

Golden Research Thoughts
**CHALLENGES OF TOURISM INDUSTRY
IN INDIA**

ABSTRACT:-

Tourism in present times is considered as a major catalyst for bringing social and economic changes. Tourism has developed worldwide as the thirst of knowledge and enjoying the beauty of different places has become easier with development of well connected transportation systems all over the world. Tourism industry therefore, has emerged as a fastest growing industry contributing immensely to growth and development of an economy. India has a rich cultural and geographical diversity since time immemorial.



Amrita Bajaj

Assistant Professor, Shaheed
Bhagat Singh
College, University of
Delhi, Delhi.

**Keywords:**

Tourism Industry , social and economic changes , Indian society .



INTRODUCTION

This diversity has always given India an edge in International tourism arena. It has a vast potential to emerge as a strong tourist destination at global level. The tourism industry has grown tremendously in last few years but still the growth is not as much as many other Asian tourist destinations especially like Malaysia, Thailand and so on. Travel and tourism has always been an integral part of Indian society and in light of this cultural tradition the concept of 'Athithi Devo Bhava' (the guest is good) and 'Vasudhaiva Kutumbakam' (the world is one family) has become the representation of Indian social behavior. Under the umbrella of these concepts we have to further strengthen and build our tourism potential.

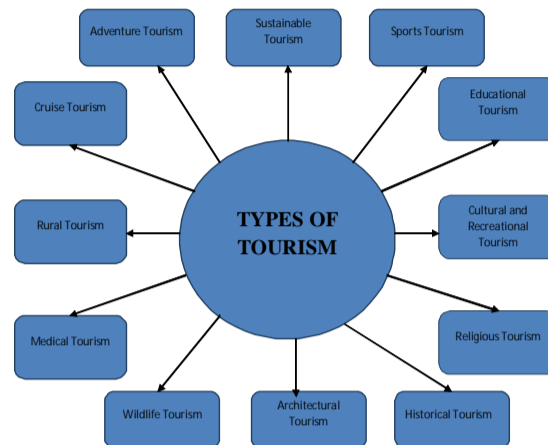
TYPES OF TOURISM IN INDIA:

India provides a wide range of options with regards to tourism in any area due to its vastness and rich diversity. The major category of Tourism available in India can be broadly classified as:

- ❖ **Historic Tourism:** Delhi has a rich history and is reflected in different places ranging from famous monuments of old Delhi and the reminiscent of colonial structure. The city is full of historical monuments and many places which are reflection of rich historical status of Delhi.
- ❖ **Religious Tourism:** Delhi has emerged as a popular religious destination as well especially with coming of Akshardham Temple and there are many ancient temples like Hanuman Mandir, Connaught Place, Jain Mandir, Lal Quila, Kalkaji Mandir, Kalkaji, Mata Mandir, Jhandewalan, Lotus Temple, near Kalkaji, Birla Mandir Chhatarpur, Sheesh Ganj Gurdwara, Chandni Chowk and many more.
- ❖ **Educational Tourism** specially related to visits to museums: Delhi is an educational hub with numerous prestigious universities located here and thousands of people both from domestic and international countries are coming and receiving education here at different levels. Along with this there are many museums in Delhi like Railway Museum, Science Museum, National Children's museum, Air Force Museum, Gandhi Museum, Craft Museum and so on which attracts number of tourist to Delhi.
- ❖ **Cultural and recreational Tourism:** there is no second opinion to the fact that Delhi has always remained a centre of cultural activities. Every year numerous programmes are being organised to promote different cultures and it attracts people from all over the world for example National Gallery of Modern Arts organises Exhibitions of artists all over the world from time to time. Annually programmes are being organised promoting different forms of dance, music and instrumentals. In terms of recreation many adventure activity based sites have been opened all over Delhi for example adventure island, splash, Garden of five senses.
- ❖ **Architectural Tourism:** There are many heritage sites in Delhi, different monuments which attracts people especially those who have a deep interest in understanding and admiring the architectural beauty of a place. It is rooted in time and space and explains history of an area and Delhi has a solid history promoting curiosity among people to visit these historical sites. Old Delhi has great architectural wonders like Qutub Minar, Humayun Tomb and Red Fort.
- ❖ **Wildlife Tourism:** It is maintenance of flora and fauna of our country by building up of wildlife parks and sanctuaries and so on. The wide variety of exotic range of flora and fauna has made India a favourable destination for tourists. It comprises of both ecotourism and sustainable tourism. This kind of tourism is of great importance as it makes people aware that how important it is to protect our different endangered species, provides a monetary support in running of many wildlife conservation programme and has helped in drastically reducing poaching activities at many places. In Delhi Yamuna Biodiversity Park and Asola Wildlife Sanctuary located in NCR are meant to promote wildlife tourism in Delhi and has attracted a lot of visitors in recent times.
- ❖ **Medical Tourism:** This is a very popular kind of tourism in India and thousands of people from different parts of India and abroad come annually to enjoy the medical facilities offered by India. India provides world class medical facilities along with multi-speciality health centres and providing specialized facilities especially in Dental care, different kinds of cosmetic surgeries and heart surgeries and so on. Indian traditional therapies are highly popular all across the globe.
- ❖ **Sports Tourism:** Delhi has a scope of different sports activities year around. Delhi tourism offers boating facilities at different locations, adventure tours of different age groups and it includes outdoor camping, trekking and mountain climbing. Rock Climbing is a very popular activity in Delhi. Many Golf Courses have come up in and around Delhi in recent years. Delhi Golf Club is the traditional golfing club in Delhi and new golf club has been developed in NOIDA. Besides this there is an Army Golf Club and Air Force Golf Club which can be use by visitors.
- ❖ **Rural Tourism:** A large population of India lives in villages. In order to promote local communities both economically and socially Government is promoting this kind of tourism. The major aim of this kind of tourism is to showcase art, culture and heritage and rural life to tourists coming from different parts of world. This kind of tourism fascinates many and therefore it has emerged more strongly in recent years.
- ❖ **Cruise Tourism:** this has emerged as the most dynamic type of tourism in India which has vast and beautiful coastlines and undisturbed islands. Indian can further develop as a potential destination for cruise shipping provided more attention is given to this kind of tourism. India can be a favourable destination for many foreign tourists with further development of this category of tourism.
- ❖ **Adventure Tourism:** It includes travels to remote and exotic areas. Such It is also gaining a lot of popularity in present times as tourists look out for different adventurous activities.
- ❖ **Sustainable Tourism:** it is a new kind of tourism which has evolved in recent years. Sustainable tourism refers to tourism where economic, natural and cultural heritage, environment is taken together while

