
CONSUMER PROTECTION IN TOURISM WITH PROMOTIONAL ACTIVITIES IN NEW DELHI

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ABSTRACT

The current study measure the consumer problem in the tourism industry and possible effective measures that can be taken for protection of consumers' interests. This paper defines an analytical picture of the issue of consumer protection in the travel and tourism industry in New Delhi. An extensive literature review and interviews was carried out prior to the formulation of questionnaire. Primary data was collected by questionnaire and Secondary data from different sources would be collected and used for certain aspects of research like operation of market strategies, their comparative advantages and their future prospects. This research also identified that there was a statistically difference between in many items in the survey between what a travel and tour operator offer and what consumer believed in selecting a tourism destination. If India overcomes the challenges by enriching its present strategies, it will emerge as a best tourist spot and will yield maximum foreign exchange to our country.

Key words: *Consumer protection, New Delhi, Travel, Tourism trade*

Introduction

The conventional 'construct' of travel and tourism industry in any economy is based on the notion of tourists visiting places of historical and religious importance. There are three problems with such an approach.

There is an implicit notion that, so far as, heritage is a preserve of the country, and tourism is primarily a concern of the State.

The construct does not include other aspects, and, hence, is restrictive. It does not reflect the pluralism about the tourism.

It tends to ignore the new thrust created by globalization that permits an enormous potential for an economic advantage through tourism and

travel, on an individual basis, for each country, and collectively for the whole world. Tourism industry is one of the largest employers in world. These limitations point out towards the need for a paradigm shift. Travel and tourism need not be primarily a concern of the State. The 'construct' of tourism is a 'complex whole'. It is by nature pluralistic. And above all, unless travel and tourism is understood, and treated, as an industry, it cannot be self-sustaining.

Tourism is concerned with encouraging, entertaining and assisting business travelers and tourists, while the travel industry covers tour operators and travel agents who arrange and coordinate travel within the country and abroad. Travel industry includes airlines, cruise ships, luxury bus services, and railways, to name a few that transport people to their chosen destination. The tourist inflow into the country touched a new high of 34.5 lakh in June 2008 and tourism experts are hopeful that the trend is going to continue in coming 2008-09 as well.

India got Gold awards in Pacific Asia Travel Association (PATA) meet, including two for the state of Kerala and two for the Ministry of Tourism. Some people in tourism and travel management work behind the scenes, while others meet people all the time. Tourism is one of the fastest growing industries in the world today. Tourism is presently India's second largest net foreign exchange earning exporting industry after textile or garment. The tourism industry in India is witnessing a whopping 30% Yearly growth.

The tourism industry earns the foreign exchange of worth Rs 21,828 crore annually. In the 2008 the growth rate of tourism sector of Indian Economy was recorded 17.3%. The growth of tourism industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists. The recent terror attacks on Mumbai 26/11, 11 September 2001 Bali Bombing, Marriott Hotel in Islamabad and the 9/11 has created a concern over the tourist traveling more, however that has been worked as a catalyst for Indian tourism industry. With SARS, Tsunami, Kashmir issues and more recently is Financial turmoil, it was believed that the negative trend in on the doorstep however such kind is seen in last couple of months. In last few months the global aviation tourists loses \$5billion and in hotels there was already 30% cut in room rates after recent Mumbai attack. Hoteliers and Industry expects a sharp rise in domestic tourism in coming months almost 95% on travel

and tourism market dependent on domestic travelers.

There are several reasons for the boom, however categorically there may be four reasons :

1. Online access of booking.
2. Cut down in room rates and tour packages
3. Indian Government Initiative
4. Global tourism has dropped
5. More aviation options to India

