

THE EXPOSURE OF PROSPERING DEMANDS OF TOURISM IN REFERENCE TO INDIA

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ABSTRACT

Hospitality Industry, travel & tourism industry has assumed very high significance in the development of the economy, exchange of knowledge, technology, marketing, commerce and industrial exhibitions and these are considered to be the major factors generating the demand for tourism. Hospitality Industry and travel & tourism industry is closely inter-linked. Along with the speedy industrial growth and advancement of tourism, Hospitality sector in India has achieved new heights today.

The value-added effect of tourism is increasing. Sustainable tourism has vast scope in India by convergence of landscapes with finance scapes, techno scapes, Media's scapes and icescapes. With its forward and backward linkages with a host of sectors like transport, hospitality, education, health, banking etc. New issues and prospering demands of tourism industry in India are liberalization and tourism, social and political concerns, low-cost carriers outperform competition, growth drivers, increased tourist movement, economic growth etc.

KEYWORDS: Vibrant Democratic Setup, Independent Judicial System.

PREFACE

Hospitality Industry and travel & tourism industry is closely inter-linked. Hospitality sector plays a key role in the total economic growth of the country. It is an enriching and energizing activity. The value-added effect of tourism is increasing. New issues and prospering demands of tourism industry in India are liberalization and tourism, social and political concerns, low-cost carriers outperform competition, growth drivers, increased tourist movement, economic growth etc.

OBJECTIVES

- i. The Study of growth, progress and problems of Indian tourism as it has entered the new Millennium;
- ii. The Study of emerging challenges, issues of Tourism industry in India;
- iii. To devise alternative strategies for tourism promotion in order to bridge the gulf between Potential and performance.

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DEVELOPMENT AND PROBLEM OF TOURISM INDUSTRY IN INDIA

Growth and progress of 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. 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 etc. have also contributed to the growth and development of this industry. Emphasis laid on HRD is clear. The next decade saw the restructuring of the schemes of Integrated Development of Tourist Circuits, and Product/ Infrastructure Destination Development. Additional schemes/incentives were announced for service providers. Upgrading of beaches, airports, tax incentives were also introduced. Foreign tourists, generally spend more in India than almost any other country worldwide.

CURRENT ISSUES AND EMERGING CHALLENGES OF TOURISM INDUSTRY IN INDIA

LIBERALIZATION V/S TOURISM

Under GATS, tourism and travel related services-hotels and restaurants (including catering), travel agencies and tour operators' services, tourist guide services etc.

SOCIAL AND POLITICAL REFERENCE

Internationalization like in most other fields has raised socio cultural issues in tourism.

INFRASTRUCTURAL BOTTLENECKS

A sector that is expected to increase forex by rupees 5000-12434 crore by 2014, cannot go on and on with the mediocre infrastructural facilities. Success of tourism depends to a large extent on better access to infrastructure.

SUGGESTIONS FOR DEVELOPMENT OF TOURISM IN INDIA

- i. Medical tourism, of all forms of niche tourism, grew at a rapid pace and is expected to maintain double-digit growth over the forecast period.
- ii. In anticipation of huge demand driven by inbound and domestic travel, and current scarcity of rooms, hotels continued to add capacity at a fast rate. In 2013, travel accommodation witnessed the entry of many foreign players who foresaw huge demand for budget hotels, and subsequently planned to launch their brands in India.
- iii. Indian aviation underwent intense competition throughout 2011 and share of throat continued to gradually shift hands towards low-cost carriers.
- iv. The fortunes of the hospitality industry are closely linked to the tourism industry and hence tourism is one of the most important growth drivers.
- v. Increased FTAs and tourist movement within the country has aided growth in the hospitality industry. Healthy corporate profits and higher disposable incomes with easier access to finance have driven the rise in leisure and business tourism, thus having a positive impact on the hospitality industry.
- vi. India is one of the fastest growing economies in the world. It recorded healthy growth in the past few years, at more than 9% each during FY06-FY08. Despite the global economic slowdown, the Indian

economy clocked growth of 6.7% and 7.4% in FY09 and FY10 respectively.

CONCLUSION

The concept of globalization and tourism are interrelated as both are crossing the national boundaries, making interconnectivity in world on an unprecedented scale and unimaginable speed. GATS has indeed opened new vistas of growth for the tourism industry and fresh challenges are in the offing. Tourism's uniqueness should be clearly understood. Education, research and training are crucial cogs in the wheel of tourism. HRD should be given priority. Tour operators, guides must develop a good rapport with tourists. Edutainment is in vogue. We must circulate it faster. From touring to learn we should move to learning to tour.

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