managing our resources. This will help in preserving our environment without hampering economic growth.

Fig. 1. Types of Tourism in India.



GROWTH PATTERN OF TOURISM INDUSTRY IN INDIA

There has been a steady rise in tourism sector in India. This has significantly contributed to the growth of employment opportunities in India. With a huge number of heritage sites and presence of a creative tourism industry India can really target a huge influx of tourists from all over the world. Tourism industry is one of the largest service industries in India providing 8.78% of the total employment in year 2011. It is making a contribution of 6.23% to national GDP. Around 5 million foreign tourists and 562 million domestic tourists' visits are witnessed by India annually. State –wise data of foreign and domestic visits in different states of India can be seen in table 1. It can be seen from the table that a good number of visitors are coming to India and some states have shown a positive growth in year 2011 as compared to 2010. Some states like Chandigarh, Andhra Pradesh etc have shown a decline in number of foreign tourists and states like Andhra Pradesh, Bihar etc have shown a decline in number of domestic tourists in year 2011 as compared to 2010. There can be various reasons for this situation and therefore, concrete steps at both state and central level in consultation with local communities should be adopted to promote tourism in these states.

Table 1: State/UT wise Domestic and Foreign Tourist Visits, 2010-2011.

Sr.No	State/UT	2010		2011		Percentage Growth (2011/10)	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Delhi	13558353	1893650	15428865	2159925	13.8	14.06
2	Maharashtra	48465492	5083126	55333467	4815421	14.17	-5.27
3	Andhra Pradesh	155789584	322825	153119816	264563	-1.71	-18.05
4	Uttar Pradesh	144754977	1732707	155430364	1887095	7.37	8.91
5	Karnataka	38202077	380995	84107390	574005	120.16	50.66
6	Rajasthan	25543877	1278523	27137323	1351974	6.24	5.74
7	Tamil Nadu	119188187	2804504	137512991	3373870	15.37	20.3
8	Bihar	18491804	635722	18397490	972487	-0.51	52.97
9	Dadra and Nagar Haveli	495575	1698	422265	1412	-14.79	-16.84
10	Haryana	6915269	106433	5988062	130435	-13.41	22.55
11	Sikkim	700011	20757	5524543	23602	-21.08	13.71
12	Uttarakhand	30206030	127258	25946254	124653	-14.1	-2.05
13	Chandigarh	905450	39333	909904	37181	0.49	-5.47
14	Daman & Diu	774166	5139	832906	4484	7.59	-12.75
15	Lakshadweep	7705	1512	9424	567	22.31	-62.5
16	Mizoram	57292	731	62174	658	8.52	-9.99

Source: Indian Tourism Statistics, 2011.

