promoted. An aggressive and a focused marketing strategy consisting of road shows, trade meets with a very crucial role of private parties helps in promoting the state in a long time to come on the pattern of Rajasthan and Kerala.
- To link the tourism of the state with its events' calendar also plays a major role in promoting tourism as is evident from the case of Gujarat. Also linking tourism with a series of cultural events as in the case of Karnataka helps in the promotion of tourism.
- Collaborations, tie-ups and MOUs with other states also helps in joint promotional activities and it cuts down the cost of individual marketing tremendously.
- Also the concept of "mobile museum" with trained drivers and guides distributing pamphlets and souvenirs from Andhra is a completely unique concept.
- As part of an aggressive marketing drive, print and electronic media has is highly beneficial in publicizing the tourist wealth of a state.
- The proposed strategic framework applied to tourism in Kerala or Rajasthan can be scaled up to develop tourism in the rest of India. Of course, the framework has to be modified to account for local Strengths, Weaknesses, Opportunities and Threats.

3.5.2 Tourism Promotion Literature and Publications

Posters, pamphlets, guide maps and other tourism literature depicting the important tourists attractions in all the states are produced and widely circulated. The literature should contain a capsule of relevant information about the places worth visiting, about places that generally get bypassed and also some cultural background of the areas. Also, there should be information about alternative transport connections such as train, bus and air. The promotion material can specify the adventure sports enthusiasts and the trekker the best time and season for such activity and how to get the necessary bookings and licenses.

Karnataka

Karnataka state has won the Best Literature on Tourism Promotion Award, 2003 from the Government of India (GoI). This has been awarded for the comprehensively prepared booklet, *The Karnataka Traveller*. The Traveller gives detailed information on various tourist locations in the state including category-wise break-up of tourism

Andhra Pradesh

Andhra Pradesh has evolved a strategy to promote tourism through literature and publication on tourism products based on:

- a) Theme based literature on locations like East Godavari, Medak, Nalgonda, etc.
- b) Multi-lingual brochures such as - Sinhalese, German and Telugu languages.
- c) Theme based audio-visuals- interactive CDs and films on various themes including Leisure, Heritage, Wildlife and Food and Shopping etc.

Kerala

Department of Tourism, Government of Kerala is taking help from Tour Operators, which have a key role in promotion of tourism in the state by creating innovative tour options. Most of the tour operators in India- such as Thomas Cook, SITA and TCI feature Kerala prominently in their national and international holiday brochures.

Lessons Learned:

- Literature should contain comprehensive, accurate and current information such as list of major events and festivals in the state, transportation schedule and rate for travel to and inside the state, rentals for recreational equipments, boat charters, marinas, and vehicle rentals, craft outlets, etc.
- Literature on details of accommodation of various type and standard should be provided.
- There should be a provision to download tourism literature brochures online.

3.5.3 Information Dissemination System

Advances in the use and development of tools, technologies, and methodologies such as e-Tourism System, comprehensive websites, CD ROM, availability of hotlines and online booking system, have facilitated the efficient netting of information and communication systems in the travel and tourism industry.

Use of Information Technology

Use of IT and websites development in the delivery of public services in the states has several success stories. Some of the best examples are:

Kerala

The web site developed by Invis multimedia along with the CD-ROMs on 'Ayurveda: the Mantra of Niramaya', 'the Green Symphony' and 'Picture Book-Kerala', have helped Kerala Tourism to bag the Government of India's Award for the Most Innovative use of Information Technology in the Tourism sector (2004), while the TV commercial 'Watercolours by God' and the shortfilm on Ayurveda "The Temple of Healing", have bagged the Best Tourism Film Award (2001).

In Kerala, special tourism packages have been planned to bring in leisure travellers from the IT industry into the State thus benefiting the tourism and IT sectors. The CD-ROM '*Kerala: The Green Symphony*' has been developed by the Department of Tourism and now translated into French and German and telecasting of short

documentaries in Satellite TV Channels being carried out. Kerala Tourism has developed a set of seven CD-ROMs on different attractions of the state.

The innovative use of IT in the form of the official website www.keralatourism.org, besides receiving nearly 1.5 million hits a day, has won critical and popular acclaim as a premier tourism website.

The state is also giving importance to sustainable development of tourism and is home to some of the best eco-tourism projects and will soon be the first State to go in for legislation to usher in quality control in tourism products.

Kerala has also launched several other initiatives, including a toll-free phone service, and has signed MoUs with Indian Airlines and Railways in an effort to continue its winning spree. Brought out by Invis Multimedia, 'Kerala: Symphony Celestial' - a series of DVDs on the classical dances of India - also garnered accolades.

Kerala also boasts of 100% digital connectivity. In the BBC World TV channel, one often finds professionally developed glossy commercials touting the states of Kerala, Gujarat and Himachal Pradesh.

Tamil Nadu

The Tourism Department, Tamil Nadu, is extensively using information technology for promoting and facilitating tourists visit to the state. These include telecasting of short documentaries in Satellite TV Channels, installing close circuit television (CTV) at railway stations, airports, bus terminals etc., interactive website, touch screen information kiosks at two information centres in Chennai, digital tourist guide in multiple languages, and email fan club. Tamil Nadu Tourism Development Corporation (TTDC) won the award for the year 2004, under the 'Best Technology Programme' category for introducing online reservation with payment gateway facility, where one can make both reservations and payment through the internet. The scheme was started in early 2004. A part of the global telecom network, the state provides value added services such as toll free services for US, international telephone conference service, international data transmission service, and international digital leased line service.

Besides being upto date, a website needs to emphasize on design, attractiveness, option of different languages and contain a consistent set of links on every page. Other use of IT would be producing regular CD-ROMs, DVDs, Films and TV Commercials in various television channels.

T3 Amadeus Award

This award was received at the SATTE (South Asia Travel and Tourism Exchange) held in New Delhi in March 2004. The award was for excellently organizing the best "Tourism Event in the Year", namely the 64th SKAL World Congress.

PATWA International Award

The Pacific Area Travel Writers Association (PATWA), has awarded the prestigious International Award to Tamil Nadu Tourism for promoting Chettinad heritage tourism during the International Tourism Bourse, Berlin, held in March 2005.

Andhra Pradesh

In Andhra Pradesh, Qualified Systems Administrators (QSA) are functioning to monitor all levels of IT Solutions relating to the mass mailing activity, dynamic websites maintenance, creation of user level administrations, distribution of administrative controls, creating awareness in dynamic website maintenance, training

the relevant users, regular updating of data, etc. Trained tourists guides are placed for dissemination of online information to the tourists through web chatting and web queries which are monitored and maintained at the single point called as Universal Access Number / AP Tourism Help Desk.

Karnataka

Within India, Karnataka has been a leading state in Information Technology and is known as Silicon Valley of India. Karnataka's IT policy focuses on using e-governance as a tool and delivering a government that is more pro-active and responsive to its citizens. For dissemination of tourism information, a Call-Centre with a National Toll-Free Number has been set up and Touch Screen information kiosks have been installed in Bangalore.

Gujarat

Tourism Corporation of Gujarat Ltd (TGCL). is in the process of upgrading its promotional infrastructure to promote Gujarat internationally taking steps for preparation of Digital Tourist Guide (DTG) using information technology.

The concept of *Digital Library* is a good initiative in promoting tourism and providing broad knowledge about the destination. Department of Tourism, Gujarat is planning to establish digital library at various locations across Gujarat.

West Bengal

West Bengal Government has identified development and implementation of a State Wide Area Networking based dedicated "Tourism Database Management System with GIS facility" and interactive touch screen information kiosks for effective and efficient information collection, compilation, management and dissemination at multiple levels.

Goa

Goa state has installed 11-information touch screen kiosks at prominent places with special 30 minutes video screening. An 8 -minute corporate film has also been prepared for presentation. A new website with 24-hours monitoring agency has been developed.

Sikkim

Sikkim Government have initiated IT training for its officials posted in remote locations, regular IT training is conducted by the Department in an effort towards making the employees computer literate and thus more responsive to the needs of a visiting tourist.

Uttaranchal

In Uttaranchal, the Tourism Department has installed touch screen kiosks to impart information to tourists. Hotels are also computerized to provide fast services to tourists.

Lessons Learned:

- Information Dissemination System such as e-Tourism System, comprehensive websites, CD ROM, availability of hotlines and online booking system that are facilitating the efficient netting of information and communication systems in travel and tourism industry.

- The delivery of information for public services through website, CD, a toll-free phone service, TV commercial in national and international channel, short film etc. helps in effective tourism marketing. Latest techniques such as Digital Tourist Guide (DTG), information kiosks, Touch Screen in destinations provide on hand information to the visitors.
- Creation of User Level Administrations where trained tourists guides are placed for dissemination of online information to the tourists through web chatting, and web.
- Using information technology for promoting and facilitating tourists by Telecasting of short documentaries in Satellite TV Channels, installing Close Circuit Television (CTV) at railway stations, airports, bus terminals etc., can be used in promotion of tourism in the state.
- Tourism Database Management System with GIS facility for effective and efficient information collection, compilation, management and dissemination at multiple levels can be installed to information kiosk to give multiple-information on destination.

3.5.4 Website / Portal

Website is an important component of marketing strategy of any State. It is a part of branding initiative to educate consumers on the culture, people and experiences unique to that particular State. An interactive website increases visitation.

Websites of 12 states are being judged on various parameters, which are as:

- User friendliness
- Graphic Design
- Aesthetics and Beauty
- Functionality
- Navigation and Links
- Search facilities
- Interactivity
- Updation of site
- Relevance of content
- Innovation
- Creativity
- Integration

These parameters are further subdivided into sub points to make the decision making process easier and clearer. Websites are evaluated on these sub parameters and given points according to the scale. **Table 3.5.1** shows the parameters

Table 3.5.1 : Parameters for identification of best websites

| Sl. No. | Parameters | Sub-parameters |
|---------|------------|----------------|
|---------|------------|----------------|

| Sl. No. | Parameters | Sub-parameters |
|---------|-----------------------|---|
| 1. | User friendliness | Ease of Use |
| | | Clarity and Simplicity |
| | | Whether using local headings and link descriptions? |
| | | Whether using consistent design and layout? |
| 2. | Graphic Design | Synergies of visual elements |
| | | Font Styles |
| | | Exceptional Artistry |
| 3. | Aesthetics and Beauty | Visual Appeal |
| | | Color Harmony |
| | | Professional Appearance |
| 4. | Functionality | Accessibility |
| | | Speed and Sensitivity |
| 5. | Navigation and Links | Whether using a logical navigation structure? |
| | | Depth of Links Provided |
| 6. | Search Facilities | Whether search option available or not? |
| 7. | Interactivity | Customer interaction Process |
| | | Feedback system |
| | | Online reservation system |
| 8. | Updation of Site | Is the site regularly updated? |
| | | In-house/Outsourcing of updation work |
| 9. | Relevance of Content | Usefulness to customer |
| | | Whether lot of irrelevant content also present? |
| 10. | Innovation | Uniqueness of Offerings |
| | | Innovation in content worthy of public merit |
| 11. | Creativity | Originality of components |
| | | Creative use of resources |
| 12. | Integration | Consolidation and reinforcement of purpose |
| | | Integration Between the content provided and the purpose of website |

Out of these 12 States, Kerala has scored 1.7 as average and for all the parameters it has scored weightage between 1 and 2, which reflects that, the users are almost strongly agreeing that Kerala's website is satisfying all the parameters that are chosen to judge the websites. Sikkim has got 4.0 as average and scored between 4 and 5 for almost all the parameters, which according to scale represents that the users are disagreeing that this website satisfy all the parameters. e.g., Kerala has scored point 1 in user friendliness, aesthetics and beauty, updation of site etc. whereas Sikkim has got points 3 and 4 for these parameters. This shows that users agree with the fact that Kerala's website is more user friendly and updated regularly as compare to Sikkim's website. **Table 3.5.2** gives the State Wise Weightage for Website Management

Table 3.5.2: State Wise Weightage for Website Management

| Parameters | Orissa | West Bengal | Maharashtra | Gujarat | Goa | Rajasthan | Uttaranchal | Kerala | Andhra Pradesh | Tamil Nadu | Karnataka | Sikkim |
|-----------------------|------------|-------------|-------------|------------|------------|------------|-------------|------------|----------------|------------|------------|------------|
| User Friendliness | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 3 |
| Graphic Design | 4 | 3 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 3 | 3 | 4 |
| Aesthetics and beauty | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 4 |
| Functionality | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 |
| Navigation and links | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 4 |
| Search Facilities | 2 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 5 | 2 | 5 |
| Interactivity | 1 | 5 | 4 | 5 | 3 | 2 | 2 | 2 | 1 | 5 | 4 | 4 |
| Updation of site | 2 | 4 | 4 | 1 | 2 | 2 | 1 | 1 | 3 | 3 | 4 | 4 |
| Relevance of content | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 3 |
| Innovation | 2 | 4 | 2 | 4 | 3 | 3 | 1 | 2 | 3 | 4 | 4 | 4 |
| Creativity | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 4 |
| Integration | 4 | 5 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 5 |
| Sum | 30 | 43 | 33 | 35 | 34 | 27 | 24 | 20 | 28 | 41 | 36 | 48 |
| Average | 2.5 | 3.6 | 2.8 | 2.9 | 2.8 | 2.3 | 2.0 | 1.7 | 2.3 | 3.4 | 3.0 | 4.0 |

Weightage

1- Strongly Agree
4- Disagree

2- Agree
5- Strongly Disagree

3- Neither Agree Nor Disagree

Lessons Learned:

Website has been proved as an important component of marketing strategy. Any website designing should involve parameters such as user friendliness, proper graphic design, aesthetics and beauty, fast linking process and integration with other related information and innovation in dissemination of information and giving range of information.