The estimated foreign exchange earnings during January to December 08 were \$ 4916.01 million as compared to \$ 4819.62 million during the same periods of 2007, showing an increase of 3.4 %. Foreign tourist's arrival has gone up to 575148 during 2007 registering a growth of 4.8% as compared to 2006 (Source ministry of tourism). Tourism is not only a major social phenomenon of the modern society like that of New Delhi but with enormous economic consequences but also the world largest export industry which accounts for about 8 %of the total world's export more than 30% of International trade in services, 10.7% of the global work force and about 12 % of the world GDP. It is also dubbed as the largest smokeless industry and contributes towards preservations of clean environment The year 2005-06 saw tourism emerging as one of the major sectors for growth of Indian economy, the foreign exchange earnings increased from Rs. 16,429 crore to 21,828 crore up to December (source ministry of tourism). Tourism also contributed to the economy indirectly through its linkages with other sectors like horticulture, agriculture, poultry, handicrafts and construction. Similarly in the last year, tourism industry registered a growth rate of 17.3% in foreign tourist arrivals, which has been the highest in last 10 years. Foreign exchange earnings grew at an even higher rate 30.2%. the pattern and trend of travel and tourism industry in New Delhi is a reflection of the broader scope of the same industry in the country with certain minor deviations so far as the southern travel and tourism industry is concerned. Foreign Tourist Arrivals (FTAs)

FTAs during the year 2008 were 5.37 million as compared to FTAs of 5.08 million during the year 2007. Therefore, in spite of global financial meltdown and terrorist activities, numbers of FTAs have increased in 2008 as compared to 2007. UNWTO has predicted a growth rate of 2-3% for

international tourist arrivals in the world during 2008. Therefore, Indian Scenario (growth rate of 5.6%) is much better than world scenario. All these are shown in Table 1, table 2, table 3, table 4, table 5

Outbound tourism Statistics

Table 1
Destination Wise Outbound Travel of Indian Nationals

	2000	2001	2002	2003	2004	2005
Canada	52071	54742	55492	57010	68315	77849
USA	274202	26967	257271	272161	308845	344926
Bangladesh	74268	78090	80415	84704	80469	86231
Maldives	10616	8511	11377	11502	10999	10260
Nepal	96995	63722	65743	86578	89861	95685
Pakistan	66061	58378	2618	7096	19658	59560
Sri Lanka	31860	33924	69960	90603	105151	113323
Malaysia	132127	143513	183360	145153	172966	225789
Singapore	346356	339813	375658	309446	471196	583543
Thailand	224104	206132	253110	230316	300163	352766
China	120930	159361	213611	219097	309411	356460
Australia	41452	48227	45022	45597	55603	67951
Hong Kong	131368	161752	193705	178130	244364	273487
Japan	38767	40345	45394	47520	53000	58572

Source : Ministry of Tourism

Table 2
Inbound tourists statistics

	2001	2002	2003	2004	2005	2006	2007	2008
January	283750	228150	274215	337345	385977	459489	532088	584765
February	262306	227529	262692	331697	369844	439090	498806	560658
March	248965	225558	218473	293185	352094	391009	444186	509926
April	185338	155378	160941	223884	248416	309208	333945	369677
May	151098	132998	141508	185502	225394	255008	267758	290785
June	176716	143100	176324	223122	246970	278370	310104	344526
July	224432	186432	225359	272456	307870	337332	377474	-
August	196517	161477	204940	253301	273856	304387	360089	-
Sept.	162326	151721	191339	226773	257184	297891	325893	-

October	181605	212191	260569	307447	347757	391399	440715	-
Nov.	209685	243566	290583	385238	423837	442413	510987	-
Dec.	-	-	319271	417527	479411	541571	575148	-

Source : Ministry of Tourism

Table 3
International Tourists Arrivals to India

	2001	2002	2003	2004	2005	2006
Arrivals from Region/ Country						
USA	329147	348182	410803	526120	611165	696739
UK	405472	387846	430917	555907	651803	734240
Canada	88600	93598	107671	135884	157643	176567
Germany	80011	64891	76868	116679	120243	156808
France	102434	78194	97654	131824	152258	175345
Australia	52691	50743	58730	81608	96258	109867
Italy	41351	37136	46908	65561	67642	79978
Japan	80634	59709	77996	96851	103082	119292
Malaysia	57869	63748	70750	84390	96276	107286
Singapore	42824	44306	48368	60710	68666	82574
Nepal	41135	37136	42771	51534	77024	91552
Sri Lanka	112813	108008	109098	128711	136400	154813
Netherlands	42368	31669	40565	51211	52755	58611
China	13901	15422	21152	34100	44897	62330
South Korea	27150	29374	35584	47835	49895	705407