According to a survey conducted by Travel and Tourism Competitive Index (ITCI, 2011) of 139 most attractive destinations India has bagged 68th rank on the basis of its natural and cultural heritage, air transport infrastructure but it is felt that ground transport infrastructure is comparatively underdeveloped. Another survey conducted by Future Brand, a leading global brand consultancy in year 2011 claims India as

the “Best country brand for value for money”. India is rated in top five as the best country brand for authenticity of art and culture and is ranked as the fourth best new country for business. It is expected to become emerge as the major tourist destination in next five years.

SPATIAL ANALYSIS OF TOURISM IN INDIA

India has a wide variety of tourism spreading across its different states. There are some states which excel in some particular kind of tourism and on the other hand there are states which offer different kind of tourism. A clear picture of this can be obtained by looking at the Map.

PROBLEMS OR CHALLENGES OF TOURISM INDUSTRY IN INDIA

Though there is a wide range of prospects to promote tourism in India but certain constraints are not letting India to top in the list. The major reasons are as follows:

- a) Lack of strong and proper marketing: Few years back there was no campaign with regard to tourism development but in recent years promotional campaigns like Incredible India and ‘Athiti Devo Bhava’ have been started. Both these campaign are missing out the welcoming aspect for tourists in India. The main focus is on promotion of art and culture and thus not advertising adventure activities or activities related to fun and relaxation. There is an urgent need to look into the demands of present day tourists which varies widely and accordingly policies should be designed to cater to requirements of variety of tourists.
- b) Lack of Hygiene: the more neat and clean a destination is the more it is preferred by the tourists. This is probably a reason why a lot many tourists prefer areas like Europe, USA and France. India has always faced a problem of lack of hygiene in many of the important tourist places. This tends to hamper the flow of tourists who are willing to visit India. In India, many a time’s roads, temples and even low-budget hotels are extremely dirty.
- c) Exorbitant Population: With a huge population base in India comes the problem of poverty, unemployment. With these come the associated problems like pollution, frauds and crime of different kinds. This actually promotes a downfall of international tourist in India.
- d) Lack of maintenance: India has rich cultural and natural heritage but unfortunately most of these places are poorly maintained. Varanasi is an important religious center of India and thousands of tourist visits its ghats for a variety of purposes but these ghats are highly polluted and occupied by small vendors which tends to disturb the movement of tourists on these ghats. Many of our tourist centers are facing similar problems.
- e) Poor Management: Most of the tourist centers are managed by some trusts but many a times ignorance on part of these trusts is visible. There are centers where the entire way to reach a tourist spot is narrow, dirty, heavily surrounded by shops. Many times such shopkeepers are unnecessarily harassing tourists which ultimately builds a bad image of our country.
- f) Lack of security: it can be seen that at many places there is no adequate security for the tourists coming to visit these places. This situation can sometimes give rise to unwanted incidents. Therefore, it should be noted that provision of adequate security at different tourist sites should be a priority while making a tourism policy. Participation of locals in securing the tourist spots in their area is highly desirable.
- g) Corruption: it has been observed that at many our tourist spots lot of corrupt activities is prevailing. It can be seen that people take bribes from visitors for quick darshans in various temples. It has been noticed that sometimes by taking bribes they allow entry or allow clicking of photographs at restricted places. There are vendors who will charge exorbitant price for different items which are really cheap in Indian market from foreigners. This is not a healthy symbol and therefore such activities should be curbed.

The Government of India has done a lot to upgrade and promote its tourism sector and has spent nearly US\$ 15.70 million especially on campaigns like “Incredible India” (Tourism statistics, 2007). Despite making these efforts India still face a tough competition from its neighbor China which ranks third in tourism rankings. There are different areas which are being looked at by different nations in order to promote tourism. These are mainly:

1. Promotion of Domestic tourism.
2. Promotion of their country as round the year destination instead of being season specific.
3. Promotion of tourism by giving plenty of information about their country on internet, phone apps, television, movies etc.
4. Building better and new advertising campaigns.
5. Nowadays many nations promote tourism in their country by hosting major events like Olympics, in order to increase the tourist arrivals.
6. Development of world class hotels, better infrastructure in terms of good connecting road and rail as well as air services.
7. In many countries there are destinations which are unexplored. Recently these have been developed as new tourist destination to promote tourism.
8. For promotion of tourism, schemes and holiday packages for both domestic and international tourists are being given.
9. Promotion of visa friendly policies.
10. Organizing different cultural festivals and events to attract tourists like kumbh mela in Haridwar, desert festival in Jaisalmer in India.