3.5.5 Organising Cultural Events / Fair and Festivals

India has been enriched with its glorious heritage and cultural traditions, convention and moods, exhibiting unity in diversities. Fairs and festivals have unique ways of presenting the cultural glimpse of a region. They are helpful to show case the rich heritage, life style, festivities and cultural strength of a destination. Many of these festivals have the potential to attract the cultural connoisseur and tourists including foreign as well as domestic, besides providing entertainments to the local citizen.

Uttaranchal

In Uttaranchal, the local Municipal Boards and the Department of Tourism, Government of Uttaranchal, organizes fairs. The aim of these festivals is not only to entertain the tourists but also to enlighten them and the other visitors on the art, culture and folklore of the region.

Goa

Carnival in Goa is a non-stop 3-day festival of color, song and music, providing street plays, songs, dances, have been acclaimed in the world. The Government of India for the first time have organized an International Film Festival held from 29 November - 9 December – 2004 in Goa, which is the permanent venue for this

Karnataka

The fascinating fairs and festivals of Karnataka are exclusive to the State and reverberate with fun. The state organizes theme-based festivals such as Hampi festivals (Religious and destination festivals), music and dance festivals.

Andhra Pradesh

Andhra Pradesh Tourism Development Corporation (APTDC) has revived the spirit of Taramati Baradari by creating an exclusive complex for culture and entertainment around the heritage monument in harmony with the original architecture.

Tamil Nadu

For promoting cultural tourism in Tamil Nadu, State Government organizes Summer Festivals in Udhagamandalam, Sirumalai, Yercaud, Kodaikanal, and other hills, Pachamalai, Silver Beach (Cuddalore) and Panchalankurichi Kattabomman Memorial Fort.

Kerala

Kerala Government has exploited its tourism product through organizing festivals. Boat Races on Backwaters, Beach Festivals along with local Panchayat etc are the major initiatives in exploiting their tourism products through festivals. The Global Kerala Festival -2003 was organised in London from November 7-10 with the objective to bring Kerala Tourism across the globe. The festival featured a harmonious blend of Kerala's rich art and culture, as well as the inspirations and ideas of its intellectuals.

West Bengal

Paribesh Mela –2005 is being organized in Kolkata by West Bengal Pollution Control Board to promote environmental awareness as well as to share/exchange the useful information. Programs include seminars, displays and cultural activities. Participants included government departments, industries, public sector organizations, educational institutions, research bodies, pollution control equipment manufacturing companies, pollution testing laboratories, and non-governmental organisations/community based organizations.

Lessons Learned:

- Theme-based festivals such as religious and cultural festivals have unique ways of presenting the cultural glimpse of a region and helpful to overview heritage, life style, festivities and cultural strength of a destination.
- Creating an exclusive complex for culture and entertainment around the heritage monument in harmony with the original architecture.
- Organizing Carnival and International event as national level event where it can show case the culture of the region and the country.
- Product based festivals such as tea festival should be encouraged

3.5.6 Introduction of Budget Schemes for Accommodation

India offers the best of the accommodation facilities to the travellers to the land. There are plenty of hotels in India that cater to the needs of tourists of all kinds. The hotels in India provide high standards of accommodation, facilities and comforts to satisfy the clients at the most reasonable rates. There are varieties of hotels in India from luxury hotels, standard hotels, budget hotels to the heritage type. Then there are several Indian and international hotel chains in India. The services and the facilities are such that the hospitality of India always gets reflected.

The hotel industry has shown a spectacular growth during the last one and half decades. The number of hotel rooms has increased from 30200 in 1986 to 57386 in 1995 and to 62000 in 1996 and to 68000 in 2001. In the approved list of Department of Tourism the classified hotels are 125 in One Star, 286 Two Star, 274 Three Star, 73 Four Star, 56 Five Star, 42 Five Star Deluxe, and 41 of heritage hotel category.

In spite of rapid strides made by the hotel industry since last one decade or so, the hotel accommodation falls short of the requirement of growing inflow of the tourists. It is forecasted that a large number of budget hotels will be required for about 200 million strong middle class Indian tourists.

Since most of the tourists are not affluent, it would be necessary to create reasonably priced middle range accommodation like tourist complexes, youth hostels and motels. This, incidentally, points to the need to harness the resources of the private sector in a big way. It is estimated that an additional 100,000 guest rooms is required to be set-up in the next three years if we are to cater to the 5 Million tourists expected to visit India in the future. This capacity can only be set-up at a project cost of about Rs 25,000 crore.

A majority of the domestic tourists are from the middle class and the need for the state to focus on the needs of the budget tourist segment is thus important.

Sikkim

Sikkim have taken a number of steps to cater to the budget tourists. A number of hotels in the state are priced to cater to this segment; homestays are being encouraged all across the state; and, the shared-taxi service is very popular amongst the visiting tourists.

Uttaranchal

The graduates of Garhwal University run budget tourist accommodation in Paryatak Atithi Grah, which is along the route of Char Dham Yatra. It gives them opportunity for self-employment also. The accommodation here is available at Rs. 30 to Rs.100 per day per bed.

Maharashtra

Maharashtra Tourism Development Corporation has started various schemes for budget tourists. One project namely Budget Accommodation at Ganapatipule beach was started in 2003. Ganapatipule now provides ample accommodation options. For the budget tourists the dormitories and the lodging in the local village houses are possible. The holy land of Ganapatipule offers excellent vegetarian food. The Maharashtrian meals are simple and savored by all. The local flavors are available at nominal prices.

Under *Bed and Breakfast Scheme for Budget Tourists* (B&B scheme), the local people who have inclination to supplement their incomes and have spare rooms/flats/houses can come forward to register their premises and accommodate tourists as B&B guests as per guidelines laid down by Maharashtra Tourism Development Corporation. 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. This scheme is

especially for budget tourists who can spend less and get much comfort during their visit to Maharashtra.

Karnataka

IndiOne brand is being introduced at Bangalore by Indian Hotels Company. Taj Group of Hotels operates it for budget travellers and tourists. Its purpose is to give quality service to customers at low cost. The Government of Karnataka has also planned to establish chain of dormitory type accommodation in Bangalore, Mangalore, Mysore, Hubli, Dharwar, Belgaum, Near Halebid and Belur, Near Badami, Aihole and Pattadakal, Near Hospet / Hampi, Outskirts of Bijapur and along the NH-4 (Bangalore-Belgaum), NH-17 (West Coast Road), NH-48 (Bangalore-Mangalore) and along the NH-13 (Chittadurga-Bijapur).

Rajasthan

In Rajasthan paying guest scheme is being started for tourists. Many of the budget tourists avail of this opportunity. Care has been taken that only those families are registered under this scheme that can provide adequate facilities and can serve the purpose of this scheme.

Tamil Nadu

The Tamil Nadu Tourism Development Corporation (TTDC) has 54 hotels, rest houses, boathouses and restaurants spread out in the region that provide accommodation to the tourists. Tamil Nadu Tourism Development Corporation (TTDC) has established Youth Hostels, mainly with the object of promoting low budget tourism wherein Dormitory Accommodation is provided to the Tourists at a very nominal rate of Rs.50 per day.

Orissa

The innovative Gold Card scheme of OTDC entitles a card holder, 10 per cent discount on accommodation, food and beverages and transport at the Corporation run hotels, restaurant and travel establishment by paying a nominal fees of Rs.650/-. In addition the holder is also covered for personal accident insurance benefit upto Rs.50,000/- for which OTDC has tied up with New India Assurance Company. The Card can be obtained at Panthanivas and other units of OTDC and selected travel agencies on payment of a nominal amount of Rs.650/-. The validity of the Card is initially for three years, which can be renewed on payment of Rs.250/- for further period of 3 years.

Lesson Learned:

- As the hotel accommodation falls short of the requirement of growing inflow of the tourists. Since most of the foreign tourists and local tourists are not affluent, it would be necessary to create reasonably priced middle range accommodation like tourist complexes, youth hostels and motel.
- Home stays are being encouraged and the shared-taxi service is very popular amongst the visiting tourists.
- Educated unemployed youth should be encouraged to run the budget tourist accommodation, which will give them an opportunity for self-employment.
- Local village people need to encourage providing houses, dormitories on budget as possible.
- Paying guest scheme is required for tourists and those families are registered under this scheme that can provide adequate facilities and can serve the purpose of this scheme.

3.6 Impact on Tourism Products

Tourism Product Maintenance and Development Practices

Tourism product at the destination comprises of all those attractions, facilities, and services used or visited during a stay, which appeals to the visitors. The tourism product varies with its location, landscape, fauna and flora and artificial or man-made nature. Tourism products are developed and support local needs and aspirations with the harmony of natural environment. These products promote and develop a whole range of other participating tourism services.

3.6.1 Eco-Tourism Development Project

Eco-tourism is a tool for conservation of natural and cultural resources (including biodiversity) and an instrument for sustainable development, especially in an environmentally sensitive area such as forest, river and coastal area are managed to be ecologically, economically and socially sustainable. It is the biodiversity resource base, which mainly attracts an eco-tourist to a destination, but this use of the resource is a non-consumptive one.

Tourism in forest, coastal and hill tracts are associated with appreciating and observing nature, scientific endeavour and education. This type of Tourism is associated with minimal construction and infrastructure development and small-scale interventions in areas of normally strong control and restrictive management such as reserved and protected forest area, area under Coastal Regulation Zone (CRZ) Rules, water bodies etc. Issues concern on eco-tourism development is its spatial patterns of concentration/dispersion vis-à-vis the protection of nature and the functioning of ecosystems but also the quality of experience of visitors. The following good practices are given as:

Project Name: Thenmala Eco-Tourism Project

Location: Thenmala Dam, Thenmala

Broad Features:

Thenmala eco-tourism project is the first planned eco-tourism project in India, which has been developed through a society namely Thenmala Eco-tourism Promotion Society in tune with the internationally accepted principles of eco-tourism. Eco-tourism planned in the surrounding forest areas and the famous Shenduruni Wildlife Sanctuary. This sanctuary is having high potential to promote eco-tourism activities. Apart from that, a number of satellite spots are identified within a radius of 50 kms from Thenmala to have eco tourism centers. *Project Concept.*



Thenmala Eco-tourism Project Area

In conceptualizing Thenmala Eco-tourism project, tourist visiting the eco-tourism site, Thenmala dam located in the vicinity will also cater to the needs of general tourists and the satellite spots (surrounding area within the forest). Carrying Capacity of these satellite spots has also been formulated. The Tourists visiting the area require to be dispersed according to the carrying capacity of the centers identified. For proper environmental impact assessment and carrying capacity studies of these

sensitive areas and environmental monitoring mechanism has been devised to constantly monitor the impact of the tourism activities.

The whole project has been development based on zonal development concept. Each zone of the project area is well - defined with its activities not to allow mixing with other activities. Activities within the project area are; the wildlife sanctuary zone, cultural zone, adventure zone, boating area, pilgrimage, nature trails, mountain biking, rock climbing, palruvi falls, butterfly parks etc. Sabrimala Ayappa temple, which falls within the project area, forms the eco-pilgrimage circuit. Such proactive step through the project is necessary to monitor environmental issues at Sabrimala.

This project also features accommodation in tents, tree-tops and caves in the interior forest so as not to affect the local environment. Tribals and local people are being involved as guides and helpers in fostering eco tourism activities here. This was done to give a new dimension to the development pattern of rural areas adjoining these eco tourism centers. Other facilities such as ropeway, suspension foot-bridge, deer rehabilitation center, environment education centre, amusement boating etc. are also found at Thenmala.

