

## 29

# DEVELOPMENT OF TOURISM

### 29.1 INTRODUCTION

We have already learnt the meaning and types of tourism with an implied reference to its purpose in the last lesson. The size and the importance of the resource base of tourism have also been discussed. The first lesson ended with a brief note on its relevance today. In this lesson, we will study in more details the development of tourism and of tourist resorts and their importance for different regions.

### 29.2 OBJECTIVES

After studying this lesson, you will be able to :

- explain the causes and factors responsible for the growth of tourism;
- classify various tourist resorts into different types;
- infer the advantages enjoyed by different regions on the basis of popularity of their tourist places.

### 29.3 CAUSES AND FACTORS OF DEVELOPMENT

Tourism received a sudden great fillip by industrial revolution which brought about many changes in social and economic life in its wake. Social life became more secular i.e. it got disassociated from the so called religious festivities in many respects. It gradually led to a number of paid holidays allowed to workers as a matter of their right. For spending these holidays the workers are now free to exercise their individual choices. For example, the number of such holidays increased in Germany from just 3 in 1933 to 35 in 1985 and is expected to rise to 70 by 2000 A.D. Even in India, a worker can choose to have leave on an average of 30

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days in a year as paid holidays. Leave Travel Concession has been allowed to Government employees visit, along with their families, any place in the country. In the non-government sector, leave travel allowances have been sanctioned. Senior citizens over 65 years are eligible to pay 25% less on ordinary tickets and 50% less on general class in the aircraft. In addition, facility is also provided to all government employees, once in two years, for visiting their home towns. All these factors have boosted domestic tourism particularly of low and medium level families.

The provision of such holidays and concessions has also increased the time available for recreative tourism. Greater freedom of voluntary movement, more time and leisure for people's participation in recreations of their choice are the first set of determining factors. They have acted in a positive way for the development of tourism in India as well. But leisure without more of income is of little value for the growth of tourism. All kinds of tourists must have large disposable incomes and fewer financial commitments towards their families. This makes it possible for them to spend more money and time the way they like. During the years prior to the second world war, only a few rich leisure-loving persons could afford to move out and stay on at a place of scenic beauty and cultural attractions. Since 1945, a large number of tourists hailing from all classes of the society, each with its own level of income and tastes have started moving about. They may like to spend less money and are in a hurry to see the maximum within a short time. They may choose to combine holidaying for relaxation with something of an adventurous travel, recreative sports and entertainments. They may like to travel as an individual or in a group. The provision of seasonal charter flight fares, travel concessions and low-budget hotel or tent accommodation have emerged as further necessary incentives. India has been more conscious of the need to boost tourism since the last decade. It has helped the growth of tourism to a large extent though at a low pace. The world prosperity and world tourism move hand in hand. For this reason, foreign tourists visiting India come from the developed high-income countries of the western world. A greater value of their currencies makes their travel in India very cheap for them. At the other end, if a developing country is very poor, it can spare much less from its scarce resources to expand the amenities and transport facilities for the incoming tourists.

As India is a middle level developing country in terms of economic growth, it has led to a relatively greater development of tourism as compared to many other countries in the third world, particularly in Africa. On the other hand, Southeast Asian countries like Thailand, Malaysia, Singapore, Indonesia and Philippines are far ahead of India in this regard. Thus, at the level of an individual, the motives, availability of leisure, physical energy for active holidaying, income, education and freedom to utilise the personal budget act together. These are the motivating *push forces*. At the same time there are the *pull forces*. The development of travel - tourism is the result of the interplay of both these forces. The pull forces pertain to the attractiveness of natural landscape, cultural sites and a favourable climate at tourist destinations. A region or a place having a variety of such tourist resources exercises the greatest pull. Multiple attractions of tourist resources in a region are

likely to have the maximum pull effect on the incoming tourists.

Closer the two countries geographically, historically, culturally and commercially, greater will be the tourist flow. India's increasing trade with a growing number of the countries, its collaboration for sharing technical skills and cultural ties have paved the way for faster development of tourism.

Although India is situated along the cross-ways from the east and the west, it is far distant from tourist-generating developed countries of Europe and North America. Only 10% of world's tourist traffic is of a long-haul type so far. It is costlier and more time-taking in the absence of a very fast mode of transport. It brings only 7% of world's total tourist flow to distantly located developing countries like India. A modern tourist with higher standard of living requires to move about hurriedly by comfortable and fast moving air, rail or road transport. Such transport routes are reliable access links between places of origin of tourists and zones or places of recreative tourism. India will be able to attract a large number of international tourists by providing greater infrastructural facilities. Today, however, this remains a weaker link in the chain acting as a major cause in slow growth of tourism.

Besides the positive factors encouraging tourism, there are negative factors which act as hurdles. Between 1985 and 1988, our share of foreign tourists reached 60% of their number in this part of the world i.e. South Asia. But it was mostly due to poorer performance of other neighbouring countries, many of which are far less developed and too small in size to attract tourists in larger number and for longer stays. The breaking out of cholera in Delhi in 1988 or the diseases like plague breaking out recently in our country sent back many of the tourists. The air bookings and hotel reservations get cancelled in no time. This is how the instant means of communication both promote as well as demote tourism. The political instability, conditions of insurgency in parts of the country and keeping foreigners as hostages by terrorists have also drastically cut down the tourist arrivals in the affected regions, particularly in Jammu & Kashmir and in the Northeast. Even a rapid rise in prices, cost of transport and crisis like that of the scarcity of petroleum products occasionally discourage the growth of tourism. An overall prosperity of a country (measured in terms of GNP per head of population), its spread through the whole population and normalcy of political, economic and social conditions in countries at the two ends determine the growth of tourism.

- \* The economic, social and political changes brought about by industrial revolution have steadily pushed up the tourist traffic across the world including India.
- \* More of leisure, greater affluence, paying attention of the development of tourist resources, provision of faster means of transport and other amenities have been positive factors favouring the growth of commercialised modern tourism.
- \* Negative factors have also been causing periodical setbacks to the growth of tourist flows in the country.

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**INTEXT QUESTIONS 29.1**

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1. Which two factors have boosted the growth of domestic tourism ?

(i) \_\_\_\_\_ (ii) \_\_\_\_\_

2. Fill up the blanks by choosing the correct word from the list given in the bracket below :

(Infrastructure, income, GNP, middle, pull, push)

i. India's inadequate development of \_\_\_\_\_ has slowed down the development of tourism.

ii. Higher the country's \_\_\_\_\_ greater becomes the scope for flow of tourists from the country.

iii. Greater leisure time without increase in \_\_\_\_\_ of a large number of people is of no use for development of tourism.

iv. Travel-tourism is the net result of interplay of the \_\_\_\_\_ and the \_\_\_\_\_ forces.

v. Only \_\_\_\_\_ level developing countries like ours rather than the poorer ones can help the expansion of tourism.

3. Name three major positive factors influencing the development of tourism.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

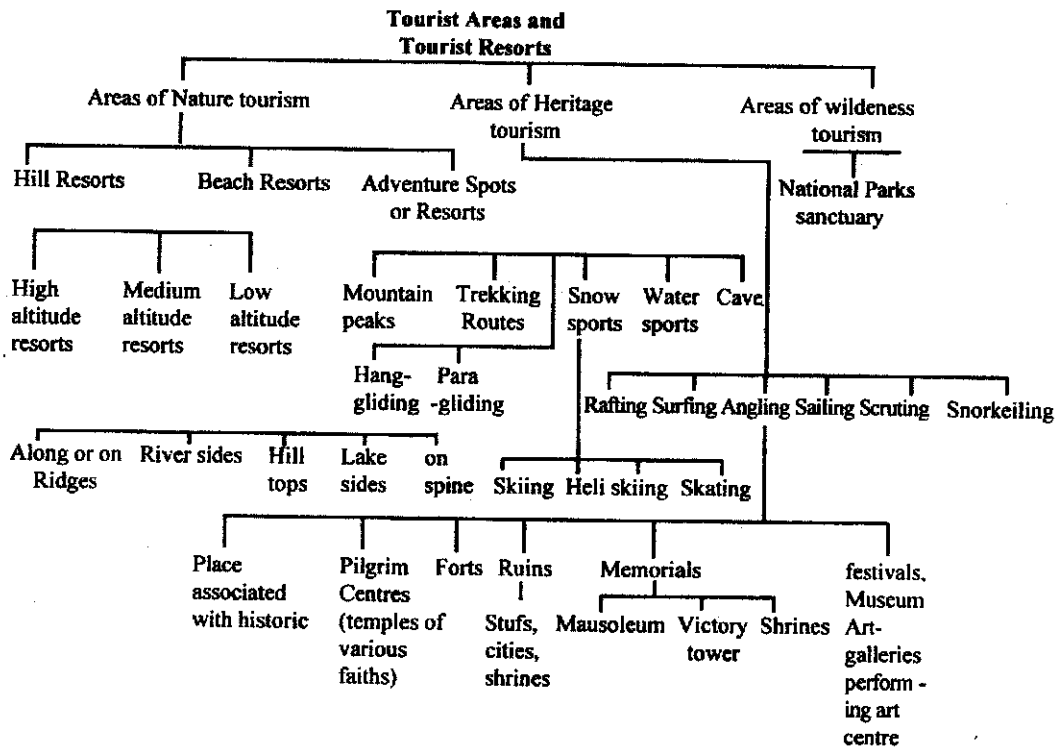
(iii) \_\_\_\_\_

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**29.4 CLASSIFICATION OF TOURIST RESORTS**

The tourist resorts run into many types because of their location in different geographic regions, diverse characteristics of their sites, and a scope for a variety of tourist activities. These are classified to sum up their attractions and amenities as the bases of tourism. However, there are many tourist centres which are multi-functional and offer a combination of attractions in their environs. Such places get the benefit of prolonged stay of tourists.

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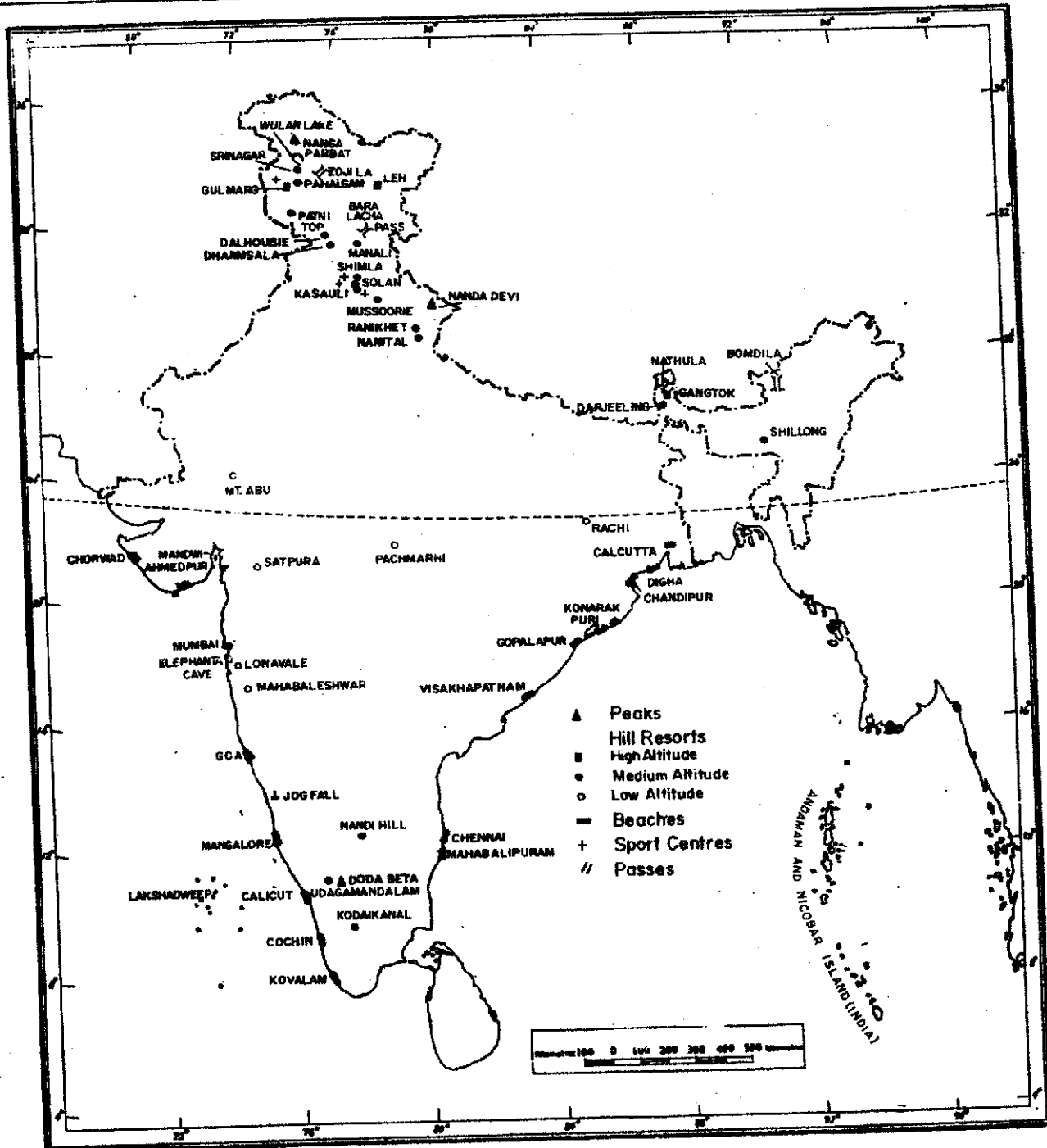
*Fig. 29.1 Tourist Areas and Resorts*

### (A) Mountain and Hill Resorts

We come across numerous such holiday resorts almost in all parts of the country. Besides the high Himalaya in the north, there are high hills in the northeast and in and around the Nilgiris in the south. There are hill ranges of medium to low heights in the Vindhyas, Satpuras, the Aravallis and the Western Ghats in addition to isolated hillocks elsewhere. For this reason, even states which have predominantly plain or of flat lands, have one or two hill resorts with the exception of Orissa and Punjab.

