

DEVELOPMENT OF TOURISM INFRASTRUCTURE

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The concept of tourism is undergoing a change day by day. India, because of some historical reasons, started taking interest in modern mode of tourism rather late. Other countries, mainly the Western ones, took full advantage of tourism in the socio-economic aspects. India could recognise this advantage only very late in the sixties. Although due attention was paid and considerable time was devoted to the development of tourism in India immediately after independence, yet it was only about fifteen odd years later when tourism received the due importance and attention it deserved.

The development of tourism in India is the result of latest policy decisions of the Govt. of India. It is a subject of wide government interest and public appeal. What makes it so interesting and appealing is the historical past and cultural heritage of the country. The industry of tourism flows and flourishes to the full on the glorious history of a nation. Thus, tourism cannot be isolated from history much less in a country like India, the cultural heritage of which is full of fascination. Throughout the ages, many communities and castes, races and religions, who came for some time into contact with India or were permanently settled within the borders of the country contributed wholeheartedly to the advancement and betterment of the country. India's grand and glorious past and her rich cultural traditions are closely connected with the development of tourism in India. The marvellous, matchless and magnificent monuments attract large number of visitors from all over the world. The geographical structure of India, based on the cultural heritage, is also a unique one. The climate of India is typically of a mixed type. It is extremely cold in high attitudes and it is exceptionally hot in the plains and deserts. It is truly said, "The wealth of cultural traditions extending over thousands of years, the natural

surroundings, the architectural masterpieces, the music, dance, paintings, art, craft and literature, customs and languages - all of these have gone into making India a paradise of tourists."

The Government efforts to promote and plan tourism can be understood if we analyse closely the administrative set up and structure of the Ministry of Tourism at the Centre and the Department of Tourism at the State level. The details mentioned below highlight the efforts made in this direction by the Tourism Ministry in India.

A separate Department of Tourism was created on 1st March, 1958 in the Ministry of Transport. Its main duty was to deal with all matters pertaining to the promotion of tourism in India. The new department was put under the charge of the Director General who had under him one Deputy Director General and four Directors. Each one of them was given the full-fledged charge of administration, publicity, travel relations, travel and transport and planning and development. By Presidential orders dated 14th March, 1967, the Department of Aviation and Tourism which was earlier under the Ministry of Transport and Civil Aviation was formed into a separate independent ministry named as the Ministry of Tourism and Civil Aviation. It had two constituent departments : (i) Department of Tourism and (ii) Department of Civil Aviation. The Ministry was put under the direct charge of a full-time Minister. It was only after a period of about eighteen years that the subject of tourism was given due importance and was accorded a separate entity. Thus it got an independent transport department. With the formation of the Ministry of Tourism and Civil Aviation, tourism received the importance due to it and thus it achieved sound and all-round expansion in its activities.

Organisation Set up of the Ministry of Tourism

Secretary			
Director General of Tourism			
Additional Director General	Chairman Hotel, Restaurant & Travel Services	Joint Director General Administration	
Dy. Director General Planning & Programme	Dy. Secretary Market & Research	Director General Administration & Finance	Dy. Director General Publicity & Conference
Director Supplementary Accommodation, Wildlife Division	Dy. Director General Hotel Division		

Source : Annual Report, Ministry of Tourism 1992-93

The Tourism Department of the Central Government is headed by the Director General of Tourism. The Government of India has given due importance to the Director General with high status at par with an Addl. Secretary, as overall in-charge of tourism in India. The Deptt. of Tourism is an independent body. It frames its own policies and plans and is free to execute them. The Director General is assisted by one Addl. Director General, one Chairman, one Joint Director, a Dy. Secretary and, five Dy. Directors General. Apart from these, there are also regional sub-offices in India and abroad. Within the country there are four regional offices situated at Bombay, Calcutta, New Delhi and Madras. Besides these offices, there are seven sub-offices at the focal points of international tourist interest, namely Agra, Aurangabad, Cochin, Jaipur, Jammu, Khajuraho and Varanasi.

Later on, it was also decided to attract tourists to the North Eastern region of the country. Offices were opened in Gauhati (Assam) and Shillong (Meghalaya). Two more offices at Imphal and Manipur will also assist it. With a view to promoting and facilitating promotion of winter sports at Gulmarg (Kashmir) a project been planned and the project office is opened at Srinagar. The purpose of opening tourist offices in India is to provide information to the tourists on the places of tourist attraction in India and render help of a non-financial nature. These offices help the department in exercising some measure of control over the various segments of the travel trade and try to make sure that foreign tourist get various facilities and services at reasonable rates and they are not put to any inconvenience during their stay in India. Here it may be borne in mind that all these central offices work in collaboration with the State Government.