Lessons Learned:

- A community-based eco-tourism project requires more than a plan and funding to successfully implement the project. This management model for eco-tourism which get people interested, affirming their abilities in implementing the project, and to figure out how to best use people's skill.
- Importance of involving local people in eco-tourism development and resources management not only to improve the economic condition of local people, but also as an essential element for effective development, utilisation and management of natural resources.
- Any tourism beyond the acceptable *carrying capacity* should be strictly prohibited. The carrying capacity can be physical, social and economic. As any projects in protected areas for the purpose of eco-tourism entails a loss of many flora and fauna, which requires minimum structure, and sustainable level of visitors. While planning an eco-tourism, it is important to develop capacity building programmes that will enhance and strengthen human resources and institutional capacities in government at both the national and local levels, and also amongst local communities.
- Zoning and effective compliance with land use regulations for the different zones are essential. Zoning of the area must define with its activities and not to allow mixing with other activities. An eco-zone within the project area must be demarcated and activities, which are not so cozy, should be kept away from the eco-zone.
- Codes of conduct for tourists' observation of flora and fauna must be established; there must be ongoing research and monitoring programs of the flora and fauna to determine possible impacts and to improve knowledge about these resources; cleaner technologies for eco-tourism operations are essential, as with the case of solar energy, wastewater management, and the use of biodegradable products; programs that support conservation are also necessary.
- No permanent structure in interior of the forest area is to be constructed so as not to affect the local environment.

Project Name: Nal Sarovar Wetland Bird Sanctuary

Location: Gujarat

Broad Features:

Nal Sarovar wetland bird sanctuary in Gujarat is one of the largest in India. Under the project an eco zone is being developed, which will spread over an area of 600 acres of land. This would promote eco tourism activities such as Nature Park, eco resort, an ornamental fish farm, aquarium and an education, interpretation and research institution. The zone would have a Tourist village with accommodation and entertainment facilities. The entertainment zone would be located away from the eco zone to maintain the serenity of eco zone. The entertainment zone would provide eco friendly recreational avenues like boating, angling and camping on the fringes, animal rides etc.

Lessons Learned:

- An integrated approach for eco-tourism project which conceptualize to have integration of various activities such as fish farm and aquarium, nature-park, entertainment zone, eco-resort etc.

Project Name: Jungle Lodges and Resort Ltd. (Karnataka) for Eco-Tourism Development

Location: Bandipur National Park, Dandeli Wildlife Sanctuary and in the Biligiri Rangaswamy Wildlife Sanctuary and Kali River

Broad Features:

A good initiative has been taken by Karnataka Government by establishing a Government undertaking to develop eco-tourism. The *Jungle Lodges and Resorts Ltd.(JRL)* is the most efficient eco-tourism Government organization, with the objective of developing wildlife tourism and various outdoor activities like trekking, camping, wildlife safari, hill climbing, sport fishing, river rafting and boating etc., and help in general towards conservation and development of wildlife and improvement of environment in forest area.

The JRL have constructed some of its eco-lodges in Bandipur National Park, Nagarhole National Park and a number of Karnataka's other wildlife sanctuaries, including tented camps on the Kali River in the Dandeli Wildlife Sanctuary and in the Biligiri Rangaswamy Wildlife Sanctuary.

Lessons Learned:

- To maintain the biodiversity a Government agency has been involved in construction of eco-friendly lodges, resorts and later handover to Karnataka State Tourism Development Corporation.
- The Agency is directly under the control of Forest Department and co-ordinate with Karnataka State Tourism Development Corporation.

Project Name : Preparation of Eco-City Plan

Location: Kancheepuram Town, Tamil Nadu

Broad Features:

For developing environment friendly cities, an eco-city plan has been prepared for Kanchipuram Town by the Tamil Nadu Government. Current planning practices tend to focus on urban form, land use, transportation, and provision of social services like affordable housing. Invariably eco-city planning involves a broadening

of scope. Eco-cities may be defined as about balance within human society as much as they are about balance between humans and nature.

Kancheepuram town is one of the seven sacred cities in India; considering its historical and tourism importance and its industrial growth, Department of Environment, Government of Tamil Nadu in its pioneering effort has undertaken an Eco-city pilot project for this town. The task of preparation of EMP was entrusted to NEERI, Chennai.

The following tasks carried out for the preparation of the Kancheepuram Eco-city Plan:

- Environmental mapping through study of land use pattern, existing water supply and sewerage system, topography, industries and commerce etc.
- Environment assessment through collection of primary and secondary data on air, water and waste-water characteristics, public health status, solid and liquid wastes generated, etc.
- Identification of environmental hot spots
- Preparation of Environmental Management Plans including rehabilitation of infrastructure and mitigation measure for pollution abatement

Lesson Learned:

- An Eco-city plan should be prepared by integrating resource use, including the relationships between the natural environment and the systems for energy supply, watershed management, solid waste management, and urban agriculture/horticulture etc.
- The environmentally sensitive area should be identified and to avoid further deterioration of the area from pollution and wastes.
- The Eco City Plan should cover a broader range of issues over a longer time horizon than all other existing plans.
- The existing Bye-laws and Town Planning Acts is required to be amended to incorporate Environment Management Plan so as to make the city environment friendly.

3.6.2 New Innovative Tourism Products

An innovative tourism product, new tourism ideas, concepts and opportunities enhance profile of a tourism destination. Global consciousness of importance of tourism has triggered a fresh look at the opportunities in positioning and promoting travel and tourism industry through identifying new and innovative tourism products.

Indigenous Rural Based Tourism

Under tourism development goals, objectives and strategies, the National Tourism Policy, 2002 has identified village tourism as the primary products to spread tourism and socio-economic benefits to rural and new geographical areas.

Tourism in rural areas covers a wide range of purposes and is usually associated with visiting areas of special beauty, being in nature, low intensity activities but widely dispersed around low density-often remote- rural communities. While developing rural tourism, the issues involve questions about the carrying capacity of the destination villages, impacts on local society and culture, effects on rural economies, the spatial patterns of visitor flows, etc.

The Union Ministry of Tourism, Government of India has selected two villages viz. Aranmula and Kumbalangi in Kerala and Raghurajpur village in Orissa for the

promotion of rural tourism in the country. The selection is part of the programme of the ministry to highlight tourism potential of villages in the country.

The indigenous rural development projects such as Integrated Tourism Village development, Craft Based Eco-tourism may create a 'Best Practice Model' for Sustainable Tourism facilities in remote areas. As yet there is no known model for low impact, nature based, remote area tourism facilities in India and the world. But these indigenous rural development projects may develop a holistic 'best practice' model that is user-friendly and informative for operators across the full range of environmental sustainability criteria for low impact facilities. The following best practice model for developing rural tourism has been set forth:

Project Name : Integrated Tourism Village Development

Location: Kumbalangi, Kochi, Kerala

Broad Features:

The most innovative and acclaimed tourism project is Kumbalangi Model Village project in Ernakulam District of Kerala. Kumbalangi Integrated Tourism Village project is a unique initiative to transform the tiny island as a model fishing village and tourism spot. The village is the first of its kind in the country with the objective of village tourism. The concept of endogenous tourism project of Kumbalangi Village has been developed by channelizing the funds through local Panchayat to beneficiaries and or retaining the funds within the village.

"Gramam" the project area, is situated at Kumbalangi, a village 10 Kms from Fort Kochi - the heritage zone. The village host's large number of Chinese Fishing Nets, which abound here on backwater lagoons, attracts large number of visitors. This idyllic place is 45 Kms from the International airport at Kochi - an hour's drive away. The nearest railway station at Ernakulam is only 14 Kms away. The buses ply regularly on the National Highway 47 passing through Thoppumpady - a stone's throw from Gramam. Indeed Gramam also is a cheap and healthy alternative to living in the city.

Practices:

- Various methods of fishing are the main village activity. Participation of local fishermen is thus involved in the eco-tourism programmes and the fishermen also enjoy the benefits.
- The fish, prawn, crab, coconuts, oil, eggs, many fruits and vegetables are produced and collected locally benefiting the villagers.
- The house and the garden are maintained by local organic manure.
- Use of plastics are minimised and eco friendly materials are promoted. Strongly using bio-gas for cooking.
- Ban on using chemical fertilizers and pesticides in the farm.
- Mechanised boats or speedboats are not supported in the backwater, only locally made traditional country boats are promoted with the help of local men.
- Locally produced lime is used for white washing the house.
- Home made wine and toddy, the local brews from coconut tree are encouraged.
- Making efforts to create awareness among villagers to protect natural ecology and fragile environment especially the backwaters

- Gramam Homestay offers two twin bed rooms for guests. So the carrying capacity is kept at the bottom level to preserve the host family, local people, environment and guests.
- Income generated from Gramam is used to maintain the 65 years old heritage house and improvement of three acres coconut garden.
- Gramam gives an opportunity to experience a backwater destination not in normal tourism run but very near to heritage zone of Fort Cochin.

Lessons Learned:

- Carrying capacity of destination villages with respect to impact on local society, effects on rural economies and spatial pattern of visitors shall be carried out.
- In implementing tourism programme local people should be involved to accept the project in its accordance with its traditional and socio-economic values.
- In developing rural tourism, an eco-friendly materials mostly local based shall be used as to promoted an eco-friendly. Using conventional energy and ban on using plastic and inorganic manure as not to degrade environment.
- Income generated through the rural tourism projects shall be used to improve the local infrastructure and environment.

Project Name: Craft based eco-tourism for sustainable livelihood

Location: Arumala, Pathanamthitta District, Kerala

Broad Features:

A new concept on Culture and *craft based eco-tourism* for sustainable livelihood of local people project at Aranmula is a good initiative in promotion of art and craft of a state. Aranmula, one of the most attractive tourist spots on the banks of the Pampariver in Pathanamthitta district has been picked for launching the Endogenous Tourism Programme (ETP) of the Union Government and the United Nations Development Programme (UNDP). is being developed as craft based eco-tourism for sustainable livelihood of local people. This would help in promoting local handicrafts based on local resources.



Lessons Learned:

- Craft based or locally made art and craft based tourism project should be promoted to enhance sustainable livelihood of local people without imposing and diverting their occupation.
- Promotion of local artisans

Project Name: Development of Raghurajpur- The Crafts Village

Location: Puri District, Orissa

Broad Features:

Ministry of Tourism, Government of India and Orissa Tourism has chosen for development Raghurajpur, in Puri District as Rural Tourism destination. The village, which has 103 households, each having three artisans on average, has a rich tradition of Utkal art and artifacts. Pata chitras (paintings), tusser paintings, palm

leaf engravings, stone and woodcarvings, wooden, toys, masks and so on are made in the village. Some of the artisans are national award winners.

The major objectives being achieved through the development of rural tourism in Raghurajpur includes: promotion and sustenance of Crafts; wall paintings; enhancement of Gotipua dance tradition; to make the village a prominent tourist destination; provision of infrastructure; provision for visitors; community participation at all levels and the economic regeneration of the village.



View of artisan at work in Raghurajpur

An Amphitheatre is also being developed in the village. Besides, a Gram Kutir and a Crafts Centre are also planned. UNICEF has provided sanitary installations and water supply connection to the village.

Being developed as a tourist attraction center, Raghurajpur attracts both domestic as well as foreign tourists. In 2001, over 6000 tourists visited the village to see the craftsmen at work and to make purchases.

Lessons Learned:

To make the village tourism a prominent destination, all required facilities such as provision of infrastructure and provision for visitors; along with basic amenities such as sanitary installation, safe drinking water supply and craft zone with exhibitory theatres or auditoriums shall be provided.

Project Name : Establishment of Craft Development Centre

Location: Amar Kutir – Crafts Development Centre, Shanti Niketan, West Bengal

Broad Features:

The Amar Kutir Society for Rural Development aims towards sustainable rural development. The village is located near the quiet wooded banks of the river Kopai near Shantiniketan. Skillfully crafted handicraft items are available at this center at very reasonable price. One can also see the artisans at work in a rural set-up. This center was set up in 1926 under the patronage of Rabindranath Tagore. The objective is to promote rural artisans with their traditional skills and ethnic creativity and use them gainfully in small and cottage industrial enterprise. About 2000 artisans of surrounding villages are benefited under the rural employment generation activities undertaken by the Society in the form of work allotments to village artisans. Besides, the society has encouraged sustainable development activities like social forestry schemes, crafts schools for children, cultural regeneration programmes and health-care facilities. At Amar Kutir, the most popular product range includes the artistic leather crafts.



Lessons Learned:

- A society can be formed for rural development aiming towards sustainable rural development
- Developing a craft development center would benefit artisans.

- It can be encouraged for sustainable development activities like social forestry schemes, crafts schools for children, cultural regeneration programmes and health-care facilities.

Project Name: Vishwa Gram (Global Village) Concept

Location: Ahmedabad and Tambi Village in Bhavnagar District

Broad Features:

For promotion of Rural Tourism, the concept of *Vishwa Gram* at Ahmedabad and Tambi Village in Umral Taluka in Bhavnagar District are an innovative attempt to provide ethnic Gujarati as well as international culture, history, events, monuments and heritage. This would be achieved by various methods like miniaturization, multimedia presentations, laser stereography and 3-D effects. *Vishwa Gram* would replicate structural modules and beauties of 10 – 12 countries with houses and accommodation motels on the lines of Sabarmati, on either part of the river.

