



Problems and prospects on tourism industry of India

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Abstract

Tourism isn't always simply amusement or entertainment or physical invigoration or intellectual rejuvenation. It additionally serves as a mighty device for getting rid of poverty, for finishing unemployment, for promoting talk amongst civilizations and for imparting channels wherein, streams of various traditions ought to meet and mingle. Tourism has been evolving into an ever-encompassing socio-economic phenomenon, including in the countries like India. Fast expansion in tourist movements in India, which is estimated to be over 500 million (inbound, outbound and domestic), has been a consequence of many inter-related socio-economic processes. Major factors contributing to this process are many: rapid increase in the personal/ household income; holiday and vacation time; access to a variety of information pertaining to transport, accommodation, attraction and other products; fragmentation of joint-family and education. The benefactors of this ongoing process cut across various social and economic groups and that has resulted in augmenting the tourism propensity of the people at large.

Keywords: tourism, prospects, problems, locations, excursion

Introduction

Tourism is the activity of societies touring to and living in locations outdoor their regular environment for not more than one successive year for rest, business and different commitments not associated with the utility of a motion waged from inside the region stayed. Tourism is journey for pleasing or excursion purposes. The sector Tourism corporation defines tourists as humans who “journey to and stay in locations separate from their traditional environment for not more than one repeated year for excursion, business and different commitments no longer associated with the workout of an activity compensated from within the location stayed”. Tourism has turn out to be a famous global relaxation movement.

Growth and progress of tourism industry in India

Tourism development has always has been an integral part of the country's five year plans. Initially allocations were meager: Rs.3.36 crore in the Second Plan and Rs.36 crore in the Fourth Plan. It doubled in the Fifth Plan. The National Tourism Policy in 1982 gave a momentum to this sector. Expenditure rose from about Rs.187 crore in the Seventh Plan to Rs.595 crore in the Ninth Plan and further to Rs.2900 crore in the Tenth five year Plan. The Tourism Development Corporation, Tourism Finance Corporation, Hotel Management and Catering Technology Institutes, Food Craft Institutes, Indian Institute Tourism and Travel Management, India Tourism Development Corporation, Indian Association of Tour Operators, Travel Agents Association of India and a large number of hotel management colleges, sports and adventure clubs, beach resorts etc. have also contributed to the growth and development of this industry. Given the apparent incentives of the Tourism department to depict tourism as something good and important, it is small wonder that in their plans the notion of tourism as an engine of growth is much more prominently present than the idea that tourism is a potential threat. The credibility and validity of the characterization of tourism as engine of growth and provider of meaningful 'high quality' employment and income to a significant part of the Indian population.

National tourism policy

Ek Bharat Shrestha Bharat will be a central idea under the Policy to enhance interaction and promote mutual understanding between people of different States/UTs to promote a sustained and structured cultural connection in tourism and related areas of culture, traditions & music, cuisine, sports and sharing of best.

Review of literature

Rashmi Mishra, Kamlesh Kumar Shukla & Ishvinder Singh Ahluwalia (2016) in their study “Development and Scope of Tourism Sector in Uttar Pradesh” has stated numerous facts about the enriched and distinctive nature of religious culture and various challenges faced by tourists like under developed infrastructure, improper mobilization due to lack of proper road and rail transportation and other improper connectivity via various modes. The study also highlights numerous potentials of the city to attract tourist from country and worldwide.

Virendra Singh Rawat (2015), in his study “UP foreign tourist arrival may cross 2.8 mn by 2017”, has stated that the state is becoming a hub for visitors not only from abroad but also from within the country and also is creating numerous employment opportunities. Besides development of the unexplored areas of the state there is potential for investment in hospitality sector from both public and private sectors and also seize the opportunity to attract revenue by means of indirect and direct tax collections.

Ravi Bhushan Kumar (2014) ^[1] in his article entitled, "Journey Tourism in Kurukshetra (Haryana): A Sustainable Development Approach" has said that tourism is one of the greatest and quickest developing monetary divisions in the worldwide economy and has huge ecological, social, social, and financial impacts, both positive and negative. Journey tourism is one of the pre-essentials of accomplishing maintainable improvement, which can be taken as a solution for overseeing tourism impacts.

Surabhi Srivastava, (2011), in her study “Economic Potential of Tourism: A case study of Agra”, has broadcasted tourism in a broadest basic intellect as an industry which not only can help in economic development of the country whereas can lead to provide numerous opportunity of jobs and self-employment for the local ides and others. The study also focuses upon the problems that are being faced by national and international tourists during their visit to Agra and the study also suggests some remedial measures to cope up with the problems like making availability of air transportation for both international and national tourist from other states directly to Agra instead till Delhi or other nearby places from where the visitors have to travel by road or rail transportation.

Objectives of the study

1. To review the government policy on Tourism development in the country;
2. To diagnose the major problem areas faced by the tourism industry;

Methodology

The secondary data was collected through study of various sources to be referred include library sources, books, magazines, journals and many publications of the Tourism industry.

