

It is the marketing strategy, which primarily determines the success rate of any endeavour. So does tourism. Tourism marketing strategy involves using effectively the tourism resources. For successful tourism marketing, there are essentially the three tasks that are to be followed, namely, Planning, Execution and Coordination. The planning and execution requires good information system. But unfortunately in India, though there is abundance of resources, they are under-utilised. Tourism is recognized as an important foreign exchange earner, but the potential of tourism in the right direction is yet to be realized.

TRAINING PERSONNEL FOR TOURISM

In recent years tourism has emerged as a major economic activity that is employment generating, foreign exchange earning. More than 20 crore people around the globe are believed employed in the travel trade and tourism and even in future it is likely to see unprecedented growth. Being a labour-intensive sector and a service industry it is necessary for tourism industry to ensure the highest standards of quality, if it is to grow further as an industry. It is therefore the responsibility of host governments to adopt suitable policies and programmes to develop human resources and to ensure the availability of adequate travel persons. Today the business of tourism needs well trained and professional people in order to maintain and survive in the industry.

Training is any attempt to improve current or future employee performance by increasing an employee's ability to perform through

was primarily concerned with training within its own sector, focusing on narrowly job specific abilities. Formal education was little recognized. Most employees at travel agencies, tour operators and hotels were trained on the job, often by observing supervisors at work, although some companies such as Thomas Cook were notable for their early recognition of the need for formal training, although in-house training.

With the growing institutionalization of sectors, greater emphasis was placed on professionalisation, the introduction of standards and more formal modes of training. The professional bodies within the industry introduced their own programmes of training and vocational education leading to membership and often carried out through full time or part time courses at colleges. With the rapid expansion of valid travel and tourism courses in colleges during the 1970's and 1980's, a more professional approach with training of a holistic kind began.

In some cases where employees were already working in a travel related sector, it was difficult for employers to send such employees to attend courses of the new kind. So they encouraged the development of distance learning packages. Courses were designed by WTO and IATA that offered a part time or distance learning courses with self-study packs.

In India also this aspect of training the personnel for tourism has gained in importance. A survey by Government of India notes that the rate of employment generated (direct and indirect) in tourism is 52 persons employed per rupees 10 lakh investment. (based on 1992-93 consumer price index). This is slightly more than the WTTC study which accounts for 47.5 persons for an investment of rupees 10 lakhs. This rate is higher than rates of

of India assists these training institutions by grants. State governments also help by providing land for construction of these institutions.

Tourism education and training also takes other forms such as seminars and discussions. Good public relations is very important in tourism personnel. Attitudinal skills in addition with technical skills make the training complete.

industry' has recorded a phenomenal growth and India has a vast potential still to be tapped. Government of India has provided through its Human Resource Development Programme an impetus to training tourism personnel. Government of India has encouraged the tourism industry. Government courses. Even hotel associations of tourism such as Hotel Management courses. Even hotel associations of tourism such as Hotel Management courses are encouraged to create new training facilities.

The objective of such professional courses is to serve for total professionalisation of Human Resources engaged in the business of tourism through Diploma's after graduation, specially designed with practical training and foreign languages. Various skills that are imparted here are :

1. Computer technology and interpersonal communication.
2. Planning itineraries.
3. Customer services and selling travel.
4. History and trends and understanding clients' needs.
5. Business planning and financial planning.
6. Marketing strategies.

Tourism industry requires professionals who are enthusiastic and hardworking, have communication ability, liking for people, interest in places and travelling, knack of handling people of different temperaments and tough situations and above all knowledge of the country's culture and heritage.

Ticketing and reservation is a short term course usually provided by vocational training institutions or even travel agencies. Tourist guides' courses are also short term courses by government tourist offices. Alternatively there are one year diploma courses or the two year Post graduate courses in several universities.

Training programmes in the field of Hotel management, Catering and Nutrition were...