Lessons Learned:

- A Village linked with all modern information technology
- The concept of global village is replicated with structural module of different country will give views of world culture.

Project Name: Chokhi Dhani Resort

Location: Jaipur

Broad Features:

Chokhi Dhani Resort in Rajasthan is a five star ethnic resort for high-end rural tourism. The resort with quaint mud and thatched dwellings set in sprawling acreage of land has cottages, haveli suits, conference halls, chaupal, bar and multi-cuisine restaurant. Chokhi Dhani which has been developed as heritage village, is the showcase of history and culture, archaeology and architecture, and unique lifestyles of the people, if set up, would go a long way in creating a large number of direct and indirect jobs and income opportunities.



Chokhi Dhani has 31 Village Huts, 34 Executive Huts. The spacious huts away from the hub of urban polluted life offers you complete solace while you bask in the splendour of rich Rajasthani culture with every modern amenity and comfort.

Other facilities and services such as business centre, banquet and conference facilities, currency exchange, shopping arcade, recreational centre, travel assistance, car hire services, snooker room, health club, tennis court, doctor on call, laundry, secretarial service, special village welcome with arti, tkka, shehnai and nagada followed by everyday village fair.

The village festivities held everyday with kalbeliya dance, bullock cart rides, parrot fortuneteller, puppet shows, merry-go-round, camel ride, boating etc., followed by typical rajasthani food at sangri baby sitting, currency exchange, newsstand, courier service, doctor on call, laundry, travel desk service, dry cleaning, postal services, wake etc. are other facilities.

Lessons Learned:

- In developing a resort with concept of village for high end rural tourism should favored a cultural re-evaluation and a feeling of pride in being “native”; respect

for local culture and decisions about whether to present certain resources to tourists, and how they would be presented are vital.

- For high -end rural tourism, the resort with the showcase of history and culture, architecture and lifestyle of local people should be integrated with the modern facilities in such a way that looks aesthetically an ethnic village.

Project Name: Kerala Kalamandalam

Location: Cheruthurthy, Thrissur District, Kerala

Broad Features:

Established in 1930, the beautiful campus for performing arts seeped in classical music and dance, lies near the majestic River Nila in the village of Cheruthurthy in the North of Thrissur, the home of the renowned traditional art form of Kathakali dance form. It is in this academy that the best of most of Kerala's Kathakali artistes get their rigorous training. Many foreigners also get training here. Kalamandalam, a Deemed University, is internationally acclaimed as training and research centre on performing arts, especially in Kathakali and Mohiniyattam, the two unique dance styles of Kerala. This centre has been receiving students and artists from all over Kerala and the country. Of late, this institute has opened its doors to tourists. Tour packages are offered for tourists to visit this institutional complex, its museums and libraries and also to participate in discussions and preparatory/ introductory classes. This is considered as a good cultural interlude.



Views of Kerala Kalamandalam

A Cultural Tourism Project was initiated jointly with the Department of Tourism, GoK on 14th February 2003 to promote and explore Kerala's culture. The project offers three hours of audio-visual tour of Kalamandalam campus. District Tourism Promotion Council (DTPC) is organizing the trip to Kalamandalam as a package tour.

A Cultural Tourism Project was initiated jointly with the Department of Tourism, GoK on 14th February 2003 to promote and explore Kerala's culture. The project offers three hours of audio-visual tour of Kalamandalam campus. District Tourism Promotion Council (DTPC) is organizing the trip to Kalamandalam as a package tour.

Lessons Learned:

- In promoting the Arts and Culture, the role of Kerala Kalamandalam is appreciable. A strong marketing in abroad has drawn attention students and visitors to visit the Kalamandalam. The District Tourism Promotion Council is providing logistic support and package tour to visitors for the Kalamandalam.

Medical Tourism

Medical Tourism is another emerging concept for health treatment and rejuvenation. Health tourism has already shown one of the growth areas. The segment drew approximately 150,000 patients to the country in 2003 and has the potential to attract one million health tourists every year, contributing about \$5 billion to the economy. Developing health tourism— India has earned respect across the world and the expertise is at par with the rest of the world in bypass, dental, liver / kidney transplant and cosmetic surgery.

Project Name : Developing Medical Tourism

Location: Karnataka and Tamil Nadu

Broad Features:

Tamil Nadu and Karnataka have excellent medical facilities for Reproductive Medicine, Neonatal Care, Yoga, Reiki, Ayurveda, Cosmetic Surgery and weight loss therapy. Already patients from within India and neighbouring countries visit hospitals in Tamilnadu and Karnataka especially Chennai and Coimbatore and Banagalore in large numbers. This has become possible because of renowned hospitals like Narayana Hrudayalaya, Wockhardt, and the Apollo group among others are located in these states. People seeking remedies come from not only other parts of India, but also other Asian countries and Europe. Attendants naturally accompany them who become tourists after the treatment is over. Subsequently tie-up facilities among multi-specialty hospitals, star hotels, national / international travel agencies, tour operators, etc. is organized.

Lessons Learned:

- Taking an opportunity to develop India as Medical hub, multi-speciality hospitals with all the specialized shall be promoted and more states to come forward to offer medical treatment to overseas patients.
- Presently, the initiatives has been taken only by the private hospitals, the Government shall come forward in giving incentives to hospitals and also provide other necessary facilities for the specialized treatment.

Shopping Tourism

Project Name : Kolkata Shopping Festival

Location: Kolkata

Broad Features:

In promotion of Shopping Tourism, the Kolkata shopping festival (a 10-day event), is a first of its kind in the state. Conceived and conceptualized by the Bengal Chamber of Commerce and Industry (BCCI), the pre-puja shopping spree, was packaged into a festival and marketed domestically as well as internationally in cooperation with the West Bengal Tourism Development Corporation Ltd (WBTDC). Giving it a carnival-like look after the most popular festival in Brazil and the mega shopping festivals in Dubai and Singapore, the entire idea was to build a brand image of the state, its tourism and its potential retail-trading sector. A mega shopping festival, steps were taken to building necessary infrastructure like parking near the shopping areas, cleanliness of the markets place, etc. The festival, spreading all over the city, would include chain of cultural events to be held at different shopping malls, crafts exhibition, international coffee festival, food festival, 'mid night bazar' and discount packages from several participating brands and retailers. As part of the event, a special 'Privileges Card' has been launched for all shoppers.

The 2004 shopping festival is a pilot project- the organizers are planning to arrange a larger scale festival in the future. The Kolkata shopping festival is planned as a 'signature event' in tourism and retailing.

Lessons Learned:

- To build a brand image of a city or the state, a mega shopping festival can be organized with its tourism potential and retail-trading sector.

- An event based shopping tourism such as pre-puja or festivals extravaganza should be encouraged and spread it in different part of the state and cities and include chain of cultural events, food, art and crafts, traditional dances etc.
- Launching of a special Privilege Card to shopper and discount packages from participating brands and retailer, which should be a strategy for promoting shopping tourism.

Project Name : Holiday Consultancy

Location: Tamil Nadu

Broad Features:

Holiday Consultancy is a new concept that is being marketed today in the tourism sector. Busy executives, politicians, top civil servants, etc. has very little or practically no time to plan their tour itinerary and organize the same. The holiday consultants will combine the job of a travel agent, tour operator, guide, personal assistant etc. Department of Tourism, Tamil Nadu is planning to take steps to cash in on this novel idea in a big way with the help of Tamil Nadu Tourism Development Corporation (TTDC) Limited.

Project Name: Floating Restaurants in Floating Restaurants in Modern Catamaran

Location: Mumbai Harbour

Broad Features:

Aesthetically renovated Catamarans owned by MTDC namely 'Gateway Glory' and 'Iravati' are innovative projects. The 'Iravati' having star category facilities with bar, restaurant, modern aesthetic interiors and fittings, caters to up market tourists and functions as the floating restaurant in Mumbai Harbour. The other Catamaran 'Gateway Glory' is used for dual purpose. In the morning it is used for Elephanta cruise which includes to and fro journey to the Elephanta Island famous for the ancient Hindu caves. In the evening the Catamaran is used for inner cruises in the harbour as well as for parties and conferences etc.

3.6.3 Maintenance of Tourism-Friendly Monuments Preservation and conservation of Heritage Centers

The Archaeological Survey of India (ASI) maintains, conserves and preserves the centrally protected monuments and sites in India. Some of its monuments come under World Heritage Zone. Besides, some of the monuments come under the state list of monuments, which are under control of State Archaeology Department.

There is a series of monuments that needs proper maintenance, hygienic conditions, identification and awareness and better accessibility which requires restoration, refurbishment Department of Tourism, Government of India have taken several steps with state archaeological department in conservation and maintenance of monuments. The initiatives has been taken in the following activities

- Restoration and Refurbishment of monuments,
- To provide basic facilities in and around places of tourist importance like drinkingwater, electricity, sanitation and signages.
- Construction of Souvenir shops, Public Convenience complexes, cafeterias at monuments.

- Accessibility to monuments and Historical buildings through

The following exhibit shows the refurbishment work under the refurbishment programme of Tourism Department, Government of India, for which funds were received through the Department of Tourism, Government of Orissa.

Exhibit : Gopinath Temple, Badanairi, Puri



Before conservation



During Conservation



After Conservation

Exhibit : Sihini Temple, Bolangir, Orissa



Before conservation



After Conservation

From studies of all selected states, the following initiatives may be taken for special recognition;

Project Name: Conservation and preservation of Fort Kochi Heritage Zone, Kerala

Location: Cochin

Broad Features:

Fort Cochin is believed to be the oldest European Settlement in India and St. Francis Church in Fort Cochin was the first European Church to be built in India. A major heritage conservation project is being implemented at Fort Kochi for conservation and preservation of Fort Kochi Heritage Zone. This project has won the international PATA Grant Award for the Best Heritage project. Parallel to the tourism development of the area, steps has also been taken to provide drinking water to West Kochi under the UK-based Department for International Development Fund (DFID) scheme and beautification of the bus station and roads in Fort Kochi area.

Lessons Learned:

- Along with conservation of the fort, necessary infrastructure has been provided.
- Beautification scheme for bus station and roads in Fort Kochi area along with renovation of fort Kochi make a harmonized development of the area.
- An integrated focused or Peripheral Development plan of a monument vis-a-vis infrastructure and tourism supported facilities is required to establish the proper relationship between the monument and its immediate surroundings parallel to the restoration and preservation of monuments.

Project Name: Restoration of Ajanta – Ellora Heritage Projects

Location: Ajanta and Ellora Caves, Maharashtra

Broad Features:

The first phase of restoration work undertaken at the Ajanta-Ellora caves is a classic example in which MTDC submitted a plan for restoration of the area in and around the two heritage sites to the Government of India. The Geological Survey of India at Ajanta and Ellora Cave carried out detailed scientific investigations, based on their report, a site management plan, which included conservation, was developed. The conservation work included protection of the rock mass, prevention of water seepage, slope stability, surface water management, landscaping of the adjoining region and development of a circulation plan. The conservation work being carried out at the caves has set standards in cave protection and visitor management system for ancient monuments in the country.

In a bid to protect the world heritage site, MTDC has introduced special, pollution free luxury buses (5 AC and 5 Non-AC) on the 2.5 kms along stretch of the Ajanta tour that begins at Fardapur. The MTDC authorities have also banned the use of all other vehicles in the area. The entire exercise is expected to reduce the vehicular traffic and pollution in the surrounding areas of the Ajanta caves. Parking of vehicles is not allowed near the caves, making the entire surrounding area eco -friendly and pollution free. The monument conservation programme practiced at Ajanta Ellora would also be carried out at other similar sites with time. Karla, Elephanta etc would be part of this initiative.

Lessons Learned:

- A site management plan, which included conservation included protection of the rock mass, prevention of water seepage, slope stability, surface water management, landscaping of the adjoining region and development of a circulation plan.
- Standards in cave protection and visitor management system for ancient monuments in the country.
- Entry of Pollution free vehicles in protected the area

Project Name: Adopt a Monument Scheme

Location : Rajasthan

Broad Features:

The Department of Tourism, Rajasthan has initiated an innovative package, which allows corporate houses, non-governmental organizations (NGOs), and individuals owning monuments under ‘*adopt a monument*’ scheme. To preserve the rich heritage, it has called upon Non-resident Rajasthanis, individuals and corporate houses to sponsor the conservation works of fragile monuments. This has been

launched as an instrument of public-private participation for preserving this rich bequest. The scheme envisages adoption of a monument for a period of 10 years in accordance with a conservation plan drawn by the Department of Art and Culture. Under the scheme, state government is creating a Heritage Fund to finance the different conservation projects. A high level steering committee of government ensures the regular supervision of the sponsored conservation projects and yearly audit reports guarantee the rightful use of the donated fund.

