

9. The need for motivational research was generally accepted, particularly, in relation to different types of destinations.

10. Product development should take into account the wants of the customer. In this context it is considered advisable that governmental or other authorities responsible for the development of tourism infrastructure and facilities should consult the servicing agents such as tour operators, carriers and hoteliers right through all the stages of planning.

11. One of the definite needs of the tourist industry is to develop professionalism. It is not the lack of resources or education but the lack of acquaintance with the product and the lack of marketing experience which has inhibited the growth of professionalism among the NTOs and the tourist industry because professionalism would involve marketing experience and knowledge of the product. Training programmes should be instituted in every country and marketing officers, in particular, should be required to undergo formal training periodically.

12. There should be sufficient delegation of powers to overseas officers and they should be encouraged to make decisions.

13. Statistics should be carefully analysed before they are used as a marketing tool.

14. Research should be done on a continuous basis. Since reliable research is highly expensive, it would be advisable to undertake research studies on a co-operative basis.

15. The policy of not exaggerating the quality of the product is recommended.

16. A marketing programme should be subjected to periodic re-

views so as to meet the demands of a changing market.

17. A system-approach in the designing of a marketing programme which involves fixing of priorities and deadlines, back-up services and reporting procedures was strongly recommended.

18. Paid advertising in consumer media in tourism generating countries was considered beyond the reach of many developing countries. It was urged to make greater use of PR techniques.

19. The consensus was that regional and intra-regional tourism in South Asia and in East Asia and the Pacific has not been developed to the extent that it has in certain other areas of the world, partly for lack of promotion but mainly because several Governments have not relaxed travel formalities or accepted the concept of Freedom of Travel.

#### **Functioning of Perhoke and Vah Takvar Tea Gardens**

2915. SHRI K. B. CHETTRI: Will the Minister of COMMERCE AND CIVIL SUPPLIES AND COOPERATION be pleased to state:

(a) the budget allotment of Perhoke and Vah Takvar tea gardens whose management were taken over by Government with regard to health and housing for the year 1976-77 and 1977-78;

(b) whether the above tea gardens are not running according to the Plantation Labour Act; and

(c) if so, the reasons thereof?

THE MINISTER OF COMMERCE AND CIVIL SUPPLIES AND COOPERATION (SHRI MOHAN DHARIA): (a) Tea Trading Corporation of India Ltd. took over management of Pashok Tea Estate and Vah Tukvar Tea Estate on 12th October, 1976. The

expenditure incurred during 1976-77 (subject to finalisation after audit) after the take-over i.e. 12-10-1976 and

proposed for 1977-78 on Health and Housing for these two gardens is as under:—

	1976-77		1977-78	
	Health	Housing	Health	Housing
Pashok . . . . .	17,500	21,000	47,000	57,000
Vah Tukvar . . . . .	6,500	7,000	19,500	22,500

Provisions for 1976-77 prior to take-over could not be ascertained from the available records left by the previous management.

(b) and (c). Prior to the take-over, the previous management was not observing many of the obligations enjoined under the Plantation Labour Act, TTCI now is making every effort to observe these provisions and fulfil the obligations to the maximum extent possible. The obligations fulfilled so far include distribution of firewood and fuel, annual repairs to quarters and tubewells, hospital and medical facilities, maternity benefits providing Creche, distribution of blankets and aprons, deduction and deposit of Provident Fund.

#### Payment of Income-tax by Indian National Congress

2916. DR. LAXMINARAYAN PANDEYA: Will the Minister of FINANCE AND REVENUE AND BANKING be pleased to state:

(a) whether several companies had given huge amounts as contributions to Indian National Congress during the year 1975-76;

(b) the amount of the contributions received by the said organisation during 1975-76; and

(c) the amount of the income-tax paid by it during the said year?

THE MINISTER OF FINANCE AND REVENUE AND BANKING (SHRI H. M. PATEL): (a) and (b). No return of income has been filed by the Party for the period beginning from 1-1-75 to 31-12-75. As such, the amounts of contributions given by the companies are not available. For assessment years 1976-77 and 1977-78, notices calling for returns of income are being issued. During the assessment proceedings the necessary particulars will be obtained and considered while computing the income of the Party.

(c) No tax has been paid by the Indian National Congress during the said year.

#### आयकर विभाग द्वारा उत्तर प्रदेश में छापे

2917. श्री सुरेन्द्र विक्रम : क्या वित्त तथा राजस्व और बैंकिंग मन्त्री यह बताने की कृपा करेंगे कि :

(क) उत्तर प्रदेश में आयकर के अपवचन के मामले में 1 जनवरी, 1976 से 15 जून, 1977 की अवधि में कितने छापे मारे गये और कितने व्यक्तियों को गिरफ्तार किया गया;

(ख) क्या उन्हें शाहजहांपुर जिले के मीरानपुर कटरा कस्बे के चैथरमैन तथा अन्यो के विरुद्ध आयकर सहित करों के