Some of these resorts are relatively more developed and are most popular, many have the potential to gain importance in years to come and there are others lying undeveloped. We can group these hill stations altitude-wise in three broad categories:

- a. Hill resorts at low altitudes (between 800 and 1200 metres Above Sea Level or ASL)
- b. Resorts at medium altitudes (between 1200 and 2100 metres ASL)
- c. Resorts at great heights (between 2100 and 3500 metres ASL)



Based upon Survey of India Outline Map printed in 1996.  
 The territorial waters of India extend into the sea to a distance of twelve nautical miles measured from the appropriate base line.  
 Responsibility for correctness of internal details shown on the map rests with the publisher.

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Fig 29.2 Popular Mountain Peaks, Hill Resorts and Beaches

The accompanying map shows that a very large number of them are at the medium heights, a number of them at low heights and a few at very great heights. Most of them share the salubrious climate, pleasant summers but usually rainy monsoon season and mildly cool winters. Some of them located in the western Himalaya experience severely cold winters with snowfall. They provide relief to the visitors dwelling in the burning hot plains in summer months and recreation in the winter season.

It will be of interest for you to know that there are the following less known hill resorts, not even marked on general maps. Their lesser popularity and low degree of development are largely a matter of chance.

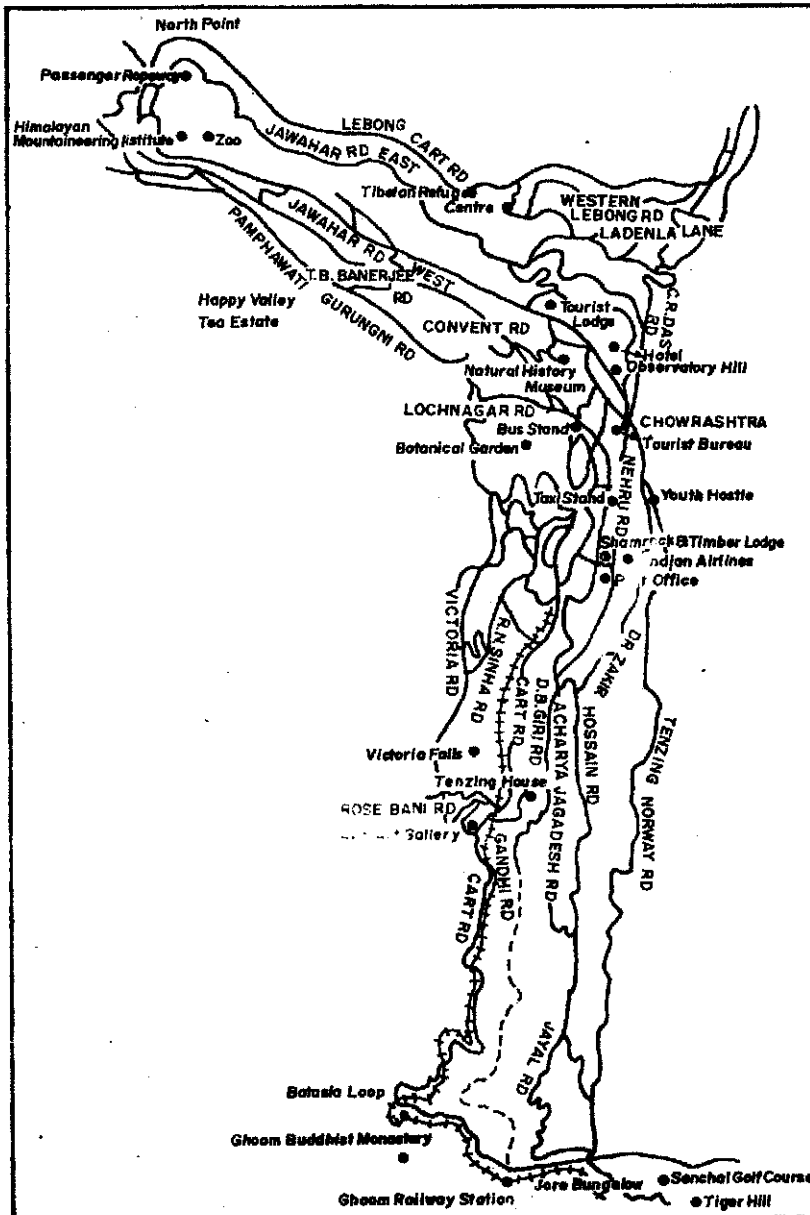


Fig: 29.3 Ridge site of Darjeeling

Morni hill resort, 1000 m height in Haryana; Haflong, 1657 m in North Cachar Hills of Silchar district of Assam; Jampui, 1390-m in North Tripura; Ukhrul, 1900 m, east of Imphal in Manipur, Mao, 1788 m on Dimapur-Imphal route; Horseley hills, 1265 m, enroute to Tirumala temple of Andhra Pradesh; Munnar, 1600 m in Western Ghats of Kerala; unspoilt Matheran, 803 m close to Mumbai and Saputara, 873 m the second highest plateau of the Sahyadris to the southeast of Surat in Gujarat, are the examples.

Ridge sites of stations like Shimla, Darjeeling, Gangtok or Mussoorie attract by opening out a wider view of the deep valleys and of the snow-clad mountains. The wall of the forest green as a backdrop to the slopes parallel to the ridges add to their charms. If the forest cover is replaced by wholesale cutting down of the trees and mushrooming of the tiers of concrete buildings, the scenic beauty of the resort is lost. The attraction of the distant views on sunny days is as much like as their mystic landscape wrapped in clouds on other days.

Some mountain resorts like Naini Tal, Udagamandalam (Ooty) and Kodaikanal have come up around the lakesides, lying in a bowl and hemmed in by the hills. Their slopes are thickly wooded upto the water edges. In some cases like Srinagar in Kashmir and ooty in Tamil Nadu, the encircling mountains are at a great distance and the sites lie in a wide open valley or an undulating grassland. The lakeside resort of Udaipur in Rajasthan is an example of a lakeside resort outside the Himalayan region

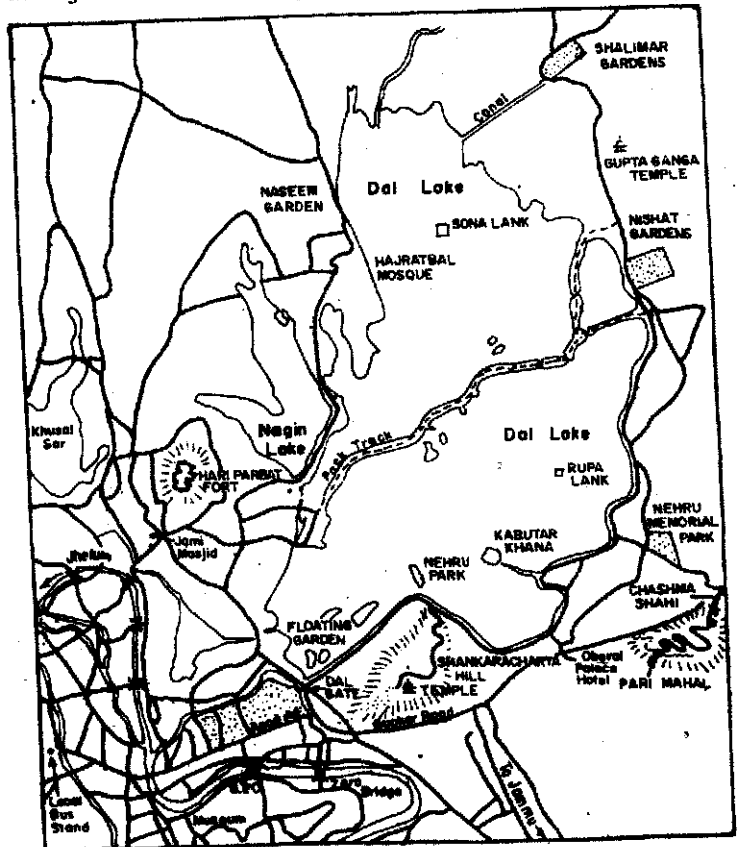
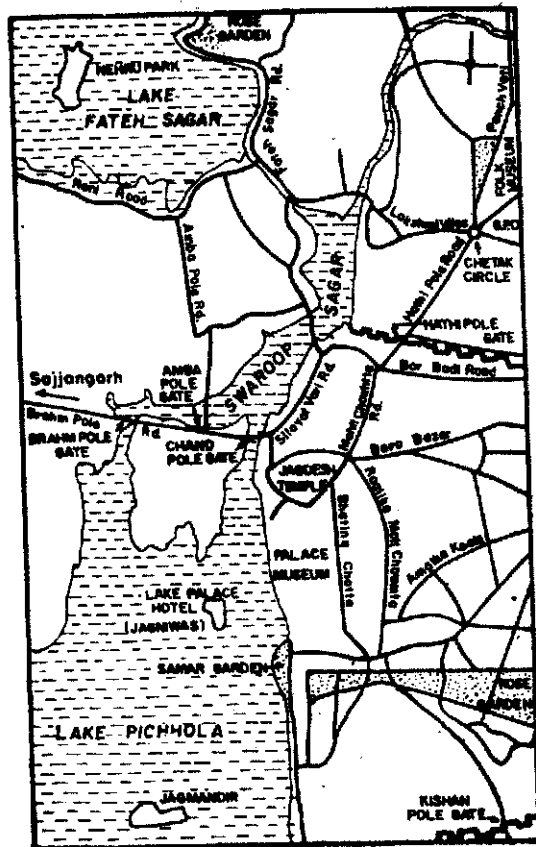


Fig. 29.4 Lakeside Resorts of Srinagar and Udaipur

Resorts like Mt. Abu, Morni, Matheran, Pachmarhi, Saputara and Ranchi are situated on a hump backed broad hill tops or on an uneven plateau surface giving panoramic views of the lush green valley or wild landscape. Shillong and Dalhousie are two examples of places situated on a group of hills separated by narrow valleys. Dharmasala in Himachal Pradesh occupies a flat-topped spur projecting from Dhaula Dhar towards the Kangra valley. Long walks along a ridge from end to end or circular rounds of the hills engage the visitors everyday. Riverside locations like Manali and Pahalgam combine the advantages of the valley site and the altitude of a mountain.

More than the absolute height, a high degree of relative relief is most attractive. It is a measure of the dissection of the landscape. Greater the dissection, more dramatic is the effect on the mind of the observer. Presence of water in the landscape in the form of a lake, cascade, waterfall, springs or subterranean pools add further charms to the site. Besides the lakes at various altitudes, Dhuan Dhar waterfalls on Narmada river near Jabalpur and the subterranean pools at Pachmarhi are a few noteworthy examples. The waters provide a sharp contrast to the surrounding hills. The reflection of a nearby forest in water of the lake or of a river imparts the effect of depths to the view.

The scope for water recreations helps to engage the tourists for a longer duration. Nearness of a hill resort to a big city is another locational advantage in the sense that busy urban dwellers go there to enjoy their weekend holidays for rest and recreation. Matheran, Mussoorie, Mahabaleshwar, Shimla and Kasauli are reached from Delhi, Pune Mumbai and the towns of Punjab within few hours journey. But easy accessibility leads to overcrowding by tourists in the peak summer months. It has degraded their natural environment into an environment of concrete structures.

A single hill station in a state in predominantly flat plain is highly valued. Such a singularity has turned pachmarhi, Mt. Abu and Ranchi as important summer resorts for their respective states. Other than the site and the locational advantages, the scope for multifarious activities and for circuit tours for a day or two to visit other attractive landmarks around add to their worth. Organisation of winter, summer or folk festivals, exhibition of local handicrafts, the rare plants, the performing arts of the tribal natives of fairs of some interest enhance the appeal of the resorts. These are compared to cosmetic attractions but even a fake jewellery is not without its appeal. A placard at the entrance of the tiny hill resort of Tripura speaks about itself thus : You'll never pine for the apples of Shimla, If you ever taste the pineapples of Tripura.

These are the trade tricks without which no tourism can prosper. Many hill resorts play the role of base stations by arranging visits to snow views, sunset or sunrise points, wild life sanctuaries, temples or monasteries, caves, rocky terrains, rock murals or rock cut images in their vicinity. You may like to find out which hill resorts have added to their attractions in some such ways.

**(B) Beach Resorts :** India's long coastline of over 7000 km from Kandla in Gujarat to Calcutta in West Bengal and along the islands offer opportunities for the promotion of beach tourism. A number of beautiful beaches of Goa and that

Kovalam in Kerala are on the hit list of the tourists. Even the number of domestic tourists to these two beaches has been thirteen times more than the foreign tourists in certain years.