Lessons Learned:

- Preservation heritage through, Non-resident Rajasthanis, individuals and corporate houses to sponsor the conservation works of fragile monuments.
- Periodical adoption of method
- Regular supervision through High level Steering Committee
- Yearly audit

Project Name: Creation of Heritage Funds

Location: Karnataka

Broad Features:

The intent of creating a heritage funds is that promoting citizens to own up to their responsibility for caring of architectural heritage. Corresponding with this, is a need for creating a funding support system to finance the restoration of this fantastic architectural ensemble and even for this, a collaborative effort on the part of citizens, private sector companies and the government is much needed.



The Sun Temple at Konark

Archaeological Survey of India (ASI) and National Culture Fund (NCF) of the Ministry of Culture to protect, preserve and promote national heritage and culture have collaborated with Indian Oil to form a fund known as the Indian Oil Fund (IOF). The objectives is to identify surrounding areas of the monument to be developed jointly with IOF and provide funds to ASI for preservation, restoration and conservation of monuments and to develop tourist friendly facilities (non-archaeological). With an initial corpus of Rs. 25 crores (approx US\$ 51,00,000*) and an annual recurring contribution of Rs. 10 crores (approx US\$ 21,00,000*), the IOF will adopt at least one heritage site in every State and Union Territory.

The Sun Temple at Konark in Orissa is protected and conserved by UNESCO as a World Heritage Site.

The IOF will develop world-class facilities and conveniences for visitors. In addition to refueling facilities for travellers, community developments in the neighbourhoods are to be undertaken by Indian Oil.

Another example is of The Jindal Group along with Global Heritage Fund (GHF), a US-based NGO, which funds and supports global heritage sites has taken on the restoration and conservation of the Chandramauleshwar Temple in Hampi, in Karnataka.

Lessons Learned:

- Conservation is an expensive activity. A Heritage Fund for maintenance and preservation/ conservation of natural, architectural and cultural heritage through donations from individuals, corporate houses and other patrons and the government is much needed. Heritage funds to create citizen's responsibility for caring of architectural heritage.
- A collaborative effort with private sector companies and the government is much needed.
- Development of surrounding areas of the monument for preservation, restoration and conservation of monuments and to develop tourist friendly facilities (non-archaeological)

Project Name: Peripheral Development Scheme for Sun Temple at Konark

Location: Konark, Orissa

Broad Features:

The Sun Temple of Konark is one of the World Heritage monuments in the eastern region. The state Government is making all out efforts to provide support for peripheral development of the temple. Indian Oil Foundation is providing funding for the project. The State Government has handed over possession of 26.25 acres of land to Archaeological Survey of India (ASI) free of cost. ASI has been handed over 8.98 acres as advance possession.

To monitor all the development activities, a Task Force has been constituted under the chairmanship of Chief Secretary, Orissa. A project monitoring committee has been constituted under the chairmanship of Collector, Puri to resolve the encroachment problem around the temple. As per the Master Plan, the following works are planned to give a facelift to the temple:

- Up gradation of the sound and light system
- Removal of sand from inside
- Architectural repairs of masonry, waterproofing and facilitation of drainage
Rebuilding of damaged compound walls
- Tree plantation
- Relocation of the Navagraha
- Construction of museum
- Improvement of roads connecting to Bhubneshwar and Puri

Lessons Learned:

- Task Force to monitor the development work
- Project monitoring committee to resolve the encroachment problem around the temple.
- Preparation of a Master Plan for conservation of the temple.

Project Name: Cultural Heritage Interpretation Programme

Location: Gujarat

Broad Features:

Gujarat Archaeological Monuments Signage (GAMS) project under Cultural Heritage Interpretation Program is a large scale signage project which involves: design, fabrication and installation of wayside exhibit signage, and the production of brochures and booklets to interpret approximately 200 cultural heritage precincts under the control of the Directorate of Archaeology, Government of Gujarat.

Lesson Learned:

- Installation of large scale signages, wayside exhibits and production of brochures to interpret the cultural heritage.

Project Name: Conservation and renewal of the Darjeeling Toy Train

Location: Darjeeling - Siliguri

Broad Features:

In 1999, the UNESCO (United Nations Education, Scientific and Cultural Organization), and the World Heritage Committee inscribed the Darjeeling Himalayan Railway (popularly called the *Toy Train*) on the list of World Heritage Sites. DHR is only the second railway to have this distinction - the first being the Semmering Railway in Austria. The Darjeeling Himalayan Railway is the first, and still the most outstanding, example of a hill passenger railway opened in 1881. Non-profit organisation called the "Darjeeling Himalayan Railway Heritage Foundation" was formed in 1993 to encourage the restoration, renewal and preservation of the Darjeeling Himalayan Railway and its railway stations as living museums. Associations called Friends of Darjeeling Himalayan Railway, promoted by the Darjeeling Himalayan Railway Heritage Foundation, have been formed in several countries, all dedicated to the conservation and renewal of the Toy Train as a railway treasure.



Lessons Learned:

- A heritage Foundation is required to be formed to encourage the restoration, renewal, preservation, conservation and renewal and restoration and preservation of the Darjeeling Himalayan Railway.

MOUs for Conservation and Protection of Monuments

MOUs has been signed for the conservation of the following monuments:

- Ramana Maharishi Centre for Learning, Bangalore (Karnataka)
- MoU between NCF and Ramana Maharishi Centre for Learning, Bangalore was signed on 14th March, 2001 for providing institutional support to develop and implement projects in partnership with National Culture Fund.
- Indian Oil Corporation and Indian Oil Foundation
- MoU was executed between National Culture Fund, Indian Oil Foundation, Indian Oil Corporation and Archaeological Survey of India on 30th March, 2001 for development of one monument in each State in India. In the first phase, the

following monuments have been identified for development: Qutub Minar(Delhi), Konark(Orissa), Kanheri Caves(Maharashtra), Hampi(Karnataka) and Khajuraho(Madhya Pradesh).

- *Pardeshi Synagogue Clock Tower, Fort Cochin, Kerala-*
- MoU was executed between World Monuments Fund, New York and NCF on 12th November, 2001 for conservation of centuries old Cochin Synagogue built in 1568.

3.6.4 Tourism-Friendly National Parks/ Wild Life Sanctuaries

Wildlife, together with forestry, has traditionally been managed under a single administrative organization within the forest departments of each, with the role of central government being mainly advisory. With the adoption of a National Policy for Wildlife Conservation in 1970 and the enactment of the Wildlife (Protection) Act in 1972, the situation has since improved, all states and union territories with national parks or sanctuaries having set up wildlife wings. These rich biodiversity of India is under severe threat owing to habitat destruction, degradation, fragmentation and over-exploitation of resources. Some of the globally endangered mammals are found in India.

Wildlife Tourism

Wildlife plays an important role in the international marketing of tourism in India. Wildlife tourism is given little mention as a specific sector for development in the 1992 National Action Plan. However, Wildlife has been a prominent feature in marketing material as produced by the Tourism Departments of every state. Almost all national parks and sanctuaries are targeted in national and state investment programmes as tourist attractions, although tourist facilities vary considerably. Some parks offer modern-style guesthouses, while in others only Dak-Bungalow style bungalows are available (operated by park authorities, state or central tourist development corporations). State Tourism Development Corporations now offer specialist tours for the wildlife market. Most of the state is engaging in promoting forests with wildlife animals as a tourist attraction. In some of these states Department of Tourism in collaboration with Forest Department has established forest lodges equipped with minimal built structure and activities to encourage eco-tourism without disturbing the natural environment. From the studies, following sanctuaries are managed and operated in terms of its conservation and operations are:

Kokkrellur Bird Sanctuary/Pelicanry, Karnataka

Broad Features:

The Kokkrellur Bird Sanctuary in Karnataka is first of its kind in India under rural village project with direct participation of village folk. These birds have become an integral part of this tiny hamlet in the sugarcane-rich Mandya district; the villagers look after them like family member. The birds also live in perfect harmony and mutual tolerance with the villagers and enjoy their protection – a perfect example of peaceful co-existence between man and nature.

The villagers inside this bird reserve are paid money so that they take care of the birds and do not destroy the trees where these birds lay eggs. Benefits



Kokkrellur Pelicanry

through the projects are substantial for rural community, protection of the environment and the fauna and flora within them, and enhanced longevity of the tourism industry for future generations.

Eco-Tourism at National Parks and Wildlife Sanctuaries, Karnataka

Broad Features:

Jungle Lodges and Resorts (JLR) a unit of Department of Tourism, Karnataka and managed by State Forest Department, is a responsible wildlife and eco tourism company with a strong commitment to use tourism as a genuine tool for conserving the environment and wildlife.

The company provides accommodation with consultation of Chief Wildlife Warden of the state. All of JLR's resorts and camps are located in some of Karnataka's ecologically sensitive area. These sanctuaries are Bandipur National Park and a number of Karnataka's other wildlife sanctuaries, including tented camps on the Kali River in the Dandeli Wildlife Sanctuary, Biligiri Rangaswamy Idlife Sanctuary, Kbinni, Kgudi, Doddamakkali, Dubore, Bheemeshwari, Gallibore and Bannerghetta wildlife. Government of India awarded JLR as the Best Eco-tourism Company in India in 1999.



Interior Of A Room At Bandipur
Safari Lodge

Lessons Learned:

- Efforts to establish wildlife tourism as prominent activities within tourism sector, all national parks and sanctuaries are targeted in national and state investment programmes as tourist attractions.
- Further efforts, however, concentrate on promoting cooperative management between the local communities and the Forest Department for conservation, protection of the environment and the fauna and flora within them.
- A separate Government body should be established for responsible wildlife and eco tourism with a strong commitment to use tourism as a genuine tool for conserving the environment and wildlife.
- Minimum built structure and activities should be provided to encourage eco-tourism without disturbing the natural environment.



Gazebo at Banneghatta constructed
by JRL

3.6.5 Arranging FAM Tour

FAM Tours or Familiarization Tours are designed to give an insight into what an area has to offer. A typical initial tour may include the following; tour of town centre pointing out areas of local interest; main shopping area, cinema, theatre, hospital, night life, leisure facilities, out of town retail parks, a selection of local neighbourhoods, both inner town and outer, new build and older more established residential areas, local facilities e.g. supermarkets, leisure centres and transportation links (road and rail links).

These tours are used by the States as a promotional tool as it imparts information to travel writers, tour operators etc. about tourist places of States, culture, people and more than that it gives an opportunity to States to bring out unique points about the place. These USPs are then communicated to people through write-ups of travel writers and by travel/tour operators also. The FAM Tours arranged by some of the States are mentioned below:

Goa

Goa Tourism Department is taking very active interest in arranging FAM tours for travel writers to give wide publicity to its tourism industry. This is evident from the fact that the department has conducted around six FAM tours till October 2004 and many more are still to come.

Karnataka

Tour Operators, Travel Writers, Travel Agents and other travel professionals are frequently hosted by the Karnataka Tourism for familiarization tours of the state. These FAM Tours are arranged to acquaint tourism industry people about the unique features of Karnataka.

Rajasthan

Rajasthan Tourism Department invited travel writers, travel operators, actors etc for FAM Tours. They are being made to travel around the state as the department's guests and are provided information relating to the fairs and festivals.

Lessons Learned:

- FAM Tour is a very effective tool in promotional exercise done by States. They may form a group of journalists of travel trade publications or newspapers, travel writers, actors, tour operators, columnists etc so that uniqueness about the State is effectively communicated among people.
- During these tours the group should be imparted information about the innovative practices implemented in the State. The information about leisure facilities, shopping facilities, accommodation availability, tourists attractions etc. may also be given.
- Its a very important aspect because when the members of FAM tours will experience a uniqueness about the State, it will definitely reach the target segment. So these tours should be well planned, well organised and the objective behind arranging these tours should be very much clear.

3.7 Training and Enforcement

3.7.1 Training and HRD/ Professional development

Education and training are vital for enhancing the links between tourism and employment generation. Appropriate education and awareness building among service providers directly involved in tourism sector, needs to be provided. Almost all the State Governments have established educational institutions to give tourism related training and degrees. Training programs like Diploma /Degree in Hotel Management to guides, porters, running of paying guest houses by the local youth, are being taken up. General awareness building campaigns are being also organized focusing on a wide range of groups, including hotel owners, tour operators, government offices, tourists, school children, local communities, etc.

The following initiatives have been taken to promote public awareness on tourism development issues in general. They include:

Kerala

Kerala Institute of Tourism and Travel Studies (KITTS) and Kerala Institute of Hospitality Management Studies (KIHMS) offer programmes on pursuing a successful career in the challenging and exciting field of Hospitality and Customer Service. KITTS also provides basic certificate programme for Measures and Air Fare Ticketing and Travel Agency Management. Also, training on Worldwide Geography, Fares and Ticketing, Travel Agency Procedures and Travel Formalities, is provided.