11. Developing a skilled management force to cater to the needs of the tourists.
12. Developing a strong security cover.

The above mentioned areas have to be promoted in India. Ministry of tourism has to look into these aspects to promote its tourism sector. It is highly essential that these future areas have to be identified and proper planning has to be done followed by strong implementation. Tourism is presently the largest contributor to Indian economy and to further strengthen our economy technological advancement in this sector is required. It is dangerous to ignore this sector in fact we have to take sufficient steps to promote this upcoming sector. It is important to identify the strength and weakness of our country with respect to tourism. We have a rich cultural heritage, variety of architecture, food items, wonderful hospitality and other associated services, it is in comparison to many a slightly inexpensive country and provides a perfect blend of traditional and modern shopping experiences which provides us a good impetus in the tourism market on the other hand poor infrastructure at many tourist places, poor hygiene and cleanliness, pollution and lack of security cover are the major weaknesses of the Indian tourism sector.

We have to make all possible efforts to correct these weaknesses. Once we are successful in correcting them we can make India a strong tourist destination and it can drastically improve our ranking amongst different countries.

CONCLUSION:

Tourism is one of the fastest growing industries at the moment and this fact cannot be neglected at any cost. Therefore suitable policy frameworks are required to capture this benefit and make large scale economic use of it. But we have to make sure that this economic growth is taking into account the growing demands for sustainability. Promotion of sustainability is the major challenge for tourism industry and its long term survival depends on how fast and efficiently we can overcome the handicaps in promotion of a sustainable tourism industry considering the interest of all the stakeholders. A greater sensitization for protecting our environment and local culture is mandatory in coordination with local and communities. Strong educational system is to be developed to build skilled manpower for tourism industry. In Hotel management curriculum sustainable tourism should be a strong feature. And at last but not the least we all should follow our moral responsibility to protect the environment and promote sustainability in our country.

REFERENCES:

1. Dugar, A. (2005): "Challenges and strategies – enhancing competitiveness of Indian tourism and hospitality industry", available at: www.smfi.org/abs/gc011.doc (accessed July 20, 2014).
2. World Tourism Organization (2004): Sustainable Development of Tourism Conceptual Definition, World Tourism Organization, Madrid, available at: www.world-tourism.org/sustainable/concepts.htm (accessed July 20, 2014).
3. Singh, S.N. (1986): Geography of Tourism and Recreation (with special Reference to Varanasi). New Delhi: Inter-India Publishers.
4. Allchin, Bridget, Allchin, F. R. and Thapar, B. K. (eds.), 1989: Conservation of the Indian Heritage, Cosmo Publishers, New Delhi.
5. Rana, Pravin S. and Singh, Rana P. B. 2000. Sustainable Heritage Tourism: Framework, Perspective and Prospect, National Geographical Journal of India, vol. 46, pp. 141 – 158.
6. Gross, Michael J. and, Brown Graham, (2006): Tourism experiences in a lifestyle destination setting: The roles of involvement and place attachment, Journal of Business Research 59, 696–700.
7. Chopra, Suhita (1991): Tourism and Development in India, Ashish Publishing House, New Delhi.
8. Bhatia, A.K. (1983): Tourism Development, Principles and Practices, Sterling Publishers, New Delhi.
9. Kaul, Himani and, Gupta Shivangi: "Sustainable tourism in India", www.emeraldinsight.com/1755-4217.htm, 12-18
10. Sustainable Tourism Criteria for India, Ministry of Tourism, Government of India (1 November, 2011).
11. Williams, S (1998): Tourism Geography, Routledge Press.
12. Indian Tourism Statistics (2012), Ministry of Tourism.
13. Travel and Tourism industry in India: Looking East, IITM and ICC report, 2011.
14. Competitiveness of Tourism Sector in India with selected countries of world, Ministry of Tourism, Government of India, 2011.
15. Travel and Tourism Sector: Potential opportunities and enabling framework for sustainable growth, December 2013, Confederation of Indian Industry.
16. A Brief Report on Tourism in India, August 2013, ASA and Associates, pgs 2-5.
17. Cooper, C.P. (ed.) (1989) Progress in Tourism, Recreation and Hospitality Management, Vol. 1, London: Belhaven.
18. Hunter, C. and Green, H. (1995) Tourism and the Environment: A Sustainable Relationship, London: Routledge.
19. Mathieson, A. and Wall, G. (1982) Tourism: Economic, Physical and Social Impacts, Harlow: Longman.
20. Smith, V.L. and Eadington, W.R. (eds) (1994) Tourism Alternatives: Potentials and Problems in the Development of Tourism, London: John Wiley.