Source : Ministry of Tourism

Table 4
Delhi tourism Statistics

Domestic Tourists Statistics - Delhi	
Year	Domestic Tourists
2004	1866552
2005	2061782
2006	2237130

Source : Delhi Tourism

Table 5
Percentage change in foreign tourists arrivals

Percentage Changes in foreign tourists arrival

	2002/01	2003/02	2004/03	2005/04	2006/05	2007/06	2008/07
January	-19.6	22.0	23.0	14.5	19.0	15.8	9.9
February	-13.3	13.1	26.3	17.3	18.7	13.6	12.4
March	-9.4	1.6	34.2	25.2	11.1	13.6	14.8
April	-16.2	5.0	39.1	16.5	24.5	8.0	10.7
May	-12.0	0.2	31.1	23.8	13.1	5.0	8.6
June	-19.0	27.5	26.5	16.0	12.7	11.4	11.1
July	-16.9	22.5	20.9	7.3	9.6	11.9	-
August	-17.8	26.91	23.6	6.9	11.1	18.3	-
September	-6.5	26.11	18.5	11.4	15.8	9.4	-
October	16.8	22.11	18.0	7.0	12.5	12.6	-
November	16.2	19.40	32.6	7.8	4.4	15.5	-
December	-	-	30.8	11.0	13.0	6.2	-
Total	9.2	13.1	26.8	13.2	13.5	11.9	11.5

Source : Ministry of Tourism

Salient Features of the Tourism & Travel Industry in New Delhi

Travel and tourism is the second highest foreign exchange earner for India, and the government has given organizations in this industry export house status. The industry is waking up to the potential of domestic tourism as well, with an estimated 4.7 billion domestic trips in 2001. Tourism spending within India in 2001 was US\$ 22 billion. New Delhi, being the Capital of India with major historical places in and near it is a major tourist attraction.

There is considerable government presence in the travel and tourism industry. Each state has a tourism corporation, which typically runs a chain of hotels /motels and operates package tours, while the central government runs the India Tourism Development Corporation. Divestment of these state-run tourism corporations have either already taken place or are in process. The state government of Delhi has also its own tourism and travel promotion boards and places like Dilli Haat.

Incoming foreign tourist arrivals have shown a 6% compounded annual growth rate over the last 10 years. The government has realized the potential and has advanced several incentives to promote infrastructure growth in the tourism sector. The tourist infrastructure growth in Delhi/New Delhi is a clear indication of this.

Current investments are likely to see hotel room capacity increase by 20% over the next three years, with several international hotel chains entering the hotel industry. Similar growth is anticipated in air travel capacity.

New Delhi's travel and tourism industry is thriving due to an increase in foreign tourists' arrivals and greater than before travel by Indians to domestic and abroad destinations. The visitors are pouring in from all over the world: Europe, Africa, Southeast Asia and Australia. At the same time, the number of Indians traveling has also increased. Some tourists come from Middle East countries to witness the drenching monsoon rains in India, a phenomenon never seen in desert climates. These tourists can resist the temptation to visit Delhi before leaving for their country. Domestic tourists are also fueling the industry's revival. Many of them escape from the summer heat on the plains to resorts in the Himalayan Mountains. One of the major beneficiaries this year is Kashmir, where a cease-fire between India and Pakistan has reduced violence, if not completely, at least enough to help revive the state's sagging tourism industry. Among the most favoured tourist destinations in India, Kerala for its scenic beauty, Agra for Taj Mahal, Khajuraho for its sculptures and temples, Goa for its beaches and some pilgrimages are the most important. Delhi is a major tourist spot due to its historical importance.

Interesting feature of this growth is that it has come even as global tourism has dropped, due to the September 11 terrorist attacks in the United States, the outbreak of Severe Acute Respiratory Syndrome in East Asia, and the Iraq war. Even the disastrous tsunami didn't affect India's tourism industry, as tourist arrivals in India rose 23.5 percent in Dec 2004 and tourist arrivals crossed 3 million mark for the first time in 2004. The disaster was expected to have a negative impact on India's tourism in terms of large-scale cancellations of tourists to India but nothing of that sort was seen.

