

CHALLENGE AND OPPORTUNITIES OF TOURISM IN MODERN INDIA

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ABSTRACT

India is the one of the popular tourist destination in world. India offer wide arrays of pleas to see and things to do. The delighting back waters, hill station and landscape make India a beautiful country. The tourism industry employees a large number of people, both skilled and unskilled hotels, travel agencies, transport including airline benefits a lot from this industry. Tourism promotes national integration. It generates foreign exchange. It promotes cultural activities tourism also promote the traditional handicrafts sectors. At present India is progress in tourism industry. India is historical country. India has a more different climate country, and many religious festivals. They are promoting in international and domestic tourism in the country. India is major hub of medical tourism. More than unknown by government India tourism the me. India state are launched many policy especially on tourism for example Rajasthan government launched "padharo mare desh" and Gujarat government launched "ek din to gujaro gujarat me" they are the heart of incredible India.

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The tourism industry is also weighted down by infrastructure problems once visitors arrive, including inadequate roads, water sewer hotels and telecommunications. Despite the influx of overseas cash that tourism brings to a country. One challenge for the tourism industry in India comes from within.

Attract private investment -private sector players may be encouraged to participate in development of tourism infrastructure by provision of fiscal as well as non fiscal incentives. PPP projects and formation of special purpose vehicles for mega tourism project may be required.

Development of tourism destinations-an extensive market research and evaluation exercise may be undertaken in or order to identify desired. Tourism attributes and major market and segment. They are flagship project involving state government and private sector players. Inclusive growth-in India we are need to spread education and awareness on the importance of tourism sector and increase stakeholders participation involving the government, private sector and the community at large.

Marketing campaign like "Athiti devo Bhava" may be implemented. World level Indian tourism with challenge-The global economic meltdown compelled the tourism industry internationally to divert it's focus on the BRIC (Brazil, Russia, India and China nation) Indian tourism industry has a great opportunity to realize the full potential of credible India.

CONCLUSION

According to challenge with India tourism Word are few to explain the beauty of India. India is a country with diversified culture and traditions. The natural beauty of India, festivals dresses; heritage states of India are very popular among tourism. These things fascinated travelers to come here India has so many scenic blesses places like, Kerala; Darjeeling, Goa, Kashmir, Shimla and Manali, by some places are historical Rajasthan Delhi, Agra, MP Maharashtra etc. These places are prime attractions of travelers from across the world.

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