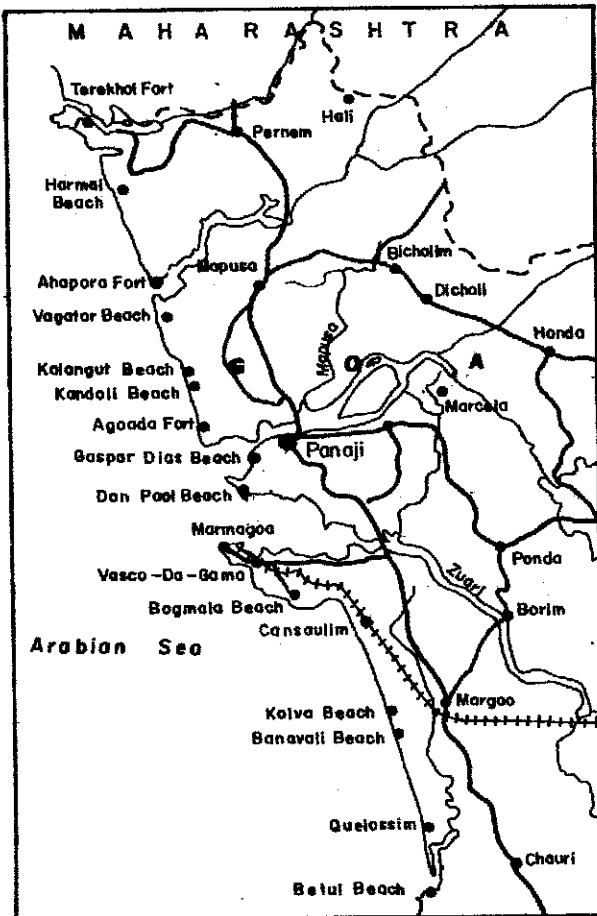


Fig. 29.5 Goa Beaches

Kovalam is highly popular because of its calm temperate and shark free waters along the palm fringed coast. Although sunning is not allowed to the extent which attracts the tourists to Spain, Italy and Southern France coasts, yet one can enjoy Kovalam. It is a health resort for body's massages along ancient Ayurvedic lines. It is ideal equally for water games like surfing or water skiing. Beaches of Goa attract because of their wider sandy and open sunny stretches from end to end.

There are miles of shining golden sands of the beaches along Gujarat's Saurashtra coast. Erstwhile Nawab of Junagadh built the palace beach resort for private use of the royal ladies and their companions at places known as Chorwad and Ahmedpur-Mandvi.

Along Maharashtra's coast there are eight small beaches starting from Mumbai's popular Juhu to Murud at a distance of 220 km south.

These unspoilt though small-sized beaches along the whole stretch have the natural beauty but are awaiting the development of an active tourism. Down south Goa's 105 km long coastline has as many as 40 beaches though 12 are the most popular so far. A booming tourism is already experienced here largely due to its hospitable and happy people. Karnataka also has its beaches at Mangalore and Malpe along its south coast and at Karwar along its north coast.

The pride of Chennai is its sun-swept and litter free Marina beach, second longest in the world, running for 12 km from Chennai harbour in the north to Santhome (St. Thomas) church in the south, joining the Elliot quieter beach extending upto Adyar's residential colony.

Andhra has its share of two beaches close to Vishakapatnam known as Ramarkrishna mission and Rishi Konda beaches. Orissa has its sea beach close to the ancient sea port of Gopalpur surrounded by sand dunes. Besides Puri and Konarak, Chandipur near Balasore is known for its 55 km recession of the tides each day at its beach.

West Bengal has the quiet Digha beach close to Ganga's sea mouth. It is 6 km long, one of the widest in the world amidst gently rolling sea and thick casuarina forest on its two sides. The shallow and calm sea has recently made it a popular seaside resort for sailing, fishing and relaxing.

- \* Tourist resorts are of many types depending upon their location, sites and scope for tourist activities.
- \* Mountain resorts are widespread at different altitudes on tops of ridges and hills, along rivers and around lakes.
- \* A resort's nearness to a city and to other attractions within a short reach enhances its value for tourism.
- \* India has the potential to develop beach tourism along its long coastline.
- \* A number of beaches other than the popular ones in Kerala and Goa still lie neglected.

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## INTEXT QUESTIONS 29.2

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1. Cite one example each of the hill resorts occupying the following type of sites:
    - i Along a ridge(in Himachal Pradesh) .....; ii. Tops of closely spaced hills(in Meghalaya).....iii. Rivers side in a mountain valley; iv. (in Jammu & Kashmir) v. Around a lake(in Uttar Pradesh).....
-

2. Match the following correctly :

Hill resorts	State where located
i. Munnar	a. Madhya Pradesh
ii. Morni	b. Gujarat
iii. Saputara	c. Haryana
iv. Matheran	d. Kerala
v. Pochmari	e. Maharashtra

3. State four major factors for the popularity of Kovalam beach.

(i) \_\_\_\_\_ (ii) \_\_\_\_\_ (iii) \_\_\_\_\_ (iv) \_\_\_\_\_

4. Which three items out of the following add to the value of a hill resort ?

Dissected landscape, fashion-minded tourists, proximity to a city, temples for worship, nearness to a snowline, multi-storeyed buildings.

(i) \_\_\_\_\_ (ii) \_\_\_\_\_ (iii) \_\_\_\_\_ (iv) \_\_\_\_\_

5. Name one important beach each in Maharashtra, Orissa, Tamil Nadu.

(i) \_\_\_\_\_ (ii) \_\_\_\_\_ (iii) \_\_\_\_\_ (iv) \_\_\_\_\_

### (C) Cultural Centres (Heritage Tourism)

India is rich in heritage tourism. This is true of almost every part of the country. Our heritage consists of ancient temples and shrines held sacred by the people of different faiths. There are numerous sites which were once abodes of the saints. These are the pilgrimage centres visited every year by lakhs of devotees. Their number is the largest and these are most widely distributed as compared to all other tourist centres. The images, symbols, diverse architecture and the legends created around the origin of ancient temples seem to carry an appeal even for the curious tourists. The styles of temple buildings, the minarets and the arches vary from one part of the country to another. The clear examples of this variety are the gompas (Buddhist monasteries) of Ladakh and Sikkim and the gopurams complex patterns of Hindu temples and their towers of Tamil Nadu and other southern states.

Hindus have shown keen sense of direction in locating different pilgrim centres in every major corner of the whole country. There are four places of the highest order of pilgrimage called 'Dhams'. Circuiting them in one's lifetime was considered a great act of devotion even in ancient periods of difficult communication. These are Badrinath in the north, Rameshwaram in the south, Dwarka in the west and Jagannath Puri in the east. There are as many as seven 'Puris' or the holiest shrines. They are Puri in the east, Kanchipuram in the south, Varanasi (Kashi puri), Ayodhya puri and Haridwar (Maya puri) in the north, Ujjain (Avantika puri) in the centre and Dwarka puri in the west. In mythological terms there are the twelve most sacred shiva

temples spread all over the land. These are named as the 'Jyotirlingas' tracing their origins from different legends. Likewise are the fifty one places recognised as 'Shaktipeeths' venerated by the devotees worshipping various goddesses, symbolising fertility. Mathura-Vrindavan is another tract renowned for Hindu pilgrimage because of its association with the life of Lord Krishna.

Great flexibility in matters of belief has given rise to numerous sects and to such a large number of place of Hindu pilgrimage. Ancient temples occupy remarkable sites, hilltops, river confluences, river or lake sides, islands, forest groves or a nucleus around which the whole city has grown and expanded. There is a great need to have trained guides, well-versed in ancient lore and with a skill to present the history of pilgrim centres properly. By explaining the influence of geography and of the history of areas of pilgrimage we can create a tourist interest in the temple heritage of the country.

Next in order are the historic cities, ruins of ancient cities and the rock-cut temples inside the caves. There are the remnants of the great halls or the 'Chaityas', 'Stupas', 'Towers' and the arches of Buddhist places of worship. There are the temple sites partially or wholly submerged in sea or lying in ruins. At some such sites new temples or shrines have been rebuilt. These are still visited for worship or prayers by the followers. The sites associated with the life of Gautam Buddha are marked in Bihar and the adjoining areas and are the centres of international attraction. The Jain shrines are scattered in Gujarat, Bihar, Rajasthan and Karnataka. Within them are the beautiful images of Jain saints and sculptures of their life stories. On Mt. Parasnath near Hazaribagh in Bihar is situated the most sacred centre of pilgrimage for Jains.

The great sikh shrines exist in Punjab like Hari Mandir Sahib at Amritsar, Bihar, Karnataka, Maharashtra and in parts of the Himalaya. India has the pride in retaining some old churches especially in Goa and Kerala and centres of worship of the Jewish and Parsi.

The great mosques are recognised from a distance from a number of their minarets and big quadrangles for congregation of Muslims. Mark the sites of important Jama Masjid at Delhi, Mecca mosque at Hyderabad, Taj mosque at Bhopal, the old Shah Hamadan and the new Hazratbal mosques at Srinagar, the famous shrine of Moinuddin Chisti at Ajmer, Nizamuddin Aulia at Delhi and numerous other Dargahs elsewhere. Many old shrines are venerated by the people of all faiths. The scope is unlimited for the service of local tourist guides for attracting visitors even to some old places of worship dotting our land but unfrequented by them.

There are scores of old cities once the capitals of monarchs ruling over small or big territories in the country. The relics of those times constitute the historical heritage of India.

The examples of two great ruined cities continue to be number one tourist attractions. One is Hampi in the state of Karnataka and the other is Fatehpur Sikri near Agra in Uttar Pradesh. Hampi's ruins are impressive as a playground of the old rocks of Deccan plateau. They include remains of palaces, temples, markets,

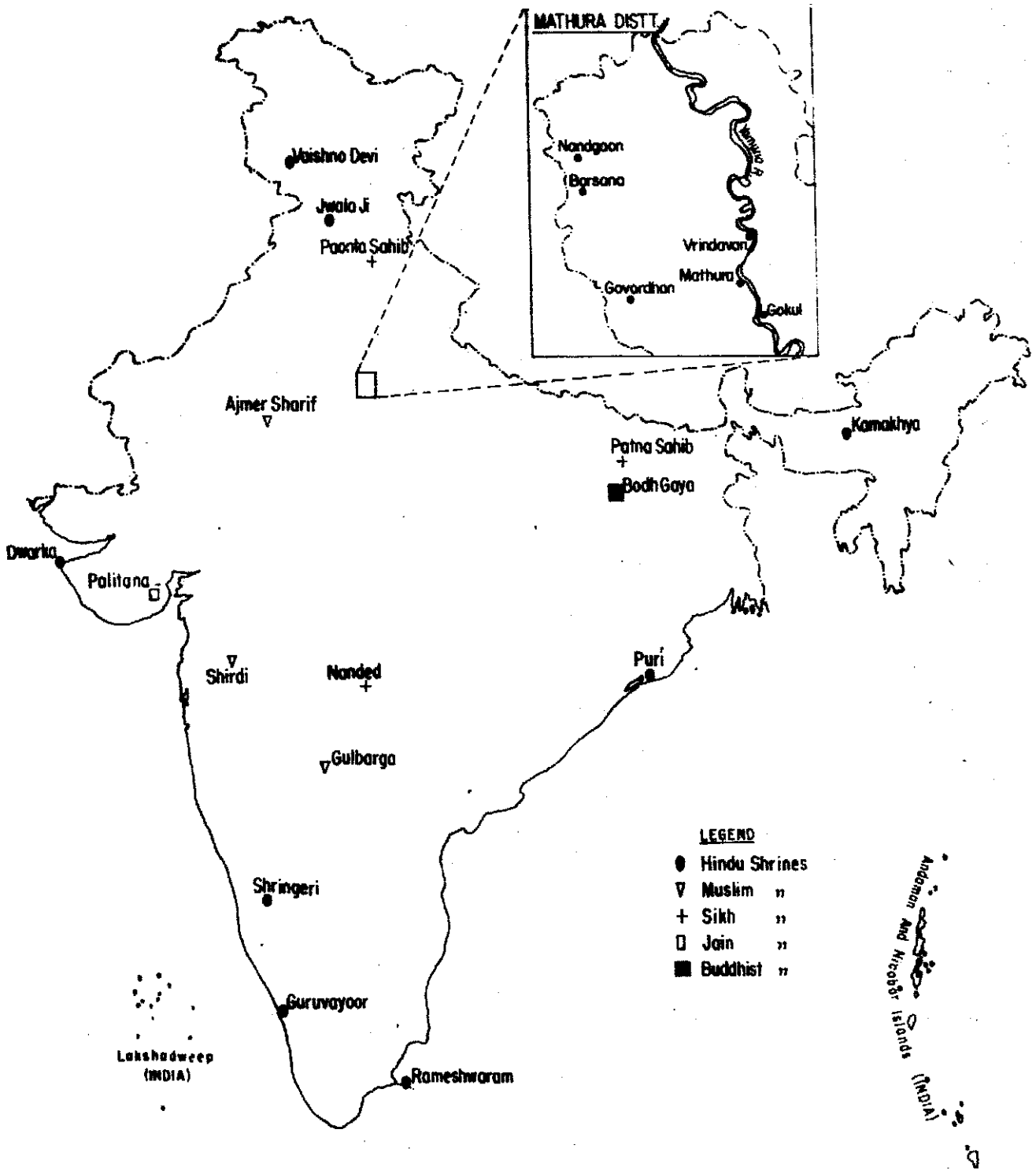


Fig. 29.6 Religious centres of India

reservoirs of water close to the banks of Tungabhadra river. It remained capital of the great Vijaynagar empire for two centuries. The empire extended from the shores of Arabian sea to those of the Bay of Bengal and included Goa in the realm.