Table 6
Contribution of travel and tourism to GDP and employment

	World Average(%)	India (%)	World Rank
Contribution of Tourism and Travel Economy to GDP	10.7	2.5	140
Contribution of Tourism and Travel Industry to GDP	4.2	2.5	124
Contribution of Travel and Tourism Economy Employment	8	5.6	140
Contribution of Travel and Tourism Industry employment	3.1	2.9	111

Source : WTTC, Department of Tourism, Government of India.

Delhi receives the largest number of overseas tourists from the United Kingdom, which is its largest source market, followed by the United States, Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore. Of the tourists coming to Delhi, 27.5 per cent are in the age group of 35-44 years, 23.4 per cent in the age group of 25-35 years and 20.8 per cent in the age group of 45-54 years. Women constitute only 30.5 per cent of India's total international arrivals. Repeat visitors account for 44.9 per cent of the overseas visitors. A substantial number of these may be non-resident Indians, as hotel reservations do not correspond to the number of international arrivals in the country. The average length of stay of foreign tourists in the country in 1998 was 31.2 days. Domestic tourism, on the other hand, is largely pilgrimage-oriented and requires improvement in travel facilities and pilgrim destinations.

Reasons for This Boom

There could be several reasons for the buoyancy in the Indian tourism industry and the simultaneous growth in the Capital of Delhi. First, the upward trend observed in the growth rate of Indian economy has raised middle class incomes, prompting more people to spend money on vacations abroad or at home. This is more evident in a developed metro like Delhi. Also, Delhi is booming in the information technology industry and has become the IT center with Gurgaon and Noida around it. Aggressive advertising campaign "Incredible India" by the government

and Bhagidari by the Government of Delhi have also had contribution in changing Delhi's image from that of a land of deserts, and sparking new interest among overseas travelers.

Objectives of The Study

- The study on consumer protection in the travel and tourism industry in India revolves around the following broad objectives:-
- To study the Tourism and travel industry in New Delhi, its evolution and growth with special reference to the barriers of tourism growth in New Delhi (India).
- To study the Promotion campaigns carried out by DTDC, Tour Operators, Travel agencies and Hotels to promote tourism in Delhi.
- To list the various Promotional Activities undertaken by various Tourist Destinations in Delhi.
- To study the various promotional tools used in promoting Tourism in Delhi
- To study the consumers' problems in the tourism industry and possible effective measures that can be taken for protection of consumers' interests.
- To give an analytical picture of the issue of consumer protection in the travel and tourism industry in New Delhi

How the Tourism Industry can Effectively Satisfy the Consumer

Tourism involves traveling to relatively undisturbed or uncontaminated natural areas with the specific objects of studying, admiring and enjoying the scenery and its wild flora and fauna, as well as other existing cultural and historical aspects. A visit with a motto to know these areas is nothing but tourism. Places of tourist interest are numerous and of varied nature. These include places of archeological and historical importance, pilgrimage centers, sanctuaries, national parks, hill resorts and sea beaches, etc. The paper has been prepared on the basis of the secondary published data which show that since 1950 the tourism industry of India is expanding. India has a minimal share of only 0.39% of the world tourism trade. India employs nearly 10 million people in this industry making it the second largest employer of the country. Recent political unrest, fear of violence, terrorism, strikes and epidemics etc. are detrimental to our tourism business. However, considering the recent development, it is hoped that India will get her due share in world tourism.

Marketing of Tourism Services include mainly the services sold to domestic and foreign tourists. The domestic tourism is an important segment of the overall tourist scenario although no reliable data are available in this regard. It is relatively easy to keep record of foreign tourists as they are registered at entry points like international airports which is not possible in case of domestic tourists. On an average, a foreign tourist stays for about 27 days in India which is an important indicator of increase of the foreign exchange earned by the country.