Karnataka

The Institute of Hotel Management, Catering Technology and Applied Nutrition, Bangalore, has won the National Tourism Award – 2003, for the Best Educational Institution. The Institute offers courses in various subjects including Hospitality Administration, Accommodation Operations, Food Production, and Food and Beverage Services. Recently, the Institute signed an MoU with The Southbank Institute of TAFE, Queensland, Australia for new technical.

Several Regional Level Tourist Guide courses is conducted which imparts general knowledge of the state, it's history and on improvement of verbal communication, to guides.

Maharashtra

To encourage service providers in tourism, Maharashtra Tourism Development Corporation (MTDC) provided training and pays stipend to grass root level workers. No fees are charged for the course.

Tamil Nadu

There are two Catering Institutes in Tamil Nadu. Viz. State Institute of Hotel Management and Catering Technology – Trichirappalli (Sponsored by Government of Tamil Nadu) and Institute of Catering Technology, Hotel Management and Applied Nutrition, Chennai (Sponsored by Government of India).

Uttaranchal

Training For Paying Guest Owners: Besides other regular courses/degree or diploma, Uttaranchal Government has initiated in training for paying guest owners.

Training for Adventure Sports: Uttaranchal Government has imparted *training* in adventure sports to local youth.

Lessons Learned:

- General awareness-building campaigns is required focusing on a wide range of groups, including hotel owners, tour operators, government offices, tourists, school children, and local communities.
- Establishing educational institutions to give tourism related training programme on pursuing a successful career in the challenging and exciting field of Hospitality and Customer.
- Signing MoUs with other foreign institution helps in understanding the behavior and nature of foreign tourists as result to upgrade the skill of trainees in providing better services to them.
- Several Regional Level Tourist Guide courses is conducted which impart and trains general knowledge of the state, it's history, besides improvement of verbal communication to guides.
- Grass root level workers who are engaged in tourism related activities should provide training without charging the fee of course.
- Short-term training in specialized tourism related activities and services such as catering, fruit conservation, cookery, running paying guest facilities, managing S.T.D. telephones equipped tourism information centers, handicrafts / souvenir related activities, guides and porters should be arranged.

3.7.2 Safety and Security

India has an established tourist industry and infrastructure and a reputation for safe travel. Often there are reports of atrocities and harassment of foreign tourists by unscrupulous elements. Cheating, fleecing and maltreatment of tourists bring a bad name to the country. The issue relating to the safety and security of the tourists, both domestic and foreign, is important enough to be addressed urgently as any incident relating to these issues has an adverse effect on foreign tourist arrival and domestic tourist movement.

The new tourism policy seeks to ensure safety and security of the tourists. It suggests that a section of the state law enforcement agencies be earmarked to act as tourist police with special training for the job. The Ministry for Tourism has mooted a proposal to have a separate 'Tourist Police' which will be specially in-charge of the safety and well-being of tourists visiting the country. *The biggest qualification that they will need to have will be handling tourists politely.* Already states, which have high tourist traffic, have taken the Centres' advice and set up a separate force for visiting tourists to their states. Some states like Goa, Kerala, Rajasthan, Maharashtra and Andhra Pradesh have set up Tourist Police exclusively for providing safety and security to the tourists. Many other states are to follow the same. Special Tourist Police has already been deployed at Puri in Orissa, which will be extended to other areas.

Lessons Learned:

- The issue relating to the safety and security of the tourists, both domestic and foreign, is important to be addressed in the tourism policy document to ensure provision of safety of tourists visiting the state.
- State Government should take safety and security for tourists on priority basis along with other tourism development aspects of the state.
- With the increase in terrorist related activities in tourist spots around the globe, the significance of a tourism police exclusively catering to the needs of this sector has become a priority.

3.7.3 Traditional Hospitality

Hospitality promotes brother-hood and holds a special significance for bringing people closer; love and kindness flows out of it. Traditional Hospitality is a living aspect of our culture, which is appreciated also by the foreign tourists. Hospitality binds people together in bonds of love, it increases the circles of friendship and makes the atmosphere aglow with human warmth. Man is a social animal and hospitality is an intimate aspect of social intercourse in which Indians excel.

Traditional hospitality is one of the many reasons that attract foreign tourists to revisit India. The States have tried to tap this aspect for tourism promotion. They have started various schemes that will give a chance to tourists to have a touch of traditional hospitality. The details of schemes in some of the States are mentioned below:

Maharashtra

The Bed & Breakfast scheme started by MTDC is providing tourists an opportunity to get a feel of local people lifestyle, culture and traditions. They experience the warmth and traditional hospitality of the local Maharashtra community. Tourists also get good and hygienic food at much cheaper rates.

Rajasthan

Rajasthan is famous for its traditional hospitality. Today, Rajasthan is most favored destination of foreign tourists due to its hospitality and safety. Traditional hospitality “Athithi Devo Bhava” is observed at Chokhi Dhani, and other places of tourist interest. With more foreign visitors coming to India, the Rajasthan Tourism Department has introduced the concept of village tourism through Chokhi Dhani concept to show its traditional life and hospitality.

Lessons Learned:

- The traditional grandeur and hospitality of India is one of the uniqueness that attracts tourists. The States can bring out their traditions and culture in such a way that it adds colour to the visit of tourists. This will create such an impact on them that they will yearn to experience that traditional life again & also provide free advertisement through word-of-mouth.
- The States may present themselves as the place where modernity blends with tradition and may start various schemes where the tourists will get an opportunity to experience the culture and lifestyle of local people.

The above mentioned practices considered to be ‘best practices’ may be disseminated across various states for adoption with suitable modifications to meet the local context. Efforts should also be taken to further strengthen these practices.

4. CASE STUDIES IN TOURISM DEVELOPMENT

4.1 Community Participation

4.1.1 EXNORA Model, Chennai

Introduction

EXNORA International, an NGO has been started off for the cleanliness of Chennai. The primary objective of the of EXNORA was to generate ideas, the second was to create environmental and civic awareness by promoting community\street directly involved in a voluntary effort in waste collection, removal, recycling and keeping their environment clean and green. And finally, it wanted to provide a service to the public, which would run these ideas into practice.

Steps Taken

The local units of EXNORA Have adopted different methods of disposal, recycling, reuse and composting of waste, which reflects initiative and decision making process. The Corporation chose to experiment with hydro containers at Adyar, Chennai. For the Corporation's experiment to be successful, EXNORA got involved in the collection of garbage and the garbage is have to be placed directly into the hydro containers so that Corporation workers mount them directly into the trucks. These hydro containers were made available at the end of every street so that the garbage could be dumped into it directly. But the residents found it inconvenient to carry the garbage from their respective houses to the end of the streets for disposal. EXNORA provide a practical alternative to it. The rag pickers were responsible to collect the garbage and EXNORA also assure the rag pickers a source of income. Rag pickers were officially designated as "Street Beautifier". EXNORA took a loan from the bank to buy a tricycle cart and paid the street beautifier a monthly salary.

After successfully working with the Corporation in Adyar, EXNORA used this model to promote the idea of community involvement in collection and transportation of garbage. The next challenge for the Exnorans was the adverse effects of the deteriorating environment on the health and hygiene of the common man. Exnorans work hand in hand with the government bodies and help supplement in their work rather than work in isolation.

Impact

The principle of community involvement has spread through the Civic EXNORA movement. The advent of Civic Exnorans has lead to a more effective system of garbage collection and disposal. Garbage is being collected and disposed in a manner by households. Greater awareness has been generated among the communities about the need for maintaining a systematic method for garbage clearance and removal. The major impact of the Exnorans movement was that more than 1500 jobs were created and 18 percent of garbage of Chennai city is collected per day. Public participation has increased and a clean environment.

4.1.2 Zero Waste Kovalam (Thanal Conservation Action and Information Network)

Project Profile

The Department of Tourism is implementing a project called 'Zero Waste Kovalam' worth Rs. 71 lakhs, intended to make the international tourist destination Kovalam a waste free zone. The project is implemented under the initiative of Panchayats viz, Venganoor and Vizhinjam along with Kerala Hotel and Restaurant Association, self help groups and the voluntary organization, 'Thanal'. Zero Waste Kovalam envisaged as an attempt at implementing the Zero Waste concepts at a

beach destination in Thiruvananthapuram, which also hosts a fishing village. The project started at the time when the dump-burn-bury and incineration were the dominant waste handling methods. This project followed the stopping of the incinerator proposal by local groups and environmentalists. In three years time it has grown into a model for efficient resource use and management in the country.

Practices

The efforts put in this project comprises of building capacities and relations among the local community, lobbying for policies in resource use, generating clean and sustainable employment through discards recovery and an innovative material substitution programme. The Materials substitution programme has trained women and youth in the locality to produce effective and locally available environmentally friendly materials to replace many of the disposable plastics materials use, especially in hotels, restaurants and shops. Paper bags, Coconut shell utensils, Plates made of palm sheath, cloth bags are some of these materials that have seen viability in substitution and generating local business and employment. International experience was brought into this programme through continuous interactions (through Waste-Not-Asia and GAIA meets, training through fellowship on Zero Waste organized by GAIA and Ecology Centre, Berkeley, the visit of Dr. Paul Connet in a skill-share).

Results

While the project is founded over the three basic principles “Efficiency, Economy and Ethics”, it has achieved 100% diversion of biodegradable discards from way side dumping and burning in all its implemented areas and recovered 80% of biodegradable discards and 90% of non degradable discards. The biodegradable discards were recovered through anaerobic digestion as biogas and manure and the fuel used for cooking, in the boiler and for electricity generation. Non-degradable discards are diverted for recycling. The project has created 104 new jobs in the 3sq. km region. While Zero Waste Kovalam could achieve marked changes in material terms, the Zero Waste Centre, which was established as a training and resource centre has been able to help build relationships through community work and partnership building among various stakeholders. The Centre supports a variety of programmes including organic farming, children for a toxic free world programme and even a once- in-a-month organic bazaar.

4.1.3 Surat’s Experience in Making a Difference

Introduction

The Surat city, situated in Gujarat, a state in the western part of India, is a economically prosperous commercial and business centre with a large number of migrant population contributing to its cultural diversity. In September 1994, the city faced an unprecedented crisis when the killer disease PLAGUE broke out in the city. The occurrence of plague in the wake of the 21st century was attributed to, *inter alia*, the failure on the part of the municipal government, that is the Surat Municipal Corporation in ensuring environmental cleanliness. Surat was considered as one of the filthiest cities in India.

However, in May 1995, a new programme was launched by SMC under a new leadership to clean the city through waste management. The programme created an enormous impact on the cleanliness, which resulted in a significant improvement in the health status and quality of living environment. So much so that Surat’s image was transformed from one of the filthiest to the second cleanest city in the country.

Strategies and Actions

Multi-pronged strategies adopted by the SMC to achieve the programme goals, include:

- Streamlining of functional, administrative, financial and technological aspects within SMC;
- Awareness creation and capacity building of the municipal staff and city population, especially weaker section;
- Inviting private sector participation in garbage management;
- Introduction of a very well orchestrated garbage removal and disposal schedule;
- Educating the public and issuing of instruction for the correct way of garbage disposal.

Private Sector Participation

Although private initiative started on a temporary basis during the plague epidemic to cleanse the filth and remove dead carcasses accumulated in the water-logged areas, it was strengthened and regulated in the post-plague period. At present, privatisation initiatives are limited to: i) hiring of private vehicles with driver for garbage collection, ii) contracting out cleaning of certain roads and iii) employing private sweepers for transporting municipal refuse from collection points to disposal sites. Private contractors, at present, handle almost 40 per cent of the solid waste generated in the city everyday. However, private contractors work under strict supervision of the municipal staff and penalties are imposed on them for not performing their assigned work.

Also, besides financing the project by its own revenue surplus and loans the SMC has approached private participation in infrastructure development. This is a new initiative in the Indian context. They are inviting global tenders on infrastructure projects like, Mass Rapid Transport System, amusement park, trade centre, water supply and sewerage projects, land development projects and such others. For the first time in India, the Corporation has proposed to install a captive power project with private participation in order to reduce its own expenditure on electricity consumption.

Impact

The programme has created tangible impact on cleanliness, living environment and awareness level leading to significant improvement in the mortality and morbidity. A partnership approach between public and private sector, citizens and community is slowly emerging.

4.2 Private Sector Participation in Tourism Product Development

4.2.1 HITEX Exhibition Centre, Hyderabad

Project Description

HITEX Exhibition Centre in Hyderabad, is the one of the newest and state-of-the-art venue for international exhibitions, conferences, trade shows and corporate events in India. It has opened up opportunities for international to converge at this dynamic

destination and explore newer dimensions, establish partnerships and venture to take business to greater heights. Under the 'Vision 2020' programme, the Government of Andhara Pradesh has planned and developing the expo center as one of the world's largest organisers of international trade shows. It envisages getting an impetus of business in tourism, hotels, travels, banking, insurance, etc. to the tune of nearly 5 to 7 times the turnover of exhibitions and shows.



