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GRT TOURISM INDUSTRY : PROBLEMS AND PROSPECTS

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Abstract:-'The world is a book and those who do not travel read only one page' said St. Augustine. According to Wikipedia, 'Tourism is the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.'

Keywords:Tourism Industry ,environment ,horticulture, construction and agriculture .

INTRODUCTION

Today tourism is one of the largest service industries in India. The World Travel and Tourism Council reported that tourism contributed near about 6.6 per cent to the GDP in 2012. It supported 39.5 million jobs, about 7.7 per cent of the total employment. The sector is predicted to grow at an average annual rate at 7.9 from 2013 to 2023. With tourism other small scale industries such as handicrafts, horticulture, construction and agriculture have also grown.

India attracts tourists, beach lovers, wildlife lovers, adventure seekers from every nook and corner of the world. A tourist in India is always spoilt for choice. There are number of places vying for his attention. Tourism in India has been flourishing with the passage of time as it offers various categories of tourism such as medical tourism, eco-tourism, rural tourism, cruise tourism, meetings, incentives, conferences, exhibitions etc.

1. Medical Tourism- It is one of the fastest growing segments of tourism in India. A number of foreign patients are coming to India for a better life, healthcare therapies such as orthopedic, dental, surgical therapy, physio-therapy, knee transplantation etc. According to the market research report 'Booming Medical Tourism in India' India offers a great potential in the medical tourism industry. Factors such as cost effective treatment, skilled doctors, large range of treatment provided in the country add to its attractiveness as a medical tourism destination. This sector is expected to grow at an estimated rate of 30% annually to reach about 95 billion by 2015.

2. Eco Tourism- The attitude and perception of people towards travel and tourism has been changing due to changing lifestyles, paid vacations and urbanization. The tendency of visiting natural areas without disturbing the natural sources has been increasing. In India the Himalayan Region, Andaman and Nicobar Islands and Lakshadweep islands, Kerala are some of the spots for ecotourism. Various National parks and sanctuaries have emerged as the favorite destinations.

3. Heritage tourism- Heritage tourism in India is predominant factor behind India's meteoric rise in the tourism in the tourism segment in recent years, because from time immemorial India has been considered the land of ancient history, heritage and culture.

4.Adventure Tourism-Adventure tourism in India includes River rafting, mountain climbing, Rock climbing, Skiing, Paragliding etc. It is one of the rapidly growing sectors of tourism in India.

OBJECTIVES OF THE STUDY

- 1 To study the present situation of tourism in India.
2. To study problems before Indian Tourism Industry.
3. To study prospectus of India's Tourism.

COLLECTION OF DATA

The present study is based on secondary data collected from various books, reports, Journals, websites etc.

Period of the study

Data has been collected from 2003 to 2012 i.e. for 10 years.

Limitation of the study

The study has considered only foreign tourist arrivals in India but not considered the domestic tourists.

Initiatives to boost tourism

The Ministry of Tourism acts as nodal agency for the development and promotion of tourism in the country. It is carrying out its various functions with the help of 'Indian Tourism Development Corporation' , 'Indian Institute of Tourism and Travel Management', National Council for Hotel Management and Catering Technology and 'Institute of Hotel Management'.

The Ministry of Tourism has been undertaking several policy measures and incentives to boost tourism. It has implemented National Tourism Policy (formulated in 2002) to position tourism as a major engine of economic growth. The Ministry has been running a scheme of giving 'National Tourism Awards' to the State Governments, classified hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performances in their respective fields.

To encourage tourism Government of India gives grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. In recent years Indian tourism industry is moving forward with a lightning speed.

According to 2013's Travel and Tourism Competitiveness Report by the World Economic Forum, India stands 65th all over the world as the world's most attractive tourist destinations. It mentions that India has quite good air transport (39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd). The report ranked the price competitiveness of tourism sector is 20th out of 144 countries. In terms of numbers, the industry saw a growth trend of more than 25 per cent during 2009-10. According to the Ministry of Tourism, the total number of foreign tourists who visited India in 2012 was 6.58 million, as against 6.31 million in 2011.

India is one of the favorite destinations for the foreign tourists. Travelers across the world are getting attracted towards India due to its traditions, cultural heritage, and colorful festivals. The top ten source countries from where foreign tourists were arrived in 2012 are shown in table 1.

Table 1 : Top Ten Source Countries for foreign Tourist Arrivals (FTAs) in India in 2012

Sr. No.	Source Country	FTA (in million)	Percentage Share
1	USA	1.040	15.81
2	UK	0.788	11.98
3	Bangladesh	0.487	7.40
4	Sri Lanka	0.297	4.52
5	Canada	0.256	3.89
6	Germany	0.255	3.88
7	France	0.241	3.66
8	Japan	0.220	3.34
9	Australia	0.202	3.07
10	Malaysia	0.196	2.98
	Total of top 10 Countries	3.982	60.53
	Others	2.595	39.47
	All Countries	6.577	100.00

(P): Provisional

Source: Bureau of Immigration, Govt. of India.

It is seen from table 1 that in 2012, majority of the foreign tourists visited India were from USA (15.81 per cent), followed by UK (11.98 per cent), Bangladesh (7.40 per cent), Sri Lanka (4.52 per cent), Canada (3.89 per cent) and Germany. It is necessary to attract tourists from other countries also and at the same time the tourists of USA, UK , Bangladesh should have to be retained.

