

AN ECONOMIC EVALUATION OF TOURISM INDUSTRIES IN INDIA: CHALLENGES AND WAY FORWARD

TEJENDRA SINGH PANWAR*

ABSTRACT

According to the Economic Survey 2011-12, Indian tourism industry is playing an important role in economic development of many sectors of our economy by generating employment both for skilled and unskilled labour force, by improving living standard, particularly of remote rural areas, foreign exchange earnings, infrastructure development, and boosts the world famous Indian traditional Art and craft. Tourism is an important catalyst in the socio-economic development of both rural and urban areas since the last two decades, contributing in several ways and strengthens the inter-connected processes. Tourism industry has potential to strengthen the inclusive economic development. It is a limitless industry with immense growth potential having clear remarkable positive impact on economic and social aspects of Indian economy.

KEYWORDS: Economic Evaluation, Indian, Tourism Industry.

INTRODUCTION

The Indian Tourism industry is playing as one of the important catalyst in the socio-economic development of both rural and urban areas since the last two decades, contributing in several ways and strengthens the inter-connected processes. While it is often claimed as remedy for many evils like underdevelopment, unemployment, poverty eradication, development of rural areas, up grading living standard and so on; its contribution in creating a global and regional socio-political environment for peaceful co-existence of the cultures and societies has been equally established at various levels. Perhaps, this realization took many scholars and planners to position tourism as one of the biggest 'peace industries', a means to strike stability of global peace process through development. If, tourism practiced in responsible and sustainable manner

will bring peace and prosperity of the people and its stakeholders will share benefits in fair manner, which is a compulsory condition for the equilibrium of sharing to sustain.

The Tourism industry of India has immense potential to reap economic benefits, if this precious fruitful resource is utilized effectively and efficiently. It has a potential to provide employment to skilled and unskilled labour force of the country. Through its strong backward and forward linkages it generates employment in different sectors of the economy both directly and indirectly. If these linkages are strengthened these will act as a positive instrument for economic growth and development and will help in inclusive growth, which is one of the important objective of five year plans.

*Assistant Professor, Faculty of Commerce & Management, Madhav University, Pindwara, Rajasthan.

Correspondence E-mail Id: editor@eurekajournals.com

These linkages will develop with the passage of time depending up on variety of factors, such as the availability of finance, the diversity and maturity of the local economy or the quality of locally produced goods. The travel and tourism industry contains these four elements that enable it to be a dynamic market force for sustainability in the future. The tourism industry of India is economically important and growing rapidly.

CHALLENGES FOR TOURISM INDUSTRIES IN INDIA

1. Lack of Proper infrastructure which include non-availability of good roads and poor connectivity to the tourist destination.
2. Lack of Funds
3. Lack of aggressive online and other marketing strategy to promote India as a must visit location.
4. Changeable government policies.
5. Security and safety is a prime concern here.
6. Lack of budget hotels.
7. Poor service of hotels.
8. Communication problem with tourists.
9. Lack of skilled manpower.
10. Costly travels.
11. Non implementation of legislative law.
12. Excessive formalities for an issue of special permit to view restricted area sites.
13. Untrained guides.
14. Poor administration and management.
15. Involvements of too many agents and tourism operators also make the cost of tourism package high in India.

SUGGESTIONS

1. Proper market segmentation should be done on the basis of criteria like demographic, sociographic and geographic variables.
2. Improve Education system and training programme for run new courses for tourism.
3. Enhancing security and investment for world class infrastructure facility.

4. Focus on natural resources for improve tourism sector in India.

CONCLUSION

The Indian Tourism industry is playing as one of the important catalyst in the socio-economic development of both rural and urban areas since the last two decades, contributing in several ways and strengthens the inter-connected processes. While it is often claimed as remedy for many evils like underdevelopment, unemployment, poverty eradication, development of rural areas, up grading living standard and so on.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/ agencies, State Governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign.

New sector also identified in tourism industries in India such as Eco tourism, Medical tourism, Spiritual tourism, tribal tourism, Dark tourism etc. so we can say that tourism sector play a vital role in Indian economy but various types of problem also face by tourism industry such as safety and infrastructural facility, lack of training and research programme for tourism industries, lack of availability of trained manpower for hotels, lack of connectivity problems.

Solution may be available for this problems but it is must to take proper steps by government as well as by others who are engaged in this sectors.

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