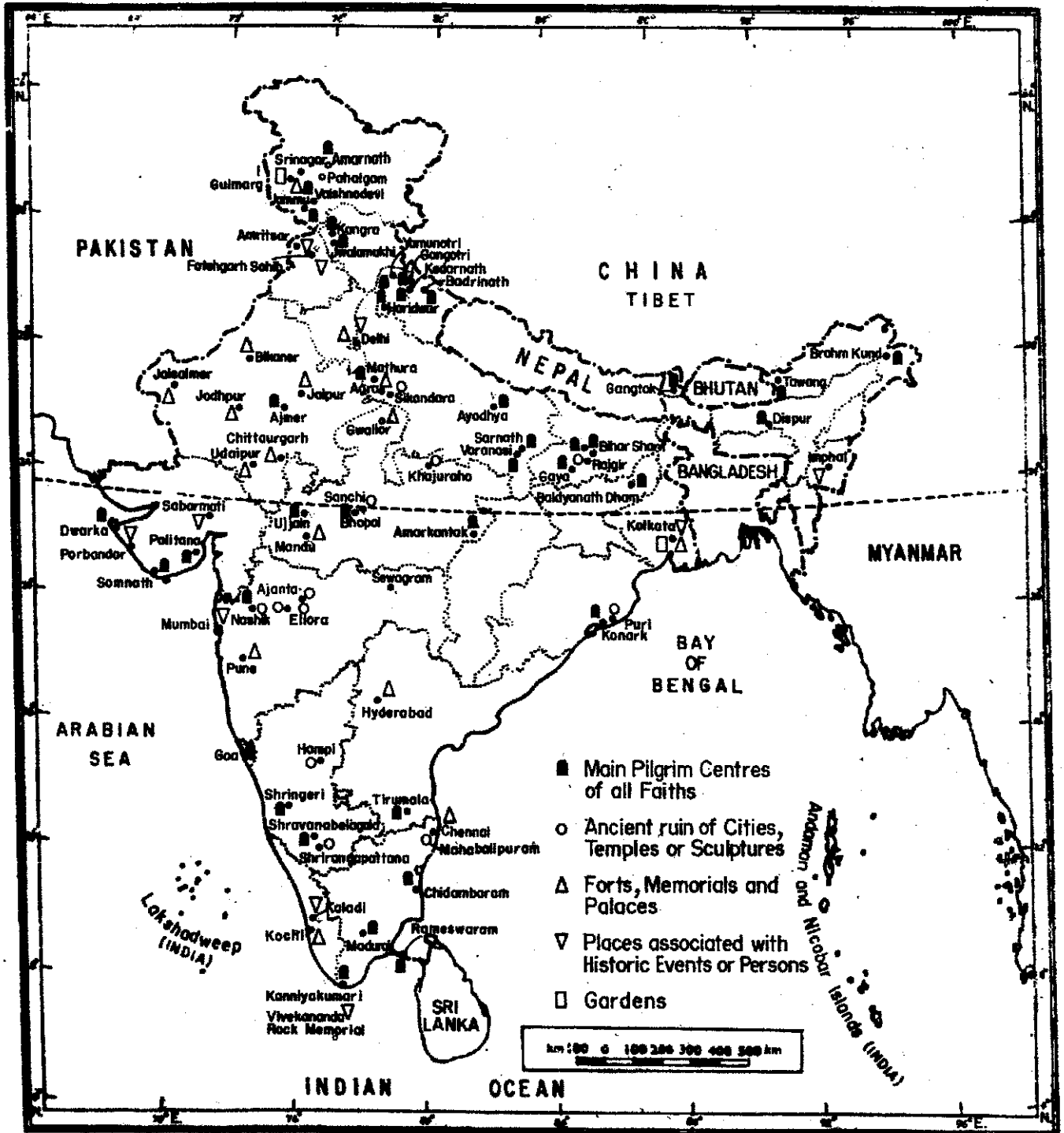
Fatehpur Sikri was built by the great Mughal King Akbar as his capital but was later discarded mainly because of its continuing water shortage. The visit to cultural centres is not complete without seeing the mausoleums of old kings at a number of places. Certainly, the Taj Mahal bypasses them all as memorial of a royal Mughal Queen. Rajasthan and its adjoining region extending from Delhi to Narmada river, parts of the Deccan plateau and the Sahyadri ranges backing the Konkan coast are most prominent for their forts. Some of these had the complete fortified towns besides the royal palaces within them. Jaisalmer is still an example of a fort town surrounded by a bare barren desert. Not far from Mumbai and Pune stands the hill fort of Raigarh, the capital of the Maratha kingdom founded by Shivaji. It now has an electric ropeway for the tourists to reach its high and extensive flat top.

These forts were built by the Rajputs, Mughals, Marathas and other powerful rulers of their times for needs of defence or for their own grandeur. Victory towers like Qutub Minar at Mehrauli near Delhi and Kirti stamb inside the massive Chittorgarh fort in Rajasthan attract all types of tourists. A few forts of different styles were added by the British rulers in their heydays such as Fort William at Calcutta, Fort St. George at Chennai and a portuguese fort at Kochi. Mark the location of important temples, ruined cities and monuments like forts on the map.

India's cultural heritage also includes places or sites known for the heroism and the penance of country's great sons. Haldighati near Udaipur, Jallianwala Bagh at Amritsar, Cellular jail at Port Blair, Vivekananda rock memorial at Kanya Kumari, Gandhi ji's Ashrams at Sabarmati in Ahmedabad and Sewagram in Maharashtra and the Aurobindo Ashram at Pondicherry are examples of this type. One cannot leave out the birth place of Adi Shankaracharya at Kaladi near Alwaye in Kerala.

The museums, zoos, art galleries maintained in our major cities or places of historic interest in addition to entirely new cities built in Independent India are of no less cultural significance.

- \* Cultural centres include places of pilgrimage, ancient forts, monuments and ruins of various types.
- \* Places associated with the life of India's great persons, museums, art galleries and occasional exhibitions are the components of heritage tourism.



Based upon Survey of India outline map printed in 1979.

The territorial waters of India extend into the sea to a distance of twelve nautical miles reckoned from the appropriate base line.

The boundary of Jammu & Kashmir shown on this map is as interpreted from the North-Eastern Areas (Reorganisation) Act, 1951, but has yet to be verified.

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\* Price: Twenty-two Paise

\* These may be deleted when printing a map based on this outline map.

## INTEXT QUESTIONS 29.3

1. Name the followers of different faiths for whom the following places are most sacred :

- i. Sarnath ii. Amritsar iii. Pavapuri iv. Somnath v. Ajmer vi. Old Goa  
 ( ) ( ) ( ) ( ) ( ) ( )

2. Fill up the blanks in the third column below :

Name of cultural centre	Nature of monument	State where located
i. Mt. Parasnath	Lord Parasnath statue of a jain	_____
ii. Harimandir Saheb	A major sikh shrine	_____
iii. KirtiStambh	A Rajput king's Victory tower	_____
iv. Mandu	A deserted fort city	_____
v. Fort William	A British made fort	_____
vi. Avantipur	A ruined temple	_____
vii. Hampi	A ruined ancient capital city	_____
viii. Sabarmati	Gandhiji's Ashram	_____

3. Name the four major centres of Hindu pilgrimage at the extremes of four cardinal directions..

- (i) \_\_\_\_\_ (ii) \_\_\_\_\_ (iii) \_\_\_\_\_ (iv) \_\_\_\_\_

### (D) Adventure Tourism (Off-Beat Resorts)

Adventure sports open off-beat destinations and new avenues for the promotion of tourism. It covers activities such as trekking, skiing, river rafting, water games, mountaineering, rock climbing, hang gliding, para gliding hiking and camping in the habitats of wild life.

At present outdoor adventure travellers constitute only about 7% of the the total tourist traffic. It can be increased for attracting the youth in the age-groups of 25-35 years, in large numbers. As a part of the tourist package, it will benefit by adding a week to an estimated average span of 28 days stay of foreign tourists.

**(i) Trekking :** The term 'trek' once referred to long migrations of the Africans by ox carts and now means an arduous travel, walking or biking over long distances for recreation. It is fun-filled activity in some way just like a long range patrolling carried out by the army.

Walking over the rugged and remote terrain having no other good means of trans-

port consists of going up and down the hills, crossing passes and coping with extremes of variable weather at high altitudes. It is quite a low-cost adventure and requires no other equipment except good stamina, patience and passion for observing nature. While real adventure in trekking is in the high mountains, an easier one can be undertaken in low hills all over the country. Such trek routes are marked especially in areas like Sikkim, Arunachal Pradesh, Ladakh and its neighbourhood.

The upper reaches of Kumaon-Garhwal Himalaya combine a number of long and short trekking routes with international trade and the pilgrimage to holy places in Tibet such as Kailash and Manasarovar.

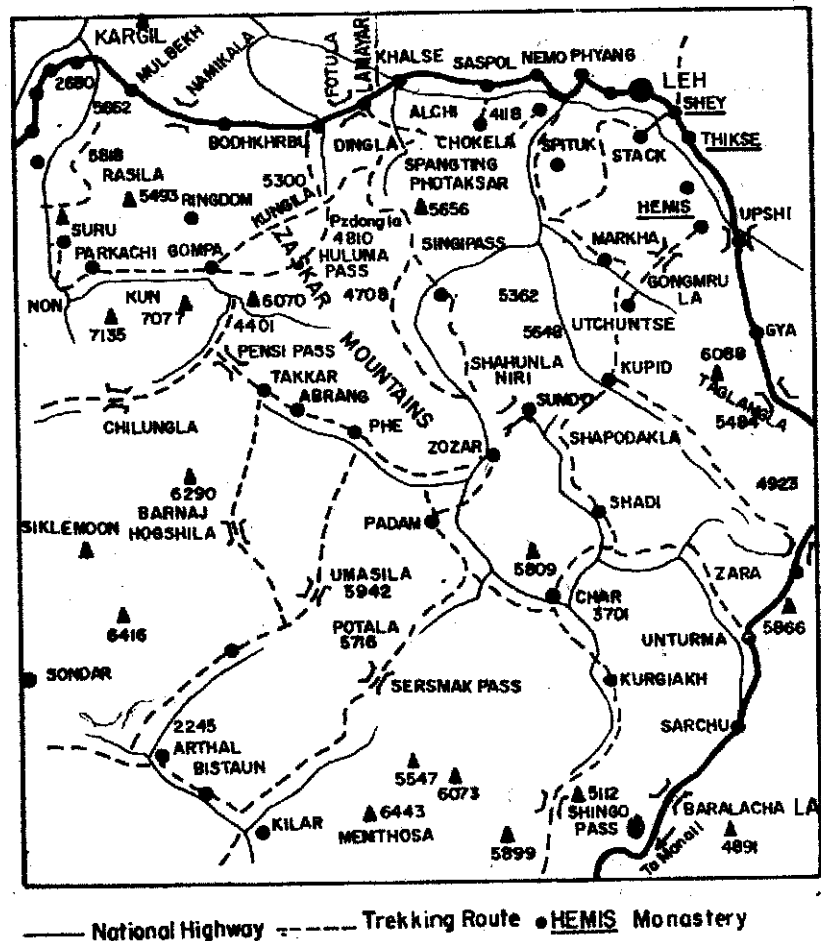


Fig 29.8 Trekking Routes in Ladakh

(ii) **Mountaineering** : The mountainscape and its high Himalayan peaks are not only attracting the foreigners but even Indian climbers. Nain Singh and Kishan

Singh mentioned earlier were the first Indian mountaineers. Their history does not end with Tenzing Norgay, one of the Everest conquerors. A great number of our countrymen and women and the foreigners have been successful climbers with far less equipment. Bachendri Pal's name stands high in the list of India's heroic women mountaineers and high-altitude trekkers. As the time goes, Everest climbing has turned into a fully commercialized mountaineering activity. A large number of parties from different countries get a prior booking from the Nepalese Government on payment of lakhs of rupees. It includes payment for the services of sherpa guides. Also it covers charges for transport and delivery of the equipment on the spot. Since it is the sole resource to exploit for earning a living, the activity sustains the sherpa population concentrated at the base of the peak. It is also the greatest foreign exchange earner for the economy of Nepal. It reconfirms the economic value of mountaineering for India and also the need to conserve the natural beauty of our mountains.

High Himalaya in the northern half of Himachal Pradesh have many ranges of snow capped peaks, glaciers and deep valleys. There are nearly 150 peaks, one after every 20 km on an average peak has each and over 5400 metres high. For long it was considered a disrespect to go over the mountain summits. For this reason many of them remain unnamed and unclimbed. Easy weather conditions from May to October and an expensive network of roads upto their bases compensates the technical difficulties requiring equipment and training. In Jammu and Kashmir, there are a series of mountain peaks in the Pir Punjal, Great Himalaya, Zaskar, Ladakh and Karakoram ranges passing through the state. These are between 5000 and 7000 metres high. One can even look to the neighbouring countries of Pakistan and Tibet (China) from their tops.

Uttar Pradesh Himalaya have an additional advantage of nearness from Delhi. The traditional source of the Ganga river, a few km above the Gau Mukh's ice cave, is considered one of the best mountaineering areas in the world. There is a congregation of a number of glaciers, high-altitude lakes and the peaks. Eastwards, Sikkim Himalaya open a window to the traditions of its people by viewing chortens and prayer flags all along the mountain trails. The five areas in North Sikkim having high peaks and Kanchan Junga reaching the height of over 8000 metres, only two of these are open to mountain climbers so far because of crucial border with Tibet. The watching of the glaciated landscape and walking over them at heights over 3700 metres is no less attractive. The beauty of the glaciers, ice caves and the glacial lakes from which our rivers draw their perennial water supply cannot be conveyed through words. The peaks popular for mountaineering, the major glaciers and a few lakes in this part of India are marked in figure 29.3

The Indian Mountaineering Institutes at Manali, Darjeeling and Uttar Kashi and the Indian Mountaineering Foundation at Delhi help in organising and sponsoring the mountaineering expeditions. They arrange to broadcast special weather bulletins over the All India radio, provide information to the climbers and coordinate with the Indian Air Force for rescue work during emergencies. Regulating the expeditions by disallowing too frequent and too many of them is required to protect the fragile environment in the high altitude zone. Littering along the trails needs to

be checked in days to come. There are wider opportunities for rock climbing even along the foothills outer Himalaya, Sahyadris and the Central Indian Hill ranges.