The top ten states in India where foreign tourists were arrived in 2010 are shown in table 2.

Table 2: Share of Top ten states of India in Number of Foreign Tourist Visits in 2012

Rank	State	FTA	Percentage Share
1	Maharashtra	5120287	24.7
2	Tamilnadu	3561740	17.2
3	Delhi	2345980	11.3
4	Uttar Pradesh	1994495	9.6
5	Rajasthan	1451370	7.0
6	West Bengal	1219610	5.9
7	Bihar	1096933	5.3
8	Kerala	793696	3.8
9	Karnataka	505359	2.9
10	Himachal Pradesh	500284	2.4
	Total of top 10 states	18679754	90.1
	Others	2051741	9.9
	Total	20731495	100.0

P: Provisional

Source: i) State Tourism Departments

Note: i) Figures for Chhattsgargh has beeb estimated.

ii) For some states data adjusted using the information available with ministry of Tourism.

It is seen from table 2 that majority of foreign tourists made a beeline for Maharashtra (24.7 per cent), followed by Tamil Nadu(17.2 per cent), Delhi(11.3 per cent), Uttar Pradesh (9.6 per cent),Rajasthan(7.0 per cent).

Problems before Indian Tourism Industry

In the global travel and tourism competitiveness index, India slipped 6 positions and ranks 68th among 139 countries surveyed by the World Economic Forum in 2011 .Indian Tourism has been suffering from various problems such as

1.Infrastructural problems

According to the Travel and Tourism Competitiveness Report 2013 some aspects of its tourism infrastructure remain somewhat underdeveloped. The nation has very few hotel rooms per capita by international comparison and low ATM penetration.

According to the survey conducted by the World Economic Forum in 2011 India is ranked 23rd in the railroad infrastructure and 31st in road density. However, when it comes to quality of roads, India is ranked at 90thposition. While in terms of quality of port infrastructure it is ranked at 83rd among 139 countries.

Indian air connectivity is not so developed to carry the number of aircrafts to fly from all traffic generating destinations. Non availability of adequate air seat capacity is one of the big problems faced by foreign tourists. We must allow all those foreign airlines who are willing to fly to India without putting burdensome conditions.

There are many places in the interior of the country which are not well-connected by proper roads, railways or airways. The quality of roads developed is poor. We must connect the interior parts of the country by suitable communication system and of good quality.

2.Inadequate accommodation facilities

In terms of tourism infrastructure, India is ranked 136th for hotel rooms among 139 countries.

The tourists visiting India are going tough due to insufficient accommodation, unclean rooms and food problems. It is a need of hour to develop better number of hotel rooms providing good services and quality food to the visitors.

3.Shortage of trained labour

The expansion of the tourism industry in India has increased the demand for trained and skilled people to render the services. The local people are employed mainly in the unskilled and semi-skilled jobs. India's tourism industry has a shortage of sufficient number of trained labour.

4.Pollution

Soil, water and air pollution has endangering the health and safety of local as well as tourists. This tends to have an adverse effect on the development of tourism in the country.

PROSPECTS OF INDIAN TOURISM INDUSTRY

According to the latest Tourism Satellite Accounting (TSA) report, India is now one of the most preferred tourist destinations for travelers across the globe with Mumbai featuring on every travel route to the country. The TSA research released by the WTTC estimates India's travel and tourism industry to have generated about USD 100 Billion in 2008. Growing at an average of 9.4 per cent over the next 10 years, this figure is expected to go up to almost USD 275.5 billion by 2018. The Foreign Tourists Arrivals and the Foreign Exchange Earnings from Indian Tourism for future can be obtained. Future projections of Foreign Tourists Arrivals and the Foreign Exchange Earnings were projected by fitting Linear Trend Equation. Future projections of Foreign Tourists Arrivals and the Foreign Exchange Earnings are made for the year 2020 on the basis of the trend of foreign Tourists Arrivals and Foreign Exchange Earnings prevailing during the period 2003 to 2012.

Year	FTA in India (in millions)	FEE from Tourism in India (in Rs. Crore)
2003	2.73	20729
2004	3.46	27944
2005	3.92	33123
2006	4.45	39025

2007	5.08	44360
2008	5.28	51294
2009	5.17	53700
2010	5.78	64889
2011	6.31	77591
2012	6.58	94487
2020	9.65	118901.54

The future projections of Foreign Tourists Arrivals and Foreign Exchange Earnings will be valid only if the other factors follow the similar trend in the next few years as it was following during the last ten years.

By 2020 AD total Foreign Tourists Arrivals in India would be 9.65 million and the Foreign Exchange Earnings would be Rs. 118901.54 crores. So prospectus of Indian tourism industry is good.

CONCLUSION

Today, tourism sector is playing a significant role in the economic development of the country. Tourism industry is the growth engine of Indian economy as it constitutes hotels, travel agents, guides, hospitals, aviation and shipping, restaurants, shops etc. Tourism leads to infrastructural development in the country. There is remarkable growth in the recent years in International Tourists Arrivals in India. One of the important reasons behind this growth is the continuous efforts made by the Ministry of Tourism. Though there are certain drawbacks in tourism sector, this sector has tremendous potential and the future is bright.

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