USP of the Centre

Key factors that make HITEC the best expo centre in India are:

- It's the most modern and state-of-the-art international exhibitions venue, designed on the lines of expo centres in Germany having some of the best infrastructure & service facilities.
- Hyderabad is well located in the centre of the sub-continent and almost equidistant to all major metros in the country and serves as a link to the developed Eastern Nations & the Middle East.
- Hyderabad is one of the fastest developing cosmopolitan cities in India
- HITEC is promoted and managed by a dynamic Government and private joint venture, with the involvement of local civic bodies and State Tourism Dept.

Financial Model and Stakeholders

A separate company Hyderabad International Trade Expositions Limited (HITEC)" was formed and the shareholders agreement was signed on June 27, 2001. The co-promoters to the venture include the National Academy of Construction, Hyderabad Urban Development Authority (HUDA) and L&T Infocity Ltd, which have played a lead role in transforming the city into Cybercity with its world-class facilities. Later, Municipal Corporation of Hyderabad (MCH) and Andhra Pradesh Tourism Development Corporation (APTDC) were inducted as additional partners.

As per the feasibility study, HITEC is developing the Trade Fair Centre in two phases, the first phase with an outlay of Rs. 44 crores (US\$ 8.8 million) is now operational with three Exhibition Halls, Trade Fair Building and a functional Entrance Plaza. In Phase II, a Convention Centre-cum-Hotel and the creation of five more Exhibition Halls have been planned.

HITEC signed a MoU with CIDEX Trade Fairs Pvt. Ltd., a 50:50 joint venture of Messe Düsseldorf and Köln Messe, whereby CIDEX would bring majority of its international events happening in India to HITEC.

Phasing of Development - Area and Facilities

Phase-I

Built on a 100-acre plot, HITEC in the first phase has developed three exhibition halls each of 3500 sqm, a trade fair building and other ancillary services including a car park to accommodate 1200 cars.

The first phase of the master plan for HITEX consists of :

- Three indoor Exhibition Halls - 3500 sq.m.each (37,660 sq.ft./hall)
- Open Exhibition Area - 32,825 sq.m (353,197 sq.ft) .
- Trade Fair Office Building (4561 sq.m (49,076 sq.ft) of area in Ground plus 3 floors). The building offers service like Organizers' Office, VIP Lounge, Media Centre, Media Centre, etc. and it also provides space for services such as Business Centre, Travel and Forex, Bank ATMs, Souvenir Shop, Florist, Car Rentals, Photo Studio, etc.
- Entrance Plaza (housing Registration and Ticketing Counters).
- Car Parking (1200 cars).

Phase-II

The second phase envisages another five exhibition halls and ancillary services. A 5000-seater convention centre and a 300-room hotel are being developed in HITEX as a separate joint venture between the State Government and Dubai-based Emaar Properties.

- Conference Building (4553 sq.m. (48,990 sq.ft) in Ground plus 4 floors,)
- Lake Side Restaurant- multi-cuisine (792 sq.m (8522 sq.ft),
- Service Blocks
- HITEX Landmark Structure
- Underpass

4.2.2 Jal Mahal Tourism Project

Project Description

Development of Jal Mahal and Mansagar lake area into a sustainable, eco friendly tourism destination.

Site Detail

Jal Mahal is located in Jaipur, the capital city of Rajasthan. The project site is situated on Jaipur Amer tourist corridor. It is an 18th century pleasure palace and was used for hunting ducks by the royal family of Jaipur. The lake is nestled amongst the Nahargarh hills. The lake eco system is home to a variety of migratory and resident birds. The Mansagar Dam on the eastern side of the lake acts as a vantage point for viewing the lake and the valley.

Salient Features

The project is a eco-tourism based hospitality and entertainment investment in Rajasthan.

The main features of the project are as follows:

- Ecological restoration of Mansagar lake



- Development of eco-tourism products through public private partnership

Public Private Participation

Jaipur Municipal Corporation decided to develop the project, with an aim to protect the monument from further deterioration. The unique location and aesthetic beauty of the monument is being used as an opportunity to develop the whole area as a potential tourist center.

The integration of different component development in the project will provide means to improve the water quality of the lake for recreational water sports as well as to maintain the quality and water level for a longer period. Integrated tourism facilities (tourist cottages, hotel, craft market etc.) in and around the Mansagar lake will also be developed.

The concept of public private participation will be used for the development of the project wherein Jaipur Municipal Corporation is developing the project along with Government of Rajasthan with assistance from Ministry of Environment & Forests, Government of India and a private sector developer. Government of Rajasthan with assistance from Ministry of Environment & Forests, Government of India is implementing a lake conservation programme, which would transform the lake environment. The private sector developer, who will develop the lake side and maintain it, would form an integral part of the strategy for maintaining the long time sustainability of the lake environment.

The private sector developer will develop various hospitality and recreation products using the lake and Jal Mahal as the catalyst. Suggested options include heritage resorts, amusement park, restaurants, sports and sailing club, boating, traditional technology park, light and sound show etc.

The project is in final stages of approval for initiating the bidding on BOOT format. Project Development Corporation of Rajasthan, a joint venture company set up by Government of Rajasthan, HDFC and IL&FS is undertaking the project development with IIDC team.

Merits of Public Private Participation

The public-private mode which is being selected for Jal Mahal Tourism Project will definitely provide value for money. The ability to transfer risk to whichever of the public or private partner is better able to manage the risk is a source of value for money. PPPs often involve the private sector providing a 'bundle' of services. Bundling can provide value for money that contracting services separately cannot. Like in Jal Mahal Tourism project the developer has an incentive to build the facilities to the standard necessary to provide services for the period of the contract, as the bidding will be initiated on BOOT model.

4.3 Institutional Development

Constitution of Tourism Development Board and Advisory Committee

The State Governments have taken some bold steps by establishing the 'Tourism Board' and 'Tourism Advisory Committee' to remove the backdrops present in tourism development and to advise the Government on measures needed for rapid growth of tourism.

The Government of Uttarakhand has already set up a Tourism Development Board under the Chairmanship of Minister of Tourism, Uttarakhand. The board has its members from Government officials, private agencies, NGOs and from different fields

such as Infrastructure, Investment and Finance, Administration, Planning and Project Development and Publicity and Marketing.

Tourism Advisory Committees has been set up in the states of Kerala and Tamilnadu for the development of tourism. In the state of Kerala, the committee has further divided into different subgroups such as Marketing, Taxation, Conservation of Environment and Culture and Human resource Development. Tamilnadu Tourism Advisory Committee is chaired by Minister for Tourism and Vice chairman is Secretary of Informatoion & Tourism Department. Its has members of different Government departments, private agencies, from banking sectors etc.

4.3.1 Constitution of Uttaranchal Tourism Development Board

Organisational Structure of the Board

The absence of a comprehensive policy and work plan has been one of the main reasons why the development of tourism in Uttaranchal has not proceeded as per expectations. There has also been lack of coordination among the various agencies connected with tourism.

In this backdrop, it has been decided to establish a high-level Tourism Development Board, which will replace the existing Tourism Directorate, and will be set up through appropriate legislation.

The State Tourism Minister shall be the Chairman and the Chief Secretary shall be the Vice Chairman of the Board. The Tourism Secretary shall be the Chief Executive Officer. The board shall also have non-official members who would be persons from the private sector and experts in tourism related matters.

Uttaranchal Tourism Development Board is a Statutory Board under the Government of Uttaranchal.

| | | |
|---------------|---|--|
| Chairman | - | Tourism Minister of Uttaranchal, |
| Vice Chairman | - | Chief Secretary |
| Members | - | M.P. Bezbaruah, Former Union Secretary Vice-Chairman, Indian National Trust for Art and Cultural Heritage (INTACH) President, Federation of Hotels & Restaurants Association of India (FHRAI), President, Indian Association of Tour Operators (IATO) President, Travel Agents Association of India (TAAI) |

Responsibility of Board

This Board serves as a nodal agency for the development and regulation of tourism related activities and provides a single window for granting clearances to Tourism projects. The Board has the requisite administrative and financial autonomy in order to make it an effective body for speedy, integrated and well-planned development of tourism in the State of Uttaranchal.

- The Tourism Development Board shall be the highest body to advise the Government on all matters relating to tourism in Uttaranchal. It shall also function as a Regulatory and Licensing Authority.
- The Board shall have separate divisionsfor Infrastructure, Investment and Finance, Administration, Planning and Project Development and Publicity and

Marketing. These will be headed by officers who shall be appointed either from Government or through open advertisement.

- The Board shall appoint separate Committees, consisting of subject-specialists to study the existing resources, prepare development schemes and set quality, safety and other standards in different areas of Tourism.
- The Board shall also have a Single Window Information / Assistance Centre- all tourism related information, Sanctions for projects and Escort services for obtaining clearances and approvals from other departments
- Formulation of a Policy and Strategy for development of tourism in Uttaranchal.
- Preparation of plans and guidelines for developing and strengthening tourism related infrastructure in the State.
- Preparation of plans for various tourism segments and activities, identification and development of projects and ensuring their timely implementation.
- Establishment of standards / norms and framing of policy guidelines for various tourism activities.
- Formulation of a strategy for mobilizing private sector participation and investment in the tourism sector.

4.3.2 Constitution of Tourism Advisory Committee

a) Kerala Advisory Committee

A Tourism Advisory Committee has been formed in the state to sustain the global brand image created by Kerala Tourism and to allow penetration of the benefits directly to the local population. The Committee is committed to develop tourism in the state and has also taken it as priority basis. Marketing, Taxation, Conservation of Environment and Culture and Human resource Development are the four areas.

The Working Groups are as follows:

Marketing

Chairman Vice President, India Hotels Ltd.

Members Managing Director, Kerala Tourism Development Corporation
Managing Director, M/s. Kalypso Adventures
Managing Director, Tour India Pvt. Ltd.
Managing Director, Air Travel Enterprises
Managing Director, Kerala Travels
General Manager, Le-Meridien, Kochi

Convener Tourist Information Officer, Department of Tourism

Taxation

Chairman Managing Director, Air Travel Enterprises

Members Managing Director, Tour India Pvt. Ltd.
Managing Director, Kerala Travels
Managing Director, Kadavu Resorts

Managing Director, Veega Holidays
Managing Director, Poovar Island Resort
Managing Director, CGH Earth Experience

Convener Kerala Institute of Tourism and Travel Studies

Conservation of Environment and Culture

Chairman Managing Director, CGH Earth Experience

Members Director, Eco-Tourism,
Managing Director, Tour India Pvt. Ltd.
Managing Director, Kerala Travels
Executive Editor and Managing Director,
Malayala Manorama
Managing Director, Vyithiri Resorts

Convener Planning Officer, Department of Tourism

Human Resource Development

Chairman Shri. K.M. Roy, Journalist

Members Director, Eco - Tourism
Managing Director, Kerala Travels
Managing Director, Air Travel Enterprises

Convener Director, Kerala Institute of Tourism and Travel Studies

b) TOURISM – Tamil Nadu Tourism Advisory Committee-Reconstitution ordered

The Tamil Nadu Government vide order no. G.O.Ms.No.132, dated 26th June 2000 have constituted a State Level Advisory Committee to advise the State Government on measures needed for rapid development of tourism and tourist centres in the State. The Committee was reconstituted from time to time based on the Government of India's proposal in 1986, the State Government may consider the constitution of a Tourism Advisory Board at State Level for promotion of Tourism in the State. The function of the Committee shall be to advise the Government in matters relating to Tourism promotion and development in the state

The Tamil Government have re-constitute the 'The Tamil Nadu Tourism Advisory Committee' with the *Hon'ble Minister for Tourism as the Chairman and Secretary, Information & Tourism Department as the Vice Chairman* and the following as Members:

- | | | |
|----|--|------------------|
| 1. | Commissioner of Tourism | Member Secretary |
| 2. | Managing Director, Tamilnadu Tourism Development Corporation Ltd., | Member |
| 3. | Secretary, Public Works Dept., | Member |
| 4. | Secretary, Environment & Forest, | Member |
| 4. | Secretary, Tamil Development, | Member |

- | | | |
|-----|--|--------|
| | Culture and Hindu Religious & Cultural Endowments Dept., | |
| 6. | Commissioner of Land Administration, | Member |
| 7. | Regional Director, Govt. of India, | Member |
| 8. | Regional Director, Air India, | Member |
| 9. | Director of Sports & Youth Services, | Member |
| 10. | Regional Director, Indian Airlines, | Member |
| 11. | Director, International Airports Authority of India, Chennai | Member |
| 12. | Regional Emigration Officer, Chennai | Member |
| 13. | Director, Chennai Doordarshan | Member |
| 14. | Director of Archaeology, Chennai | Member |
| 15. | Director, South Zone Cultural Centre, | Member |
| 16. | Superintending Archaeologist, Archaeological Survey of India, | Member |
| 17. | Commissioner, Hindu Religious & Cultural Endowments, | Member |

Non-Official Members :-

- | | | |
|-----|--|--------|
| 18. | Executive Director M/s. K. Travels (Representative of Tour Operators) | Member |
| 19. | President (Representative Member of South Indian Hotels and Restaurants) | Member |
| 20. | General Manager, Taj Hotel | Member |
| 21. | President World (Representative of Amusement Parks) | Member |
| 22. | President, Travel Express and PATA | Member |
| 23. | President, Madura Travels | Member |
| 24. | Director, Chennai Crocodile Bank (Representative of Crocodile Banks) | Member |
| 25. | Chief Executive Officer, Kishkintha (Representative of Amusement Park) | Member |
| 26. | President, Representative of INTACH | Member |

c) Government Order in Waste Management

Tourist comes to the tourist centres because of the scenic beauty, cultural heritage, historical significance etc. but the cleanliness of the city is also very important to attract the tourist because cities are the reflection of its tourist destinations, so the development of urban areas is also very necessary but most of the urban areas have lack of proper sanitary facilities. Plastic waste is a major component of solid waste so for the purpose of city being clean recycling of plastic waste is also necessary. In India over 50 percent of all plastic produced is used for packaging. Most of this is discarded once used and this has caused a massive environmental problem. Plastic waste problem has become very serious in almost all the tourist centers like.