**(iii) Winter sport resorts :** Skiing is one of the most popular winter sports on the snowy slopes of the Himalaya. In Himalayan region of India, there is ice and the snow terrain available all the year round. The excitement of skiing can convince tourists that this country has something more to offer besides temples, monuments, fairs and the colorful festivals. Gulmarg at 2730 metres height is not just a hill resort but has the highest ski ground of India. This sport is the most well-developed in country's largest and best equipped resort. Snow lies thick enough from December to April and there are ski lifts, chair car and the ropeways. There are instructors providing 10-21 days' skiing and mountaineering courses. The ski mountaineering route reaches the alpine meadow of Khilanmarg, five km up at 3045 metres. The Alpathar lake lies only another eight km away at the base of Apharwat peak at 4135 metres height. Its slopes were studied to develop heli-skiing. In January, 1988, it was started here in india—the first country in Asia to introduce the sport. The skier is dropped to the top of the ridge by helicopter from where the tourist can slide down. It saves the skier the difficult task of climbing up the terrain. The game was banned in France considering the noise of the helicopters disturbing the mountain fauna. In Canada, skiers are often trapped by the bad weather in tracts, far away from civilisation.

Kashmir has the advantage that its area is so large, valleys so vast that such problems are not expected. The project earns normally more than half a million dollars a year. The high cost of heliskiing restricts the game to richer tourists from Europe and North America.

In Himachal Pradesh, Narkanda amidst coniferous forest at 2,700 metres altitude overlooking Sutlej river is only 64 km north of Shimla along the Hindustan Tibet National Highway. Six to 10 metres thick snow lies from January to April all along the slopes from Hathu peak to Stokes' famous apple lands at Kotgarh. Another place known as Kufri near Narkanda and Shimla is also taking off for this sport. The extensive slopes along Solang Nala close to Manali has fine weather favouring skiing both during winter and part of the summer seasons. In Garhwal Himalaya of Uttar Pradesh, a ski resort of Auli near Joshimath on way to Badrinath has been developed for this sport. The place affords a view of Nanda Devi summit and its adjoining area. A cable car largest in Asia connects Joshimath at about 2,000 metres height to the top slope of Kauri pass at 3,900 metres. But the lack of warm water during freezing cold in the morning, inefficient heating and medical facilities and low quality of equipment like ski boots are the current handicaps at Auli.

There are good golf grounds at Gulmarg, the highest in the world, and at Naldara near Shimla for the lovers of this game. While skating sink on frozen ice has been developed within Shimla town and near Gulmarg, now surfing can be looked forward to in years to come.

**(iv) Hang gliding and Paragliding :** These two sports give the thrill of soaring high in the sky like an eagle. In Paragliding the aerofoil wings are ten times lighter

than the wings used in hang gliding. Paragliding is popular among adventure-loving tourists; hang gliding is now confined to competitive events. Centres for this sport are marked in low and medium valleys of Bilaspur, Manali and Bir(Kangra) in Himachal Pradesh and at Udagamadalam in Tamil Nadu. Lack of good trainers and the high cost of equipment are the hurdles yet to overcome.

(v) **Water sports tourism** : River rafting has tremendous scope for its promotion in India. So far such areas are limited to Ganga near Rishikesh, Beas near manali and part of the Indus in ladakh. But Teesta in Sikkim, Brahmaputra in Assam, Chandra in Lahaul (Himachal Pradesh) and Bharali in Arunachal Pradesh offer excellent conditions for adding to this list. There is the need to replace costly imported equipment by manufacturing indigenous equipment and to provide trainers and river guides. India has numerous natural as well as man-made lakes to promote aquatic games like sailing, angling of the prized trout fish in cold mountain torrents and wind surfing. Besides the lakes, there is a long coastline ranging from roaring sea waves at Goa to calmer waters of the coral reefs along our two islands groups. So far, the arrangements for best developed water games exist in two lakes, one is the Pong dam in Himachal Pradesh and the other in Umaim near Shillong. The first water sports festival organised at Panaji on the banks of Mandavi river in Goa has proved that it can offer much more than the fun, sun and swim on its beaches. A number of rivers and canals criss crossing Goa's coastal strip have the potential to develop water games if good instructors and cheaper equipment are supplied to attract more of home tourists.

The clear sea water among the corals of Lakshadweep and Andaman-Nicobar islands provide ideal sites for developing diving sports for the most adventurous tourists. In the sport of scrubing, a person plunges head long 40-50 metres into the sea from a boat. Similar is the peaceful game of snorkeling in which a fibre glass mask is used to cover eyes and the nose under waters. The scuba and the snorkel are the names of the breathing and protective apparatus carried down by the divers upto the limit of sunlight in the sea. These sports give a feeling of thrill, a person experiencing weightlessness while roaming among the shoals of fishes.

(vi) **Cave tourism** : Although India has a large number of caves and rock-cut temples, they have not so far been considered for the promotion of cave tourism. There are as many as 30 caves around Aurangabad, Ajanta being the most popular a pair of them at Chitrakoot with stream water flowing along their base. There is a story that Ram and Lakshman held court in these caves, sitting on a slab of rock inside. There are about 500 caves in Central India around Pachmarhi and Bhimbkta near Bhopal. Many of them provided rock shelters to pre-historic dwellers in seven different periods in the area's rocky terrain and dense forests. Some of them possess cave painting of the early man. The twin hill of Khandagiri and Udaygiri near Bhubeneshwar have caves showing rock sculptures and jain images.

There are beautiful caves near Cherrapunji in the Garo Hills of Meghalaya in Limestone rocks with well developed stalagmite and stalactite formations.

A recent discovery of Asia's longest 19.2 km cave in this state besides 200 others

in the Jaintia hills has proved a turning point. So far the promotion of cave tourism has remained an unknown concept. But now the state has brought out a special brochure on its caves and has arranged a package tour to them. Earlier a 16 km long cave in Vietnam and 14 km long in Thailand were considered the two largest ones in the continent of Asia. Cave tourism has many attractions ranging from their sites, geological formations to rock painting, sculpture, myths and the legends.

**(vii) Wilderness tourism :** Even Africa does not offer half as much diversity in flora and fauna as India. India has rich biological heritage besides its well-known cultural heritage.

Wilderness tourism develops on National parks, sanctuaries and the wet- lands of all types, already discussed in an earlier chapter.

Wild life broadly includes entire uncultivated range of flora and fauna and so all the forms of life living in wilderness or growing without the direct intervention of humans. Plants, major mammals and insects are its essential constituents.

The most popular wilderness resorts for (wild life loving) tourists are summed up below:

The Kashmir Valley shelters Hangul or Kashmir stag or Musk deer at Dachigam sanctuary. The first ever National Park named after Corbett is situated in the Nainital foot hills. It provides a natural habitat to the wild elephants and tigers. It further extends into Nepal territory. The Kanha National Park situated mid-way between the Vindhya and Satpura hills of Madhya Pradesh is a home of tigers, panthers and spotted deer or chital. The bird sanctuary of Ghana near Bharatpur in Rajasthan is known for migratory birds coming from central and northern Asia. There are also its permanent residents namely the water fowls. The Melghat in Vidarbha region of Maharashtra provides seclusion to tigers and panthers. Gir forests in Saurashtra is the only home now left for Asian lion. In the Bandipur National Park in the western ghats of Karnataka are found elephants and in Rajasthan great Indian Bustard - a large sized crane. The Chilka lake in Orissa has a large aquatic fauna including birds. Kaziranga National Park of central Assam is well known for its one-horn rhinos. The Manas National Park in Assam along the borders of Bhutan possesses elephants, tigers as well as rhinos. In far south i.e. in Periyar National Park of Kerala, the wild boars, elephants and barking deer are common. The proposed park near Khajuraho or Orcha is expected to protect 800 bears. India can rightfully boast to possess a wide variety of natural habitats in its wide plateaus, shallow watery marshes, deep ravines, marshy grasslands and brackish lagoon waters. Locate all these varied habitats on the map.

The opening up of new areas in National Parks and introduction of eco-friendly transport within them not to scare the animals are the two incentives to promote wild life tourism.

Side by side the wildernesses need to be protected from the influx of trekkers, hikers and mountaineers. A sound policy for promotion of tourism calls for creation of awareness for conservation of wild life among the local people without looking for only immediate and heavy cash returns. No wild life can be protected without protecting the proper environment for it.

\* Adventure sports like trekking, mountaineering and rock climbing, river rafting, water and snow skiing, hang-gliding, visits to wild life habitat and caves are carried on in off-the-beat tourist destinations.

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### INTEXT QUESTIONS 29.4

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1. Tick the correct alternatives applicable in the following statements:
    - i. The largest cable car in Asia is in the mountain resort at Auli/Nanda Devi.
    - ii. Trekking/Heliskiing does not need any costly equipment except human patience and energy.
    - iii. Paragliding/hang-gliding is now-a-days more popular among adventure lover tourists.
    - iv. Gulmarg is known for its highest cricket ground/golf ground in the world.
    - v. Meghalaya has picked up cave tourism/snow skiing to develop.
    - vi. A diver plunges upto 40-50 metres in the sea because of presence of sunlight/more of sharks down below.
    - vii. The first National Park for bears is proposed at Orcha/near Corbett Park.
    - viii. A mountaineer has the advantage of a side opportunity to watch the glaciated un-created landscape at high altitudes.
  2. Name the wild life sanctuaries and their location reputed for the following animals: Asiatic lion; Hangul or stag; One horn Rhino; Water fowls; wild boars.
  3. Locate the three Indian Mountaineering Institutes on a map. What are their function?
  4. What are the specific advantages of heliskiing at Gulmarg in Kashmir?
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## 29.5 REGIONAL DEVELOPMENT OF TOURISM

The discussion on regional development of tourism and the tourist resorts enables us to note the positive assets of each region separately. Let us identify the advantages which various regions have and find out to what extent these have been rightly encashed.

Jammu-Kashmir and Himachal Pradesh are really the two top tourist states of India. They provide the examples of active tourism by virtue of a continuous pull of tourists towards their attractions. Here tourism is relatively well-developed in contrast to all other areas of the Himalaya. Besides the bounty of nature, they enjoy the advantage of early momentum. They share the attractions of scenic beauty which has virtually turned them into Nature's playgrounds. The attraction of the mountains and their snowscapes have been drawing the tourists even before the beginning of any planned development of tourism.

### A (i) Jammu and Kashmir

It is a high altitude state with a relatively open mountain system like the Alps in Europe. However, its average altitude is much higher than that of Swiss Alps in Europe. Further more, it is closer to the equator by nearly  $10^{\circ}$  latitude. Thus it scores over Switzerland both altitudinally and latitudinally. The Kashmir valley is perhaps the widest of its kind situated at over 1500 metres above the mean sea level. Such an open and wide high altitude valley, further flanked by towering mountain ranges adds handsomely to its tourism value. The entire relief complex is sculptured by glaciers, glacial lakes, mighty rivers like the Indus, Jhelum and Chenab and a string of powerful springs. The wide variety provided by nature is further worked upon by man through its three distinct faiths of Buddhism, Hinduism and Islam, culturally making it a miniature India. Human effort during the course of history has imparted artistic touches by raising terraced gardens and perfecting the skills for handicrafts. Hotels have been built both on land and water. Provisions have been added for organising winter sports and aquatic games. The tents or log huts in fixed camping grounds are arranged for high-altitude trekking and the mountaineers.

The region has been made accessible both for the domestic and foreign tourists by air and surface transport routes. At the peak of tourist season, on an average, six lakh tourists have visited it annually. By their spending of Rs. one hundred crores in the state, an income of Rupees three hundred crores is earned through its circulatory and multiplier effect, say the economic experts. In respect of the infrastructure, power supply is yet deficient particularly during winters, airlines are short of

capacity and the bookings are not confirmed for months in the peak season.

Tourist coaches are also limited. Very few circuit or package tours have been organised to provide easy connections between various tourist destinations located in different directions in this wide valley. The transport and stay arrangements to centres of winter sports are not comfortable in proportion to what the tourists pay for this luxury item. The demands falling far short of supplies enhance the scope for paying undue commissions to travel agents or to keep standing in long queues.

Hotels including all other types of accommodation suiting various budget levels have grown in adequate numbers. The maximum of ten lakh tourists can stay in the region at a time. There are 94 registered hotels with a capacity of 6128 beds, 106 guest houses offering 2150 beds and over 800 houseboats with 4150 beds plus 370 beds available in tourist lodges and the bungalows. In Srinagar city alone, 30,000 beds exist in its hotels mostly run privately. The highly sensitive tourist industry has suffered resulting in wastage of all these amenities in the last eight years as a result of disturbances caused by the militant terrorists.

Hazratbal in Srinagar is only place for the Muslims. So is Leh for the Buddhists. For the Hindus the Amarnath Cave Shrine in Kashmir and Vaishno Devi in Jammu are the places of popular Pilgrimage.

Before reviving tourism in the state after an unhappy gap of last eight years, it may not be yet late to draw plans to regulate the tourist inflows to save the scenic beauty from getting damaged beyond repair. The shrinking Dal lake in the heart of the valley may become an eye sore for any sustained development of tourism if the present rate of its siltation and reduction continues. The encroachments by hotel complexes on the spurs overlooking its margins also need to be halted. At the same time a number of houseboats need to be moved to the adjoining Nagin and the Anchar lakes to reduce unmanaged sewerage polluting its waters. The cleansing of the lake will make no headway in the absence of these two steps to be undertaken simultaneously. An unchecked illegal and legal deforestation, unplanned construction of roads, highways, ropeways and ski lifts in a hurry have disturbed the fragile ecological balance. The state now thinks of opening up 21 new tourist destinations to make greater use of its natural advantages.

A well-thought out policy, an action plan and its quick implementation are sure to further the growth of healthy tourism in the region.

## **(ii) Himachal Pradesh**

Himachal Pradesh is another mountainous region having a number of resorts for recreation seeking tourists. There are also half a dozen temple towns visited by

Hindu pilgrims even from out-side the region. Most of the hill stations chosen by general type of tourists are situated at medium altitudes of the outer Himalaya. These are popular as health resorts or as forest retreats. Only a few of the places provide for winter sports or for water tourism. The natural advantages of the landscape have favoured the state for a moderate development of tourism over the last three to four decades. A great rush of visitors has been experienced in recent years because of the disturbed conditions prevailing in the neighbouring Kashmir. Yet the tourist carrying capacity of its small sized resorts is lower than a very large number of such destinations in the Kashmir region. The state has one great advantage of its nearness to the capital city of Delhi and to the prosperous Punjab. Himachal's tourist centres are a natural choice for people of the neighbouring areas for a weekend holiday to enjoy their mild summers as well as snowfall in winter.