Tourism in India has vast employment potential, much of which still awaits exploitation. At present about 8.5 million persons are directly employed by hospitality services. This is about 2.4 percent of the total work force of the country. In addition, the industry provides indirect employment to about 30 million persons. Further it is interesting to note that the employment generation in proportion to investment is very high in tourism industry. According to an estimate, an investment of Rs.10 lakh creates 89 jobs in hotels and restaurants sector as against 44.7 jobs in agriculture and 12.6 in manufacturing industry. Another important aspect of employment in tourism is that it employs a large number of women in hotels, airlines services, travel agencies, handicrafts making and marketing and cultural activity centers. As per 1983-84 indices the employment output ratio in tourism was 71, whereas in leather 51, textiles 27, electricity 14, beverages 12 and cement 6. Generally the visit of a foreign tourist to India provides employment to one person and 6.5 domestic tourists generate one job.

Hotel sector is the key segment of tourism industry to earn foreign exchange. Realizing the importance of hotel segment the government has taken initiatives to encourage hotel industry by providing tax benefits and other incentives. Foreign investment and collaboration are now facilitated under new economic policy. 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. Assuming a modest growth rate of 7 to 8 percent per annum, the requirement to hotel rooms is expected to

rise to 91,000 by 2002-03 and to 1.125 lakh rooms by 2005. Besides a large number of budget hotels will be required for about 200 million strong middle class Indian tourists also.

Places of tourist interest are so numerous and of varied nature that it is not easy to describe these places comprehensively. These include mostly the Himalayan Region, the great plain of north India, the peninsular plateau and coastal plains. In general the tourist spots are counted more like Buddhist sites, Shrines, Forts, places of historical importance, hot springs, Jain monasteries, lakes and birds, sanctuaries, religious centers, science spots, sea beaches, summer resorts, waterfalls and wild lives etc. In this context, a reference can be drawn for Orissa that all above kinds of spots are richly available to attract more and more foreign as well as domestic tourists.

Although Delhi has progressed a lot since the fifties with respect to tourism, she is still way behind the developed. India earns one seventh of China, one fourth of Indonesia and less than half of Philippines from tourism in comparison. Delhi is no exception to this. The development of tourism depends upon the development of an integrated infrastructure of national and international highways, railways, ports, civil aviation, telecommunication, hotel accommodation and allied services. Inadequacies of such infrastructural facilities adversely affect tourism. The sluggish growth of Delhi tourism arises from its inability to sell effectively her rich tourist potential. Delhi should market itself as a value added tourism destination stressing its variety and cost effectiveness. Satisfaction of the tourist should be the top priority of the tourist industry.. All these considerations need to be understood and steps may be taken accordingly for improvement of the travel and tourism industry in Delhi.

Hospitality Industry is closely linked with travel and tourism industries. A sudden boom in travel and tourism has led to the development of hospitality industry. And India experiencing huge footfalls as a favorite vacation destination of foreigners and natives is working towards improving its hospitality industry. Fierce competition and fight to rank on the number one position is leading leaders of this industry into contemplating innovative ideas and successful hospitality products and services every day. In fact some of the facts about hospitality industry in India can be explained on the basis of following points;

- Market choice
- Planned human resources management
- Employees training
- Market response
- Empowerment
- Behavior-based evaluation
- Marketing synergy
- Employee commitment
- Essential quality

However, to help hospitality industry in Delhi reach its height advance technologies and consumer favorable services are devised. Sitting at home a customer can reserve his/ her airline tickets and hotel rooms. This facility in the hospitality industry has surely brought revolutionary change.

The following key issues were used to help us focus the case study in order to address the central question: ‘How are societal drivers – particularly tourism – impacting social ecosystems in the study area?’

Population and population movements

Occupational shifts

Ecosystem or resource use

Institutions

Health of the ecosystem.

Consumer Protection

Consumer protection is a form of government regulation which protects the interests of consumers. For example, a government may require businesses to disclose detailed information about products—particularly in areas where safety or public health is an issue, such as food. Consumer protection is linked to the idea of consumer rights (that consumers have various rights as consumers), and to the formation of consumer organizations which help consumers make better choices in the market place.