In order to project the proper image of India abroad, the department has opened eighteen offices. The offices located at New York, Los Angeles, Chicago and Toronto cover the United States of America, Latin America, Canada and the Caribbean Islands. A Regional Director with his headquarters in New York, supervises the functioning of these offices. The offices in Europe are located at London, Geneva, Paris, Frankfurt, Brussels, Vietnam and Milan. The jurisdiction of these offices is over Continental Europe and the Geneva-based Regional Director looks after it, while the office in Sydney is under the charge of a Regional Director who covers Australia, New Zealand and Fiji Islands. The tourist office in Tokyo has

jurisdiction over Japan, Thailand, and Singapore. Lately, an office has been opened at Bangkok (Thailand). West Asia is looked after by the Kuwait-based Regional Director.

Tourism industry has proved very beneficial. It has yielded good dividends in the form of foreign exchange. India's foreign exchange receipts from tourism are estimated on the basis of per capita average expenditure of tourists arriving from different countries. The figures have been obtained from surveys conducted from time to time. The estimated foreign exchange earning at current prices together with annual percentage change during the last twelve years has increased substantially. There has been continuous growth in the foreign exchange receipts since 1969. India's receipts have increased almost twenty-two-fold from Rs. 333 million in the year 1969 to Rs. 7500 million in the year 1982. Tourism is at present the fourth largest foreign exchange earner of the country.

Literature is the mirror of society ; it is the replica of art and culture. It is the embodiment of social ethos. Indian literature today, to a large extent, especially the literature written in the regional languages of the country, continues to attract people and draw inspiration from the ancient classics like the Ramayana and the Mahabharata. These are famous epics representing our renowned culture.

Art and architecture shows the cultural heritage of a country. Indian art is matchless and marvellous and its architecture is basically of native origin. Both art and architecture have also absorbed many outside influences at different times. For hundreds of years many renowned architects have covered the land with grand and gorgeous structures. A visitor who comes to visit India from abroad is wonderstruck by such splendid buildings - the Dravidian, Brahmanical, Jain, Buddhist, Muslim, and the Christian. These buildings have derived names from different sources such as racial, religious and social, their multifarious characteristics, that constitute the physical part of the cultural heritage of India.

Mohen-jodaro and Harappa are the cities to show the oldest remains of Indian Art and architecture. They date from the middle of the third century B.C. The beautiful brick buildings in the cities of the Gangetic valley such as Kaushambi and Vaishali and in other cities like Ujjain belong to the pre-Mauryan period. Patna city of today was known as Patliputra, the famous and prosperous capital of King Ashok. The remains are full of a special feature. They show contemporary Persian influences. The existence of more advanced-level of artistic and

architectural skill of buildings can be provided through the foundations of buildings in ruins and excavated churches and monasteries. The famous caves, shrines, temples and monasteries in U.P., M.P., Orissa and Maharashtra are examples of not only the pre-Christian era but also of the beginning of the Christian era. For example, the most important groups of excavated shrines are those of Udaigiri in Madhya Pradesh and Ajanta and Ellora in Maharashtra State. Ajanta and Ellora are the most beautiful and oddest proof of India's religious art, architecture and painting. They are man-made caves cut out of rocky mountains some 2000 years ago. The cave-temples at Ajanta were discovered almost 150 years ago by a British Army officer who went to the forests near Aurangabad on a tigerhunt. The cave temples for the first time were excavated between second century B.C. and second century A.D. by Buddhist monks. The second phase of excavation started in the fifth century A.D. and it was completed in the eighth century A.D. There are as many as 34 caves of Ellora. They are all cut and carved out of the sloping side of a low hill. The Kailash temple is the famous temple there. It is a beautifully carved shrine. Besides this temple and such other shrines, there are many more marvellous and magnificent temples and a plethora of other buildings full of fine sculpture in which the spiritual and material history of numberless years is visibly recorded.¹¹

Indian music directly effects the various stages of Indian social life and culture. It has a large variety of musical instruments. Between the drums and primitive musical organs of the past and the mandolins of today, there is a large variety of musical instruments. Sitar and Veena are common instruments. They have been in use for years together. Their melody has won the hearts of the people universally.

Folk music in India is equally popular. It flourishes to the full in the countryside. It has an agricultural background. In every nook and corner of the country, during the crop season, people recite folk music with love, joy and gusto. Some of the folk songs are very popular as they directly appeal to the people. They have even been adapted by modern film producers and music directors. Some of the musical instruments are made locally, which create wonderful music spontaneously overflowing the hearts of the listeners with powerful emotional feelings.

Like music, dance is also much related to the Indian ethos. The dance forms of India have also been greatly influenced by religion and culture. Together with music they

formed an integral part of aesthetic perfection for the worship of the Almighty Lord. The origin of all the classical systems has been the Hindu temples. It was in the temples that the Indian dance style developed. They were born, brought up, nourished, nurtured and nursed to attain their full stature. Indian classical dance is basically devotional in spirit and character. It is a highly perfected art. It is inextricably wedded to life. The dancer does the best to have complete control over the movements of the body. The dance conveys, through motions, movements and emotions, abstract ideas. The dance forms an important integral part of the Vedic dharma, the rites and rituals and the dancer worshipped Lord Shiva by dancing before him. Many dances are living stories and they contain sometimes the complete saga of human experiences. The stories or experiences are conveyed through various poses and postures, motions and movements of the body, through the gestures, the spoken words, costumes and through the facial expressions.