The Maharashtra Government has already banned manufacture, sale and use of all plastic bags vide order no. .O.Ms.No.132 dated Dated 26th June 2000.

ORDER

Environment Department,
15th floor, New Administrative
Building,
Madam Cama Road,
Mantralaya,
Mumbai – 400 032

Dated the 13th September 2005

Environment
(Protection)
Act, 1986

No. Plastic 2005/C.R.38/T.C.III - the following draft of order which

Government of Maharashtra proposes to issue, in exercise of the powers conferred by section 5 of the Environment (Protection) Act, 1986 (29 of 1986), delegated to Government of Maharashtra by the Government of India, Ministry of Environment & Forests (Department of Environment, Forests and Wildlife), by its Notification No.S.O.488(E) dated 17th May, 1988, issued under section 23 of the said Act, read with rule 4 of the Environment (Protection) Rules, 1986, is hereby published for information of all persons likely to be affected thereby; and notice is hereby given that the said draft will be taken into consideration by the Government of Maharashtra after expiry of a period of thirty days from the date of publication of this Order in the Maharashtra Government Gazette.

Any objection or suggestion which may be received by the Principal Secretary to Government, Environment Department, Mantralaya, Mumbai – 400 032, from any person with respect to the said draft, within the said period, will be considered by Government.

- : 2 :-

DRAFT ORDER

No. Plastic 2005/C.R.38/T.C.III - whereas, polyethylene (plastic) bags have become a potential menace having short term and long term environmental risks and health hazard;

And whereas, article 48A of the Constitution of India, inter alia, envisages that the State shall endeavour to protect and improve the environment;

And whereas, vide Government Order, Environment Department, No. Env-1098/899/C.R.43/T.C.III, dated the 8th March, 1999, and vide Government Resolution, Environment Department No. Plastic- 2000/CR.23/TC.III dated 10th August, 2000 the Government of Maharashtra has provided for discontinuance of the production of thin gauge polyethylene (plastic) carry bags, having thickness, less than 20 micron for new virgin bags and less than 25 microns for recycled bags;

And whereas, it is noticed by the State Government that such discontinuation of production of thin gauge polyethylene (plastic) bags has not achieved the expected result;

And whereas, the Government of Maharashtra is of the opinion that, the use of polyethylene (plastic) carry bags is causing grave injury and is detrimental to the environment and the health of human beings as well as animals;

And whereas, it is observed that the plastic bags and ancillary products are grossly responsible for blockage of gutters, sewers and drains, resulting in serious environmental problems;

And whereas, with a view to prevent the occurrence of such problem the Government has decided to declare the entire area of the State of Maharashtra as "the Plastic Bag Free Area";

-: 3: -

Now, therefore, in exercise of the powers conferred by section 5 of the Environment (Protection) Act, 1986 (29 of 1986), delegated to the Government of Maharashtra by the Government of India, Ministry of Environment & Forests (Department of Environment, Forests and Wildlife), by its Notification No.S.O.488 (E) dated 17th May, 1988, issued under section 23 of the said Act, read with rule 4 of the Environment (Protection) Rules, 1986, the Government of Maharashtra hereby, directs that,-

- (i) Every trader (including hawker), shopkeeper, wholesaler or retailer or any other person shall discontinue the use of polyethylene (plastic) bags, for packing, handling, storing, carrying or for any other purpose;
- (ii) (a) The Municipal Commissioners of the Municipal Corporations and the Chief Officers of the Municipal Councils, within their respective areas; and
(b) The Collector of Districts, for areas other than those specified in clause (a) above; Shall ensure the compliance of the directions at (i) above.
By order and in the name of Governor of Maharashtra,

(B. P. Pandey)
Principal Secretary to Government

d) Ayurveda and Tourism – Quality Control

Ayurveda and Tourism

Ayurveda is a system of medicine that originated over 5000 years ago in India and has been practiced within families who have passed this knowledge down through the generations. *Ayur* means Life and *Veda* means the learning/ knowledge of; hence

the literal translation of Ayurveda means the knowledge of life. There are several schools and institutions that teach Ayurveda.

Herbal medicine and Ayurveda along with tourism is potentially a high growth area, which deserves a specific attention as the growing worldwide demand for healthcare system provides a lots of opportunities. But it also puts a pressure on the resource base of medical plants, which must be safeguard by the concerned groups. For this areas rich in herbal plants can be developed into herbal sanctuaries. The tourism sector is reoriented to provide health (ayurveda), spirituality and nature tourism.

Kerala is known as a center for Ayurveda in the world from a very a long times because Ayurveda has been classified as an exclusive product of Kerala. The major Ayurveda Centres and spa in the state are;

- Kumarakom-Taj Group
- Arya Vaidya Sala, Kottakkal
- Keraleeyam Heritage Home & Ayurvedic Resorts, Alleppey
- SNA Oushadhasala Pvt. Ltd.
- Nagarjuna Ayurveda Resort , Ernakulam,
- Kerala Ayurveda Pharmacy Ltd. (KAPL), Aluva

Besides these every house itself in Kerala is a Ayurvedic center. There is a ayurvedic treatment center in almost every hotel , resort etc. such as Kadavu ayurveda resort, Surya Ayurveda health resort in Thrissur approved by Department of Tourism, Govt. of Kerala.

Ayurvedic Certification Guidelines in Kerala

Controlling the quality of ayurvedic treatment and regulating the operations of such clinics and spa in the state is prime focus. The State Government has already constituted a committee of experts, who would provide certification to Ayurvedic centres. The committee comprises;

- a) Director, Tourism, Government of Kerala
- b) Director of Indian Systems of Medicine,
- c) the principal of Kottakal Ayurvedashala,
- d) Representative of the tour operators,
- e) Representative of hotel owners,
- f) Head of department of Kaya Chikitsa.

The committee will inspect the ayurveda centers and grant certificates valid for one year. Throughout the year, there will be frequent inspections to these certified centres to keep a tab on quality. There will be two kinds of certificates –

- the green leaf and
- the olive leaf.

This green leaf certification ensures that the Ayurveda Centre has a qualified Ayurvedic Doctor “Vaidya” and trained therapists. The Ayurveda Doctor and Therapists are trained under Ayurveda Masters and offer authentic, time-honoured traditional therapies to bring about harmony and balance.

Application Performa for the Classification of Aurveda Centres

1. Name of the Ayurveda Centre, if any :
2. Name of promoters with full postal address :
3. Status of owners/promoters, whether company Is (copy of Memorandum and Articles of Association may be furnished)
 - (a) Partnership firm (if yes, copy of Partnership Deed and certificate of registration under Partnership Act may be furnished) :
 - (b) Proprietary concern (if yes, give name and And address of the promoters) :
4. Location of the center along with full address :
5. Details of Location
 - (a) Area :
 - (b) Title (whether outright purchase) If yes, Copy of the registered lease deed should Be furnished: Yes / No
 - (c) Survey number :
 - (d) Village, taluk and district :
 - (e) Distance from nearest town :
 - (f) Distance from nearest railway station :
 - (g) Distance from nearest airport :
6. If center is attached to a hotel/resort/hospital :
7. Details of the building :
 - (a) Plinth area (floor-wise) :
 - (b) Building number :
 - (c) Details of building license from local body (attach blueprint of the building and copyof building license) :
8. Details of facilities

| Room type | : | Nos. | Size |
|---|---|------|------|
| (a) Health room | : | | |
| (b) Attached toilet | : | | |
| (c) Consultation room | : | | |
| (d) Rest Room | : | | |
| (e) Hall for yoga/meditation | : | | |
| (f) Number of guest rooms attached to hotel/resort) | : | | |
| (g) Medicine room | : | | |

- (h) Bath tubs attached to toilets :
- (i) Other facilities :
- 9. Details of equipment :
 - (a) Massage table (number and size) :
 - (b) gas or electric Stove : Yes / No
 - (c) Medicated water facility : Yes / No
 - (d) Facilities for sterilization : Yes / No
 - (e) facility for steam bath : Yes / No
 - (f) Others, if any (please specify) :
- 10. Details of personnel
 - (a) Name and address of consultant physician :
 - (b) Qualification of consultant physician
(attach copy of the relevant certificates) :
 - (c) Number of male masseurs :
 - (d) Number of female masseurs :
- 11. Quality of medicine and health programmes
 - (a) The firm that supplies medicines (with full address) :
 - (b) The health programmes offered
(Specify length of each treatment programme) :
- 12. Acceptance of the regulatory condition
(this should be furnished in the prescribed proforma) :
- 13. Application fee (details of DD) in favour of the Director,
Department of Tourism, Government of Kerala :

Full name & designation of the applicant:

Place:

Date:

4.4 Safety and Security of Tourist

Introduction of Tourism police

Tourism has become the world's largest Industry, generating wealth and employment. India is one of the major tourist destination magnificent historical sites, colourful people, rich culture and festivities. It is a place of infinite variety, which attracts the tourists. Tourism also attracts thousands of touts and hawkers who hang around places of tourist interest to dupe the innocent and make a fast buck. Tourists often complain of being cheated or harassed by the hawkers, taxi-drivers, fake guides and beggar.

Initiatives have been taken place by several states through introduction of tourism police. Some of the models are described below:

Rajasthan

About six million tourists, including 7.0 lakh foreigners, visit Rajasthan every year to see the majestic palaces and forts. Tourist are often being cheated by fake guides, hawkers etc. To avoid this Police in Jaipur, are being trained to be more tourists friendly. Men and women from Jaipur are being trained on how to deal with tourists and see that they do not get hassled.

The police personnel also learned the history of their city, the historical significance of its forts and palaces, and about Rajasthan's art and culture. They started to watch the points of arrival into the city - the airport and the railway station - the favourite hunting ground of touts. The specially-trained tourist police wears special badges for easy identification.

Delhi

Delhi, the capital of India, a special unit of Delhi Police has been established to protect tourists. This tourist police are to help foreign tourists who know very little about Delhi. All the personnel of the new unit had been specially trained to deal with problems usually faced by foreign tourists visiting Delhi for the first time. Tourist Police personnel have been deployed at the city's nine most popular tourist spots and the airport. Each team has a policeman who is fluent in English and with a pleasant personality, so that he can interact with the tourists. The teams also included a woman and personnel armed with all possible information on the capital.

Mumbai

Initially, the Maharashtra police had introduced tourist officers to assist, protect and benefit visitors staying in Mumbai. Fifty police officers were trained in two separate batches of twenty-five each. Lectures were also conducted on various subjects such as introduction to Mumbai and India, tourism and its importance, etiquette and communication skills. A sightseeing tour was also arranged to familiarise the tourist officers with the places of interest in the city, which tourist would prefer.

Jammu and Kashmir

A special police force called Tourist Police is posted at all important places frequented by tourists for providing assistance to tourists to prevent them from being cheated, harassed, etc. For safeguarding the interests of tourists visiting the State, the J&K Government has enacted a special legislation called "*J&K Registration of Tourist Trade Act*" under which some officers of the Tourism Department have been vested with magisterial powers, including the power of compounding, in case of cheating, overcharging, harassment, pestering, touting, etc. faced by tourists. Tourists are urged to contact the nearest tourism officer or the Deputy Director Tourism (Enforcement), with complaints, if any, or for solving problems faced by them.