Hotels of different categories have multiplied both in the private and public sectors only at the major hill stations. At the rest of the places, the limited accommodation available is in the government bungalows. Private efforts have now exploited the opportunity by constructing hotels in the temple towns of Kangra for the affluent pilgrim tourists. A very large number of tourists still concentrate in and around Shimla, Manali and Dalhousie because these places are within easy access from the plains and their altitude makes them ideal mountain resorts. In addition to modern amenities the provision for a variety of tourist activities close to them prolongs the span of visitors' stay. A great number of hotel complexes have been constructed to meet the increasing demand of tourist traffic. But it has shattered Shimla's famous ridge, has cut down its forest and has added to the load of garbage. Town's water supply proves too short for the residents of state's capital and influx of the floating population. About 500 hotels providing 14000 beds concentrated at Manali along Beas river have sported the scenic beauty of river side resort. It is feared that the development of healthy tourism may receive a setback unless a large number of small-sized resorts have the amenities enough to attract tourists. So far many of these places are treated as nothing more than pleasant wayside halts along the tourist circuits. These are underdeveloped due to the unawareness of the tourists or because they measure the worth of a resort by the crowds it draws in. The diversion of tourists to small resorts situated at favourable sites may in the long run suit the low-budget visitors. Hopefully, the state is now planning to develop three new hill resorts at mediums altitude, one each in Mandi, upper Shimla and Sirmaur areas. Unlike Kashmir, the share of foreign tourists is very small except a few long-distance trekkers, mountaineers or visitors to Dalai Lama's headquarters in the Tibetan's enclave of McLeodganj at upper Dharmshala. Out of the total 36.56 lakh tourists in 1996-97 foreigners formed only 1.5% of it.

The region has a relatively greater advantage of good network of roads, two narrow gauge railway lines and an aircraft circuit route. A number of tourist circuits are well identified to promote well designed package tours in comfortable coaches. The region being literally hilly and its valley being small or of medium size, each

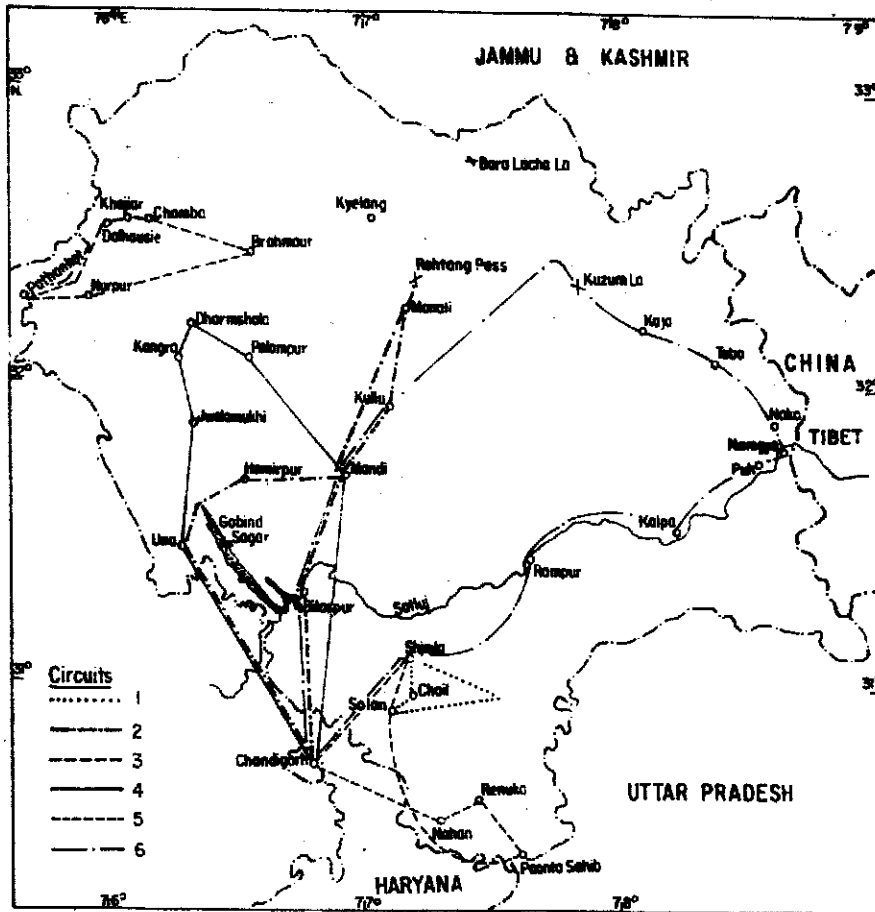


Fig 29.11 Circuit routes of Himachal Pradesh

route circuit has to be covered separately within the limits of time. A tourist has to choose a particular zone bearing in mind the individual interest instead of covering the whole region in one time-consuming attempt. There are five circuit routes fixed in the eastern, central and the western zones. There is also one longer route cutting through a segment of all sections of the Himalaya from south to the north. Dharmshala and Kulu are proposed to enhance the thrill of local sight-seeing.

All the first five tourist circuits fall within different zones in the southern half of the state. Kinnaur, Lahaul and Spiti in its northern half in of the Himalaya state are virtually untouched by any development of popular tourism. It has a harsh environment of snow covered ranges or bare rocks of the cold high altitude desert. But lying in the rainshadow of the monsoon, it suits travelling even in the summer season's rainy months. it is a land of Buddhist culture and is dotted with a number of monasteries called gompas. A few of them are very ancient like the one at Tabo in Spiti valley completing its one thousand years existence. Their rock paintings and the images inside have opened a new chapter in the history of Himachal's tourism. Though this section is remotely situated, it is within 400 km from Chandigarh. As it experiences a shortage of good tourist accommodation and other facilities it has its attraction only for a serious type of adventurous tourist. The state is now proposing to encourage the tribal people of the area to renovate a portion of their commodious houses on a small scale to provide suitable amenities to the tourists. To start with, three centrally located places in Kinnaur district along the Hindustan-Tibet national Highway have been approved for the experiment.

A re-designing of the package tours on broad inter-state bases will be an extremely helpful alternative to open out the region for further development of tourism. Travel for covering the ancient temples of Kangra and Chamba can be clubbed with Vaishno Devi pilgrimage in the adjoining Jammu part of the Jammu and Kashmir state. Similarly the adventure tour of Himachal's Lahaul-Spiti region will fetch better returns by combining it with travel to the adjoining Ladakh and Zaskar of Jammu and Kashmir state, now connected by a seasonal motorway. In the eastern zone another inter-state circuit can be formed by extending the route to tourist centres in Dehradun-Mussoorie and Garhwal areas of Uttar Pradesh.

There is a wider scope to maintain the neglected trekking routes from outer to inner section across the Pir Panjal and Dhuala Dhar ranges running from west to east through Himachal Pradesh.

### (iii) Extreme South

In the extreme south the coastal strip from the land's end at Kanya Kumari to Kochi and further northwards upto Goa is topmost attraction for the tourists. A series of beaches are liked for relaxation and water games. Kerala's backwaters for cruises over 84 km from Quilon to Alleppey and Kochi along placid palm fringed waterways are immensely popular. The town of Alleppey at southern end of India's longest Vembanada lake is set amidst canals on backwater channels. It has earned the title of the Venice of East. It is already of tourist importance being a commercial mart and the starting point of Kerala's snake boat races. This whole strip of Kerala is gifted with forested hill ranges of Palni and the Nilgiris dotted with hill resorts, the wild life sanctuaries and sprawling plantations forming a backbone of Kerala and Tamil Nadu divide. Mysore and Bangalore in Karnataka contribute their quota of old palaces, gardens, water falls and a number of historic sites in the area around. The seafaring people of the region have been welcoming the travellers even before tourism appeared in its modern form. The sea, mild climate hill and forest landscape have combined to make it a multi-functional tourist region. This part of India has better educated people to provide relatively cleaner and cheaper accommodation and well-connected package tours. They have made the best use of their hospitality and of a mix of traditional and modern living. The 'gopurams' of ancient temples all over the land tempt even a large number of curious foreign tourists to have a peep inside them. Further north, the development of tourism is still neglected in the case of Karwar, Shimoga and Gulbarga in Northern Karnataka by over-valuing Mysore-Bangalore zone.

B. Besides the two well-developed tourist regions at the northern and southern extremities of India, we have only the sort of islands of developed tourism scattered over the rest of the country. Mumbai to Pune astride the Ghats, Ajanta caves and temples in Maharashtra, Khajuraho temples in Madhya Pradesh, Delhi-Agra-Jaipur triangle plus Udaipur in Rajasthan, Puri-Konarak tract in Orissa, roundabouts of Hyderabad in Andhra Pradesh, Bodhgaya-Rajgir in Bihar, Calcutta and its environs in West Bengal are the mainstream haunts of tourists. The areas covered by these tracts are proportionately too small in relation to the country's large size, and countless number of its attractions. Of course the pilgrim trails and sacred places

of worship are numerous in the great plains of North India, along Narmada and the Godavari rivers and elsewhere all over the mainland. But we are excluding them from this list of tourist places because the frequent rush of pilgrims there is due to time-held devotion irrespective of the development of tourism.

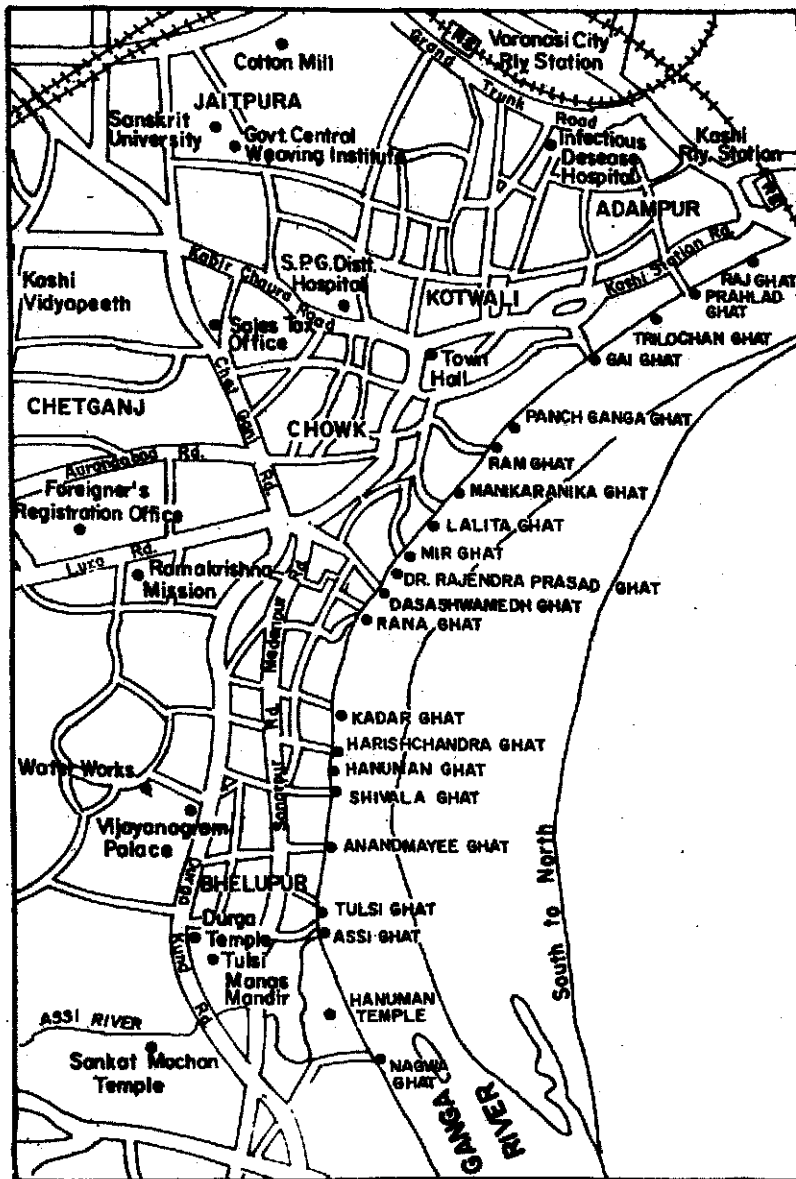


Fig 29.12 The Ghats of Ganga at Varanasi

The ghats of the Ganga at Varanasi and at Haridwar, Buddhist temples in Bihar, the Taj Mahal and the fort at Agra, luxury palaces and massive forts of Rajasthan are still rated as developed tourist centres. They continue drawing in the tourists in large numbers. But there is a recent trend of much of their tourism reaching its

saturation point. It may be because of their single-tracks attractions lacking variety. These are turning into stagnant areas in the growth of tourism. The increase and decrease in the number of tourist arrivals counterbalance each other in this phase of tourism. Of late, a greater diversion of tourists to the peaceful and more hospitable South is reported.

At the same time all these regions are not deficient in natural or cultural attractions of places and human activities. What is happening is that a few tracts are being overvalued and many other are undervalued by the planners of tourism.

Konkan coast and its backbone of the Sahyadris abounds in scenic beauty and natural resources for ushering in an active tourism. The stretch of this land in Maharashtra lies between the green hills, blue waters of the sea and has ancient forts, temples, shrines, palaces and unspoilt beaches equaling Goa in their overall charms. But all this alone fails to turn its habitations into tourist centres. Raigadh, Sindhu durg, and Ratnagiri districts are among the poorest regions of India because of steady migration of job seekers to the metropolis of Mumbai. While Muslims are outmigrating in greater numbers to Gulf countries and reap the benefits, other natives are tied to their places. This trend is not conducive to make people aware of their area's tourist potential and to exploit it for developing active tourism. Access to this part, so close to Mumbai, has still its difficulties. There are numerous dirt roads not yet surfaced, an indifferent electric supply, small ports like one of Dabhol choked by sand, making boat services inoperative. However, the opening up of Konkan railway has changed the situation to some extent. Beach tourism along Konkan coast, coasts of Orissa, Gujarat and Andhra Pradesh awaits to be exploited particularly from the viewpoint of international tourism which is the real revenue earner.