Folk, tribal and traditional are the types of dances. One of the famous dance forms is the Bharat Natyam. It is a highly artistic devotional dance, popularly performed mainly in South India. This form is an art which has been acclaimed and enjoyed royal and religious patronage for centuries. The performers of this dance form were attached to famous temples. They frequently and freely participated in the offering of worship. This form of dance opens a story through a language of gestures and facial expressions with melody of background music.

Kathakali is another important form of dance. It is very popular in South India. This dance takes its origin either from some earlier forms of mono-acting, which is a distinct feature of Sanskrit drama. The dancer in this form of dance wears gaudy and grand costumes and colourful make-up. The differences in costume and make-up are according to the characters represented. The performance of the dance continues for hours together. It generally lasts till the early hours of morning. It begins with a loud beat of drums to take the viewers to the dreamland of the mythical world of the Hindu gods and goddesses, sages and seers. The theme of the dance is generally taken from the stories of such great epics as the Ramayana and the Mahabharata. The Kathakali dancers are all male dancers but it is not so in Bharat Natyam in which both male and female dancers equally show their artistic performance.

Kathak is another form of dance. It is mainly popular in North India. This dance flowered and flourished to the full under the patronage of the Muslim rulers. With the result,

this was affected to a large measure by the Persian influence. In the beginning it was a dance to be performed in the pure and pious vicinity of a temple but later on with the march of time, it was reduced to a court dance. The dance is performed artistically, skilfully and gracefully by the performer. The Kathak dancer can reproduce by his footwork the exact sounds produced by the beating of drums. The musical accompaniment comprises a singer who also reproduces the drum syllables.

Painting is an art that reflects beautiful and colourful pictures of society and the ways of living. Like music and dance, Indian painting was widely acknowledged and practised art in ancient India. Evidence of good painting can be found in several places in India. The frescoes of the Ajanta caves were painted by Buddhist monks between the second century B.C. and the seventh century A.D. They are glaring examples of the rich styles of painting as practised in ancient times. Painting in the Ellora Caves is yet another proof of the beauty and bounty of Indian art. Miniature paintings got very popular between the eighth and the twelfth centuries.

Thus we see that all these types of paintings add to the cultural heritage of India. These paintings are very popular in modern times. It can be concluded that Indian dance, music literature, painting, art and architecture have all been closely connected with Indian religion, philosophy and culture. The finer aspects of Indian arts have acclaimed universal commendation. This can be quite clear from the reception with which India's famous artists of dance and music of today are welcomed by a large number of audiences in Western countries. People in the west are fully familiar with such shining names as Ravi Shanker, Ali Akbar, M.S. Subhalaxmi, Lata Mangeshkar, Bismillah Khan, Yamini Krishnamurti, Indrani Rehman, Uma Sharma. Thus, in brief, it can be said that only a few countries in the world provide such a varied feast of arts and interests to match the taste of anyone visiting India from abroad. The countryside full of verdant, several, verdure, the snow-capped Himalayas, the bewitching variety of races and customs, good golden beaches, vast desert land with some oases, the lush green valleys, tropical jungles, rivers, lakes, cataracts, rivulets and waterfalls - all and more are there to give pleasure to the eyes and joy to the heart. They are full of natural beauty, lovable sights and sounds which are made lively through the arts and crafts of this country.

The cultural scenario has given way to a new type of tourism which can be called 'cultural tourism'. It has a remarkable position in India because of the glorious past and cultural

heritage of India. 'Cultural tourism' among all other motivating forces and factors inviting people to visit India is certainly the most important. Any tourist from abroad comes to visit India first keeping in view to see and study the social ethos and cultural heritage of this vast country. The historical and archaeological monuments of our country are historically renowned.

They continue to be the best places of attraction for the international tourist. This fact has been established by a survey made by the Pacific Area Travel Association in 1968, as also by the tourist Reaction Pattern and Reaction Surveys conducted by the Department to Tourism in 1968-69 and in 1972-73. The survey conducted in 1972-73 confirmed the fact by placing Curiosity at 42 per cent and India Art and Civilization at 34 per cent as the major factors that influence travel to India.

Until recently seven major hurdles in the way of faster tourism growth had been identified. These are (1) Land and law order (2) Power (3) Telecoms (4) Roads (5) Roads transport (6) Airports and (7) Aviation Policy. Economic reforms there has been a virtual break boom to road travelers today contrast this with the time when one had to rush to the nearest town and try his or her luck with the telephone. In the field of power these has been progress but not of an order it will be available on demand with a fail -safe distribution system. This and the land and law order. Scene have been and continue to be a constraint on the growth of the accommodation sector and attractiveing tourist. State Government and Central Government which have recently shown awareness of tourism's potential could also be involved in exercise of prioritation so that they too could reorient their own road projects to improve linkage with tourist places

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