Training and skill development

Travel and tourism sector in India includes employees such as inbound tour operators, travel agents, tourist transport operators, adventure tour operators and domestic tour operators in the travel trade segment and those employed in hotels and restaurants in various functions of front office, F&B and housekeeping among others. While the tourism sector in India is targeted to grow at an annual rate of 12 per cent during 2011-2016, adequate training and skill development infrastructure and hence availability of trained manpower has not kept pace with growth. This has led to an existing as well as forecasted shortfall of trained manpower in various segments of tourism sector in India. The hospitality sector alone witnessed a shortfall of 0.5 million employees during 2011-2012 which is expected to rise to 0.8 million by 2017 and 1.1 million by 2022 as per the target growth levels. There exists a forecasted requirement of around 2.8 million employees for restaurants, 4.1 million employees for hotels and 0.3 million employees for the travel trade segment by 2022 resulting in an incremental requirement of a total of 2.7 million employees for the tourism sector as compared to 2012 employment figures. An assessment of the training infrastructure estimates a total of 337 training institutes in the Hospitality sector and 101 travel and tour institutes offering courses related to ticketing and tourism as in March 2010 which appears to be significantly low.

Safety and security of tourists

Safety and security of tourists is of paramount importance in any country as it majorly impacts the inflow of foreign tourists in the country. Domestic tourist movements are impacted in states and tourist locations where tourists consider a threat to their safety and security. It holds special significance for India which has been ranked at a low level of 74 amongst 140 global economies on safety and security parameters as per the World Economic Forum's Travel and Tourism Competitiveness Report 2013. Government has made concerted efforts towards increasing the safety and security of tourists in India. One of the main efforts in this direction includes setting up of a special tourist police. Following Kochi in Kerala where the first tourist police station in the country was set up in 2010, several other states such as Andhra Pradesh, Delhi, Goa, Himachal Pradesh, Jammu and Kashmir, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Odisha, Punjab, Rajasthan, and Uttar Pradesh have deployed Tourist Police in one form or the other. The Ministry of Tourism has launched a sensitization campaign, 'I respect women', with an aim to raise awareness about the need for sensitive behavior towards women and to provide greater security.

Infrastructure

As per the World Economic Forum's Travel and Tourism Competitiveness Report 2013 for 140 world economies, India's air transport infrastructure, ground transport infrastructure and tourism infrastructure have been ranked 39, 42 and 95 respectively indicating considerable scope for improvement.

Air Transport Infrastructure

While the overall airport infrastructure in India is ranked well, quality of infrastructure, airport density per million population and number of departures along with rising airfares are a cause of concern.

Problems faced by Tourists/Visitors

- Insufficient assist road and rail network at tourist locations
- Insufficient avenue, connectivity via air and rail to numerous traveler locations • Derisory of rooms availability in hotels
- Derisory of trained workers
- Inappropriate facility of featured food outlets with proper hygiene and quality restaurants at locations
- Improper and untidy public toilets at tourist locations
- Improper maintenance of tourist sites basically in religious destinations
- Heritage sites lack proper conservation system
- Dirty and untidy surroundings at tourist location
- Lack of proper management at National Parks
- Poor waste management system
- Lack of activities in places of national importance
- Poor management of museums
- Lack of safety measurement for tourists
- Inadequacy of certified and trained guides
- Poor advertisement and publicity of tourism
- Lack of tourist reception centers
- Poor health care facilities

Prospects of tourism sector

Increase in employment opportunity: Tourism industry helps to generate the employment opportunities directly or indirectly to the people in different tourism-related activities such as in hotels, trekking, traveling, mountaineering business, etc.

The poor form of sanitation, safety, and transportation is a few other issues dragging down Indian tourism's reputation. Many foreign tourists have stopped visiting India. The government must promote India's diversity and rich heritage to re-establish its position as a tourist paradise.

The sector is predicted to grow at an annual rate of 6.8% to ₹28.49 lakh crore (US\$360 billion) by 2027 (10% of GDP). Various states and union territories of India attract tourists from all over the world, mainly due to the cultural diversity.

Conclusion

The tourism and travel industry has come forward as the biggest & quickest developing economic zone internationally. The worldwide employment and GDP has expanded drastically via its contribution. The Indian tourism enterprise has emerged as one of the key drivers of boom among the services area in India. Tourism in India is a sun rise enterprise, an employment generator, a huge source of forex for the country and a financial activity that enables nearby and host groups. India is a tourism product that's exceptional in its splendor, distinctiveness, wealthy lifestyle and history has been aggressively pursuing the advertising of tourism both across the world as well as inside the domestic marketplace. With growing visitor inflows during a few previous years, it is an enormous donor to economic system of India as well. Growing profits ranges and shifting standard of livings, improvement in various services of tourism and regulatory & policy assist through authorities are playing a crucial position in giving shape to the tour and travel region within the country. Nevertheless, the segment is going through demanding situations including lack of suitable first-class tourism infrastructure, international issues concerning health and protection of travelers, disparate passenger/avenue tax systems throughout numerous states and underperformance of properly skilled and accomplished human resource. Whilst numerous programmes and tactics have by now been worked out for dealing those demanding situations, a hit implementation might be essential to boost up expansion. Rigorous hard works via all collaborators which includes non-public region, the central and state governments and the group of people at huge are applicable for unceasing improvement & upkeep of the tour and travel industry segment within India.

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