In Gujarat, only the last home of Asiatic lion in Gir forest is the destination of enterprising international tourists just as the Corbett Park close to Nainital and Kanha tiger reserve in Madhya Pradesh. The Rann of Kutch as the home of wild ass is much less publicised.

There is an immediate need for Rajasthan not to rest on its oars by just introducing the palace on wheels train hovering about its fort and palace towns and entertaining a few foreign tourists by its colourful dances and desert festivals organised at Pushkar and Jaisalmer. This unhappy phase of a stagnant tourism can be arrested by arranging inter-state travel packages with Gujarat. Rajasthan, the sandbox of India, can break the boredom of its single-track tourism by opening out the region right upto Gujarat's sea coast. A beginning in the direction has been made with the introduction of another luxury train covering places of tourist attractions included both in Rajasthan and Gujarat. Gujarat will also gain by popularising its quieter beaches and historic places. A mix of sandy desert, hills, lakes, forts and palaces, wild life sanctuaries, historic and pilgrim centres and the sea beaches will throw up new opportunities to develop many forms of tourism.

There is no other alternative but to replace many of inter-state disputes by at least organising inter-state tourism. It is going to be the biggest economic activity in the

next century the world over. Calcutta's historic monuments and Sunderbans' wetlands can be placed in a broader frame by clubbing them with Orissa's beaches, its historic sites, wildlife sanctuaries, Chilka's water tourism, ancient caves and the tribal habitats. It will infuse new life into Bengal's tourism fast reaching its stagnancy for the tourists. The entire region extending over Maharashtra's plateau and the Central Indian hills is riddled with caves. The Narmada river from its source to its mouth has a number of natural attractions like the water falls, gorge and the marble rocks along its course near Jabalpur, a number of ancient temples situated so attractively within river islands and forts like Mandu overlooking its valley plain. Organisation of a number of inter-state zonal tour packages by the states of Maharashtra, Andhra Pradesh and Madhya Pradesh can enrich their tourist industry.

Many attractions of tribal living, forested hills, water reservoirs and wild life in South Bihar need to be explored for further developing the region's tourism. Besides Ranchi plateau, there are a number of small plateaus awaiting the development of plateau tourism. A pilgrim circuit of Bodh Gaya and other sacred places in its neighbourhood has gained an international popularity. But discovery of new tracts and new places for tourist resorts is long overdue.

C. The whole of Northeast India, its eight states from Sikkim to Mizoram and from Tripura to Arunachal Pradesh are interconnected by the central corridor of Assam's Brahmaputra valley. Despite commonly referring to it as Northeastern India, each of these States has its own sharp identity for an observer. It has lush green hills and valleys, captivating scenic charms, a variety of wild life besides the ethnic diversity. Its cultural life as expressed through dances, songs and the festivals can readily catch the curiosity of the tourists. It has a number of sites reminding us of area's ancient as well as of recent history. Much remains to be explored and made public for the information of general run of tourists. The weak infrastructure stands in the way of the development of tourism. The disturbed conditions in Assam, Manipur, Nagaland and Tripura are yet acting as great hurdles. A very recent report has supported the development of the region through tourism. The conversion of Guwahati into an international airport, an establishment of a separate Air lines Organisation to improve the air links are its major proposals. Improvement of Brahmaputra's water transport to cover major tourist destinations and removal of all entry restrictions both on domestic and international tourists are expected to boost tourism. It is heartening that a selective and sustainable form of eco-tourism confined to a few activities will be encouraged to preserve the ecology and the local cultures. An initial facelift for developing active tourism has been given to Gangtok and its two out of eight easily approachable monasteries in Sikkim, Tawang in Arunachal Pradesh and a few places along the Indo-Myanmar border. Shillong is an all weather hill station and is yet not overcrowded. Meghalaya is emerging fast as a foremost tourist state by paying more attention to tourist accommodation and to new forms of attraction like the caves and hang-gliding.

D. Punjab and Haryana in the Northwest appear to have very few natural attractions for the tourists. Yet Haryana has compensated by beautifying the picnic spots close to Delhi and by developing attractive motels for on-way halts of tourists

along the National Highways leading to the tourist states of Himachal Pradesh and Jammu and Kashmir. Kurukshetra in the heart of it pulls in the Hindu pilgrims in large numbers on religious grounds.

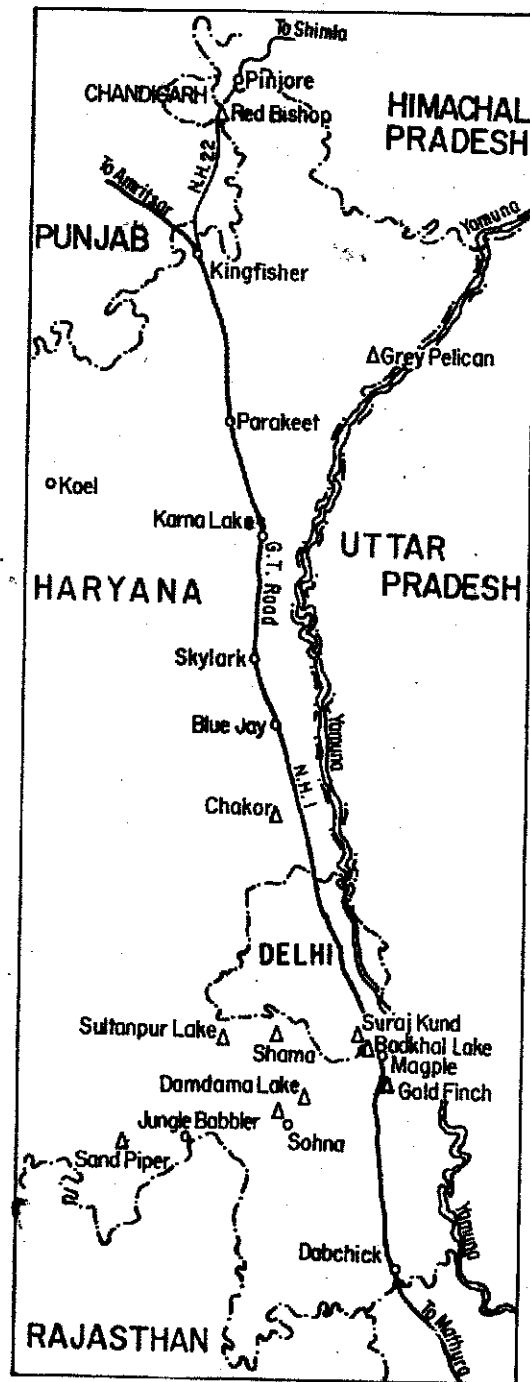


Fig 29.13 Motels along the Roadsides in Haryana

Punjab is now the land of three rivers, the Sutlej, Ravi and the Beas But the riverine tracts have lost their old charms as a result of the diversion of their waters into the canals. The loss accruing from the sucking up of its rivers can be made up by providing more of well-equipped rest houses along tree-lined canals or on artificially raised islands within them. They can attract the tourists for a reasonably shorter stay for boating, relaxation and for enjoying the sight of green rural countryside.

A few models of such a venture already exist, at Bhakra Dam and at Nangal dam resting places provided close to the reservoirs or in the canal itself. It will require publicity, transport facilities from the main roads and incentives by way of better amenities in the canal resorts. Harike lake at the confluence of Sutlej and Beas rivers is a shallow reservoir attracting water balls during winters. Sukhna lake created at Chandigarh, itself a model of a planned township with other sight-seeing points roundabout, is another item in the lap of Shiwalik hills. But 75% of the

areas of these two waterbodies is in utter neglect because of weak infestation and siltation. Punjab can afford to be on the tourist map by renovating these attractions and by benefiting from the proposed offer of converting Amritsar into an international airport. In addition to the fast running luxury trains, the airport may become a pivotal point for reaching any corner of the state within four hours by a motorway. A pilgrim's circuit of the historic gurudwaras having a rich history of heroism and social reforms can add a new feather to the region's tourism. The region is closely associated with India's freedom struggle at a number of sites. Jailjawanwala Bagh at Amritsar, the martyr Bhagat Singh's birth place as well as place of his cremation on the bank of Sutlej close to our border with Pakistan at Erozeapur remind us of the events.

The potential for developing tourism in Garhwal and Kumaon region of the Himalaya is equally great. But on the whole it lies unexploited. Mussoorie and Nainital are the only two popular hill stations drawing in an unmanageable number of tourists during the peak summer months. Their unregulated traffic is beyond the capacity of these stations and is no longer a blessing for region's eco-development. The hills roundabout are getting rapidly deforested and water springs are disappearing under the menace of increasing erosion. The tourist inflow has led to sheer profiteering by the hoteliers excelling in constructing hotels on every available portion of the hills. A large number of small-sized hill resorts exist in both these areas of Uttar Pradesh Himalaya. These are not even heard of by many tourists of the general type. Their development can reduce the concentration of recreation lovers at the two popular resorts. They will also provide quieter resting places to the pilgrims. No doubt an annual influx of Hindu pilgrims and a few foreign tourists to Badrinath-Kedarnath-Gangotri-Yamotri, Hemkund and Rupkund continues unabated. It is reported that four to five thousand pilgrim visitors arrive every day during the first half of the year in this four-centred pilgrim-tract. The infrastructure here too fails to cope with such an influx year by year.

The difficulty of time-taking access and the minimum amenities at a number of places exercise a checkmate on tourists other than the pilgrims. The mountaineers and the trekkers who come in for sheer adventure also face a number of odds.

The islands of Andamans and the Nicobar in the Bay of Bengal and Lakshadweep in the Arabian Sea are now getting earmarked for development of a selective tourism in order to keep the natural environment and the tribal life protected. Earlier their remoteness helped to keep intact the nature as well as the life-styles of the islanders. Once we open them for tourists, it won't be as simple as that. The Andamans' 300 islands are mostly hilly and are notable for their rain forest, wild life, green hills, several tribes and beautiful small beaches close to Port Blair. Inter-island travel is possible from Port Blair having its air and sea connections with Calcutta and Chennai. The islands have the advantages of Sun, sea and the sand. There are uninhabited islands and deserted beaches destroyed by an earthquake and later during Japanese occupation during the second world war. But they have their own charm for the intending visitors. Port Blair, once used as a penal colony

with its awesome cellular jail is now a pilgrim spot for the Indian from the mainland. Its crystal clear waters are a paradise for observers of marine fauna and its beaches are ideal for a perfect relaxation. In the Nicobar Islands, only Car Nicobar is the most populous out of their total of 19. It is a flat island and its approach either by wading through water or going by a motor boat from the ship is the first thrill for the visitor. The island's clusters of coconut palms and islanders' huts built on stilts are worth their sight.

Out of Lakshadweep's 36 islands, only 10 are inhabited and as yet four in addition to the uninhabited island of Bangaram have been opened for tourists. The package tour's price is kept high to restrict the number of visitors. Foreign tourists are allowed only on Bangaram. The restrictions are imposed because of a general absence of fresh water rivers, shortage of drinking water (till desalination of sea water is taken up). A five star hotel has been constructed at Bangaram by the Government. People are now being encouraged to build cottages for the tourists. Equipment for water sports has been purchased. There are sandy beaches facing the calmest lagoons protected by coral reefs. The silence is disturbed only by the whistling of warm wind through the coconut palms. The tourists are ferried to the centre of lagoons and then transferred to glass bottomed boats to view the very rich marine life. Pilgrim tourists are encouraged to visit the ancient shrine of a Muslim saint in the largest island of Andrott.

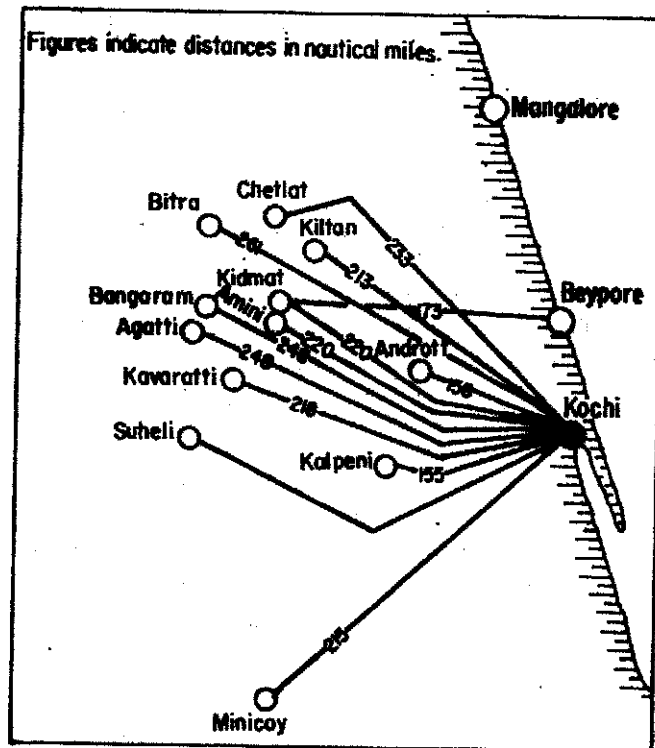


Fig 29.14 Lakshadweep Isles from Kochi by Sea Routes

- \* Jammu-Kashmir and Himachal Pradesh in north and Kerala, its adjoining areas upto Goa in the south are regions of well-developed tourism.
- \* A few tourist tracts of well-developed tourism in rest of India appear as small islands in its sprawling territory.
- \* Tourism of the general types in Rajasthan, Calcutta and a few more areas is entering its stagnant phase despite many attractions.
- \* Tourism is under developed in the whole of Northeast India, Punjab, Haryana, Garhwal-Kumaon Himalaya, excluding pilgrim tourists, and in the two groups of Indian islands. Many of these areas have a rich tourist potential awaiting its exploitation.
- \* Areas of stagnant tourism can come up to the level of regions of well-developed active tourism by implementing a new policy. Organisation of tourist packages on inter-state basis for a circuit route of the adjoining states can halt the stagnant growth of tourism.