The tourism industry, spoilt by success for a long time, seems to see only one way out of the crisis: more bargains. Big tour operators are able to largely pass on the pressure for increasingly lower prices to the holiday destinations. For in the negotiations, the destinations are bound to lose out to transnational corporations, which have – in the course of

wide-ranging concentration processes in the industry during the past few years – often combined airlines and hotels, operating, marketing and sales in complex alliances under one roof and may switch to cheaper destinations at any time. Forcing down prices belongs to the wide range of unfair competitive practices in tourism. This has also been put down in writing by the UN Conference on Trade on Development, UNCTAD (Diaz Benavides 2001). According to an UNCTAD report, it is due to these “predatory practices” of tourism companies that poor countries earn too little from tourism and to financial leakages, for example, for tourism-related imports. UNCTAD concludes that in certain cases, poor destinations even subsidize rich tourists. In order to survive in the face of global competition, many destinations offer generous conditions to foreign investors and companies, such as tax relief, majority holdings in companies or free repatriation of profits. These investment incentives are usually granted in the context of measures against indebtedness, recommended by creditors and by the International Monetary Fund (IMF) in order to generate foreign exchange by promoting tourism. All in all, however, this means a considerable loss of income for the public treasury, while the provision of expensive infrastructure such as airports, roads, water and energy supplies for tourism often continues to increase the debt burden. Since the mid- 1990s, liberalization to the advantage of foreign private companies has been continuously expanded. Under the General Agreement on Trade in Services (GATS) of the World Trade Organization (WTO-OMC), import barriers have been reduced and employing foreign personnel has become easier. The GATS is currently being re-negotiated. This has led to strong controversies in the member countries about the future of public services such as water supply or education. But the new round of negotiations also raises serious concerns on the side of non-governmental organizations (NGOs) in the South as well as in the North with regard to the future development of tourism. The Indian tourism NGO Equations, for example, criticizes that the service agreement on tourism undermines national regulations and local self-government, and poses a threat to the livelihoods of people in the tourism destinations. Once the agreements have been concluded, it is almost impossible to insist on the obligation of foreign suppliers to train and employ local personnel, or to maintain social and ecological standards, to ensure consumer protection or to enforce restrictions, such as limitations to the number or size of golf courses or hotels and resorts in protected areas (Equations 2002, 2003).

Research Methodology

Mainly exploratory research would be carried out for both primary and secondary research. In order to accomplish the objectives of the study, it was essential to articulate the manner in which it is to be conducted, i.e., the research process is to be carried-out in a certain framework. The Research Methodology, which follows, is the backbone of the study.

Primary Research: Structured in-depth questionnaires would be used to probe individuals for information in the area which is being probed as the present problem of the study. The questioner is divided into two parts first part deals with tour operator and second part consumer in the industry.

Secondary Research: Secondary data from different sources would be collected and used for certain aspects of research like operation of market strategies, their comparative advantages and their future prospects.

Data Analysis

Response of The Tour Operators

74 per cent of the respondents agree to the proposition that consumers' interest protection is one of their prime responsibilities. However, agreeing to do something and putting the thing into action are two different points that need to be noted.

The respondents in the travel and tourism industry who were studied gives an impression that unfair trade practices is not so rampant in the travel and tourism industry in India, given that 32 per cent of the respondents admitting the existence of these practices against 54 per cent who share a different thought

The travel and tour agents who constituted the sample of our study are aware about the legal aspects of the tourism and travel guidelines with respect to the consumer protection in the aforementioned industry.

Consumers protection can be better protected by this industry by protected by this industry by practicing ethical tourism norms (40%) when we compared to laws stricter (07%), appointment of professional (34%) and other provisions goes (27%)

Response of Consumers in The Industry

The evidence is clear. Holidaymakers are beginning to realize that their visits to exotic, sun-baked paradises have an impact on local people and environments. Increasingly, they want to ensure their holiday makes

a positive contribution to local development. People appear willing to favour companies that can show they are bringing real benefits to those living in the destinations - and even to pay more for this peace of mind and better quality product.