### INTEXT QUESTIONS 29.5

1. Suggest very brief reason for the following statements :
  - i. Kashmir has tourist resorts of medium height as good as hill stations even in its flat valley.  
\_\_\_\_\_
  - ii. Only Shimla, Manali and Dalhousie have the greatest concentration of tourists in Himachal Pradesh.  
\_\_\_\_\_
  - iii. Northern half of Himachal Pradesh is virtually untouched by popular tourism.  
\_\_\_\_\_
  - iv. Alleppy is called the Venice of the East.  
\_\_\_\_\_
  - v. Northeast India is undeveloped for tourism.  
\_\_\_\_\_
  - vi. Dal lake may lose its attraction for the tourists.  
\_\_\_\_\_
2. Name the states with which the following may organise package tours on inter-  
\_\_\_\_\_

state basis :

- i. Rajasthan ii. Himachal Pradesh iii. West Bengal
- 

3. Write very short answers to the following questions :

i. How can Punjab use its canals to develop tourism?

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ii. What is the major advantage of developing small hill resorts for popular tourism in the Himalayan region?

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iii. Point out the difference between gompas and the gopurams. Locate main areas of each.

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### WHAT YOU HAVE LEARNT

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In this lesson you have learnt the causes and factors of development of tourism as applicable to India.

A number of tourist resorts in mountains, hills, beaches and around cultural centres comprising pilgrim places, ancient monuments and ruins have become popular as a result of this development. Tourist resorts are classified on the basis of their location, site characteristics and the scope to provide a variety of activities to attract tourists. The places within easy access, and developed for providing accommodation and other amenities become more popular drawing the largest number of tourists. There are, however, off-the-beat tourist destinations in difficult areas meant for those who love adventurous sports like river rafting, trekking, mountaineering, water and snow games and costly ventures like hang gliding, para gliding and heliskiing.

In this lesson you may have noted the regional review pointing out to certain regions that have promptly exploited their natural advantages and others being rather apathetic to do the same. Jammu and Kashmir, Himachal Pradesh, Kerala-Goa belt are the regions that have taken to tourism seriously as an asset to develop their state economics and as a step to minimise regional economic disparities.

We observe a relatively well-developed tourism in Jammu & Kashmir and Himachal Pradesh and also in Kerala, its adjoining region extending upto Goa. In rest of India, there are only very few tracts or places having developed tourism in the vast size of the country. Areas like Rajasthan and the environs of Calcutta are entering a phase of stagnancy in further growth of tourism unless they develop suitable

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strategies to infuse new life into it. One such alternative can be to organise interstate tourist packages with the adjoining areas in order to enhance the scope of multifarious tourism. The whole of Northeastern India, Punjab, Garhwal-Kumaon regions have a low degree of tourist development because of general neglect for its planning. The influx of pilgrim tourists, however, continues to various places of religious importance due to the faith of the devotees. It also faces problems of over-crowding on ceremonial occasions just as it happens in tourist resorts during peak tourist seasons.

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## TERMINAL QUESTIONS

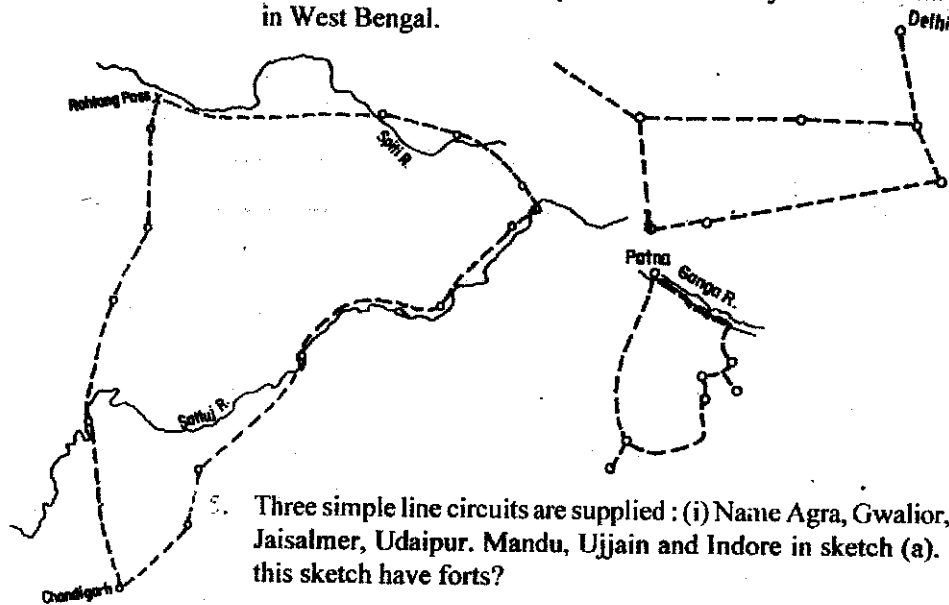
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What are the factors determining the growth of modern tourism?

2. Contrast between the pull forces and push forces affecting the development of travel tourism.
  3. Tick one correct item in each of the following group of statements :
    - i.
      - a. Large number of mountain resorts are in the Himalaya between 1200 and 2100 metres above sea level.
      - b. Nilgiris in the south India hve as many hill resorts as the Himalaya.
      - c. Large number of hill resorts are between 800 and 1200 metres height.
      - d. Every state of India has at least one hill or mountain resort.
    - ii.
      - a. Nearness of a hill resort from a city is a great locational advantage to it.
      - b. Its nearness from a city is helpful even if it is not easily accessible.
      - c. Nearness of a hill resort from a city reduces the tourist influx.
      - d. Its nearness from a city is an advantage even if it has no modern amenities for tourists.
    - iii.
      - a. Beach tourism cannot be developed along Konkan and Gujarat coast.
      - b. Beaches are popular only if these are unspoilt and quiet.
      - c. Beach tourism is well-developed along Kerala and Goa coast.
      - d. Beach tourism suffers if water tourism develops close to the beaches.
    - iv.
      - a. Growth of commerce has led to increase in the number of pilgrim palces in India.
      - b. Belief in the worship of land has increased the number of pilgrim centres.
      - c. Growth of numerous sects and religions has multiplied the number of pilgrim centres.
      - d. People developed pilgrim centres on getting bored by seeing forts and palaces.
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4. Locate the following in the outline map of India supplied to you.

A fort city in Rajasthan, places where Mecca Masjid, and Shah Hamadan masjid are situated, places having Jallianwala bagh, and Cellular Jail, Sabarmati Ashram, site of Sanchi stupa, Tabo monastery and a Mountaineering Institute in West Bengal.



5. Three simple line circuits are supplied : (i) Name Agra, Gwalior, Jaipur, Jodhpur, Jaisalmer, Udaipur, Mandu, Ujjain and Indore in sketch (a). Which towns in this sketch have forts?
- ii. Mark pilgrim places held sacred by Hindus, Buddhists, Jains and Muslims and name them in sketch (b).
- iii. Name as many place as you can in sketch (c).
6. Distinguish between the following :
- i. Mountaineering and trekking ii. River rafting and scrubing  
iii. Skating and skiing iv. paragliding and hang gliding  
v. Stagnant and active tourism.
7. What are the advantages of inter-state package tourism?
8. State the effect of the following tourist attractions on the mind of a keen observer:
- Presence of water in landscape; dissected topography; ridge or a hill top; cosmetic decoration of tourist centres.
9. Cancel out one wrong item in each of the following not belonging to the group:
- i. Ujjain/Kangra/Jammu/Varanasi/Kohima  
ii. Gwalior/Lohgarh/Dilwara/Jaisalmer/Golconda  
iii. Deo Tibba/Rup Kund/Harmukh/Rathang/Shivling

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iv. Haldighati/Rishi Konda/Malpe/Gopalpur/Ahmedpur-Mandvi

10. Give reasons for the following :

- i. Coral sea is more suitable for scrubing sport.
- ii. There are many sanctuaries for tigers but few for Hangul, great bustard and the Rhino.
- iii. Uttarakhand region records a great influx of pilgrim tourists but it remains an area of low developed tourism.
- iv. More hotels in popular tourist resorts solve the problem of providing accommodation and yet it creates problems.
- v. Meghalaya has opened a new chapter by developing cave tourism
- vi. Package tours arranged in lakshadweep are kept very costly.

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**CHECK YOUR ANSWERS**


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**INTEXT QUESTIONS**


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**29.1**

1. (i) Provision of paid leave (ii) Travel concessions
2. (i) Infrastructure; (ii) GNP; (iii) Income; (iv) Push/pull; (v) Middle
3. Positive factors :- (i) Individuals having lesiure and a disposable income; (ii) scenic & cultural attractions at tourist destinations; (iii) Infrastructure...developed transport, travel concessions and comfortable accomodation in hotels at resorts.

**29.2**

1. (i) Shimla (ii) Shillong (iii) Pahalgam (iv) Nainital
2. (i) with d; (ii) with c; (iii) with b; (iv) with e; (v) with a.
3. (i). A palm fringed health resort, (ii) calm and temperate sea water, (iii) free of sharks (iv) ideal for water games like wind surfing and water skiing.
4. Dissected landscape, proximity to a city, nearness to a snowline.
5. (i) Juhee (ii) Puri (iii) Marina.

**29.3**

1. (i) Buddhists (ii) Sikhs (iii) Jains (iv) Hindus (v) Muslims (vi) Christians.
2. (i) Bihar (ii) Punjab (iii) Rajasthan (iv) Madhya Pradesh (v) West Bengal (vi) Jammu and Kashmir (vii) Karnataka (viii) Gujarat.
3. Badrinath in the north, Dwarka in the West, Jaganath Puri in the east and Rameshwaram in the south.

**29.4**

1. i. Auli; ii. Trekking; iii. Paragliding; iv. Golf; v. Cave tourism vi. Presence of sunlight; vii. Orcha; viii. glaciated.
  2. Gir in Gujarat; Dachigam in kashmir; Kaziranga or Manas in Assam; Ghana near Bharatpur (Rajasthan); periyar in Kerala.
  3. Indian Mountaineering Institutes at Darjeeling, Uttar Kashi, and Manali in West
-

Bengal, Uttar Pradesh and Himachal Pradesh respectively. They train suitable people for rock climbing, mountaineering and for skiing, supply equipments and organise winter sports and exhibitions concerning these activities.

They also assist the mountaineering and trekking expeditions.

4. Unlike Canada and France where heli-skiing has been banned, Kashmir valley is large and noise of helicopters at Gulmarg do not disturb the fauna. It is not that far from the main city of Srinagar to bring back the tourist in case of bad weather.

### 29.5

1. (i) It is because the average height of this valley is 1500 metres above sea level.
  - (ii) These popular resorts are relatively near and easily accessible to the neighbouring plains and have adequate hotel accommodation of all types. The places attract tourists because of the scenic mountainscape, snow views, mountain climate and scope for round walks and winter sports. (Any one).
  - (iii) Harsh climate typical of high altitude cold deserts/remoteness and/ great lack of suitable accommodation are responsible for a slower development of popular tourism. (Any one)
  - (v) Neglect for developing its great tourist potential/weak infrastructure/and conditions of insurgency in many parts are the major causes. (Any one) vi.

A constant shrinking of its size due to growth of weeds/ siltation by the addition of eroded material from surrounding hotels on lake margins and untreated sewerage from hotels and the houseboats. Waters getting dirtier every year and shrinkage of the lake may lose all its appeals for the tourists. (Any one)

2. i. Rajasthan with Gujarat ii. Himachal Pradesh with Jammu & Kashmir and with Uttar Pradesh and iii. West Bengal with Orissa.
3. i. By building rest houses within or along the canals and providing transport by way of incentives from the main roads.
  - ii. It will reduce crowding of tourists at a few major resorts. It creates a number of problems as a result of concentration.
  - iii. Gompas are the Buddhist monasteries dotting the landscape in Ladakh, Sikkim, parts of Arunachal Pradesh and Lahaul & Spiti in Himachal towns of Tamil Nadu and the adjoining region.

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## TERMINAL QUESTIONS

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- 1) Refer to 33.3 except its last para.
  - 2) Refer to para 2 of 33.3
  - 3) I.a; ii.a; iii. c; iv.c
  - 4) Make use of the map given in this lesson.
  - 5) Take help from the maps given in this lesson.
  - 6) i.Refer to D under 33.4 ii. Refer para on Water sports under 33.4..D iii. refer to para on winter sports under 33.4..D. iv. Refer to para on paragliding and hanggliding under 33.4..D.V. para 2 under 33.5 (B)
  7. Refer to last para on Himachal Pradesh under 33.4.a and para discussing sites of mountain and hill resorts under the same.
  10. i.Refer last para on water sports under 33.4.D.
    - ii. Because these species have become rare an have been on the verge of extinction.
    - iii. Places of pilgrimage become popular irrespective of any development of tourist facilities because of age-old devotion of the people. Other attractive places in Uttarakhand are by and large undeveloped.
    - iv. Unplanned construction of a large number of hotels merely looks to the profits of the hoteliers. Cutting down of forests encroachment upon fragile environment gets replaced by the structures of concrete. They do provide accommodation to an increasing number of tourists but the development is not eco-friendly.
    - v. Refer to cave tourism under 33.4.D
    - vi. Refer to para on Lakshadweep tourism at the end of 33.5.C.
-