Almost half those polled (47%) would like to know about local customs and appropriate dress and behavior for tourists. Just under a third (30%) would like to find out about the political background to the country. One in five (20%) would like to receive a sheet with 10 tips for ethically responsible travelers. The same number would also like to know ways that they can support the local economy and meet local people. Demand for information about the country visited is greater among younger than older people. Just over two-thirds of those aged from 15 to 54 (69%) would like to receive some information, compared with just over half (54%) of those aged 55+. The tourism industry needs to take heed of public opinion and respond to consumer demand for more information. Since the same question was asked of the public two years ago, some operators have made more information available in their brochures, or on their websites, but the majority is still not providing the information that tourists want. This not only prevents tourists getting the most out of their holiday, but also prevents those in the destinations gaining from responsible tourist behavior.

The tourism industry has a long way to go to catch up with other industries, and much to do to satisfy consumer and investor pressure for responsible behavior. CSR is here to stay and the pressure to adopt responsible business approaches will only increase.

Conclusion

Tourism will expand greatly in future mainly due to the revolution that is taking place on both the demand and supply side. The changing population structure, improvement in living standard, more disposable income, fewer working hours and long leisure time, better educated people, ageing population and more curious youth in developing the countries, all will fuel the tourism industry growth. The arrival of a large number of customers, better educated and more sophisticated, will compel the tourist industry to launch new products and brands and re-invents traditional markets. The established traditional destinations founded on sun-sea-sand products will have to re-engineer their products. They must diversify and improve the criteria for destinations and qualities of their traditional offers. Alongside beach tourism, the tourism sector will register a steady

development of new products based on natural rural business, leisure and art and culture. Thus the study of new markets and emerging markets and necessity of diversified products are the basis of our strategy, which can enhance and sustain, existing and capture new markets.

Marketing mix is a mixture of elements, which interact and complement each other to achieve the targeted results. It is the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market. It is a combination of the amounts and marketing variables which any firm uses at a particular time in order to achieve results.

A tourist enterprise can use combination of specific activities to achieve the best results. A firm can decide which of them to use, how, when, and where to use and which resources to allocate to them.

Special forces bearing of the marketing mix in travel and tourism are consumers buying behavior (their motives buying habits etc.), the travelers behavior, their practices structure etc., Competitors position and behaviors, government its control of pricing and promotional practices.

In deciding on the marketing, program a company must decide to law much to adapt its marketing mix (product, price, promotion, place) to local condition. At the two ends of the spectrum are standardized and adopted marketing mix with many steps in between.

Marketing mix helps the marketing manager whether individual or firm or official tourism organization-NTO, RTO, to understand where marketing action, can be initiated to improve the acceptability of a tourist product and stimulate the demand. It help in understand clearly what marketing is all about, helps in integrated approach to marketing, and in avoiding losing sight of the market forces related to the efforts.

Awaiting opportunities in this sector

- India is distinct in having
 - Ancient Civilization
 - Natural landscape
 - Traditions
 - Music, dance
 - Religious practices
 - Exclusive festivals
 - Art & Craft

Overcoming challenges

ITDC have to be enriched so that it can provide adequate facilities at tourist sites like good environment, tourism information, etc.

Present modes of transports are getting strengthened. However, the reaching tourist spots from the nearby town/city is still a difficult one. Special attention has to be paid by the Department of tourism so that its recommendation has to be implemented by the Government at the earliest.

The Central and state Governments, must have special attention and invest in large to develop the infrastructure for utilizing the tourist spots.

Tourism information must be updated often. The websites must give enriched information's with catchy phrases. Specific toll free numbers can be used for easy access of information by tourists

The Government must take action to solve security problems and regional conflicts.

Liberalizing the visa norms can be made so that more number of tourists can arrive and stay for more days.

Involvement of private sector in the field can be made to serve the tourists better

Investment in HRD programmes relating to travel & tourism industry can help to promote it better

There can be focused promotion of various places to get attention of the travelers by using aids like short films, photographs, etc.

Clearly planned, focused tour packages can be introduced which may attract the travelers

PhoCus Wright Inc. says the online travel industry in India is expected to grow to Rs. 8,500 crore by 2008-09.

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