

ARTICLE ON ROLE OF TOURISM INDUSTRY WITH REFERENCE TO INDIA'S DEVELOPMENT

NEELU SHAKTAWAT^{*}, SURBHI BISHNOI^{*}

ABSTRACT

Discussed and referred with many articles, Books and magazines we come to know that the tourism industry of India is economically significant and grow rapidly. We would like to through light on this article how India is up-and-coming as a popular tourist destination in the world wide, driven by the focus on modernization and creating value for tourists. It aimed change the approach and behavior toward foreign tourists by stressing on the characteristic that a guest has been held in high esteem in India since ancient times. It also examines the collision of India's economic growth on tourism, provider to economic growth, Role of Tourism industry in India's to grow in GDP as well as enhance Foreign versus Domestic Tourists.

The paper also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. Travel & Tourism is an important economic activity in most countries around the world. As well as its direct financial impact, the industry has important indirect and induced impacts. Indian Tourism offers a hodgepodge of different cultures, civilization, festivals, and places of attention. There are a lot of alternatives for the tourists. India is a country with rich cultural and traditional diversity. This feature is even reproducing in its tourism. The different parts of the nation offer wide variety of attractive places to visit.

KEYWORDS: Service Opportunity, Foreign Versus Domestic Tourists, Gdp, Tourism Business.

INTRODUCTION

The global market for tourism has just doubled, for many practical purposes. And that is only one of the changes that the tourist industry will be absorbing over the next ten to 20 years.

Around the world, the cost of travel is falling, while the middle class is becoming generally more prosperous and eager to go places. At the same time, demographic trends, changing values,

and other developments are helping to bring some highly profitable turmoil to this segment of the hospitality industry.

Two long-standing trends will remain unchanged as far into the future as we can see: growth and globalization. Tourism is expanding rapidly, with more travelers every year and a wider variety of destinations and activities.

^{*} Assistant Professor, Department of Economics, Madhav University, Pindwara.

Correspondence E-mail Id: editor@eurekajournals.com

EXPANDING TRAVEL

The world's travel and tourism industry is going through some grim times of late. The worldwide recession that begins in 2008 has consumers frightened, and frightened people cut back on elective travel. We described the early results in Chapter 2: In the U.S., hotel occupancy rates for 2009 are expected to come in at just 58.3 percent, the lowest in two decades. In the Caribbean, hotel bookings were off 30 to 50 percent by November 2008, with even grimmer results expected in 2009. Cruise bookings are down, and cruises are going at fire sale prices. Even Disney says early-2009 reservations are off 10 percent at its theme parks. Managing director Simon Hargreaves of the Travel Trust Association estimates that the travel sector has shrunk by 1 to 5 percent in 2008 and will do so again in 2009.

Fortunately, bad times never last. As we have said, the recession should be passing by mid-2009. Travel will take a while longer to recover, because consumers will need some time to be sure the worst is over and because job growth will lag GDP growth. Yet, by 2010 they will be climbing out of their storm cellars and beginning to explore the world again.

That is important, not just to the industry, but to the global economy. Travel and tourism is the fifth or sixth largest industry in the world, adding more than \$2 trillion to the global GDP in 2008, according to the World Travel and Tourism Council (WTTC), and providing jobs for nearly 73.7 million people-and that is just the industry's direct impact. Add in suppliers and other industries that depend on travel and tourism, and the total impact is closer to \$6 trillion-nearly 10 percent of the world's GDP-and 238 million jobs, or more than 8 percent of global employment.

STRENGTHS

India can cater to almost every tourist expectation and even can surpass the

expectations. India is quite blessed to have such a gracious natural beauty, and can cater to almost every type of traveler whether they are seeking adventure, wellness, culture and heritage or cuisines. Even geographically India is blessed to have five seasons, and that too with a vast size can be experienced in a single visit. One can feel the heat of summer in Mumbai and chili weather in north at the same time.

WEAKNESSES

As the tourism industry is closely integrated with several other industries like hotel and accommodation, aviation, railway, roadways, healthcare, entertainment etc., the combined weaknesses of all the sectors make it more vulnerable. Travelling around India is problematic, despite several attempts to improve transfers between airlines, railways and buses. We may have well developed aviation sector, biggest network of trains in the world coupled with the buses and taxicab services, but all these system works independently, that often results in long waiting hours and create confusing situation for the tourist. The problem is that each of these transports systems works independently. An integrated approach, as perfected by more tourism-focused countries, is essential. If one analyzes the history of development of tourist centric communications, he will find that major asset was done when the government took the decision to host any global sports or conferences.

OPPORTUNITIES

Booming Information Technology and Outsourcing industry can also be a contributor in increasing the tourist traffic to India. Increasing internet diffusion and smart phones have synced all the stakeholders and helps in facilitating the distribution of information. Use of app-based services will also help in boosting the sector. Use of social media destination like facebook, twitter, Pinterest and Instagram can be quite helpful for marketing of hotels and destinations.

Indian movies and their actors are quite popular in south-east Asia. Gunfire on Indian locations can increase the popularity of the destinations. Promotion of Indian movies across the borders also can contribute considerably in terms of tourist arrivals.

Right now, India is among the top-five nations for medical tourism, and it has the potential to be number one in wellness tourism. In summers, all the monuments can be opened till midnight; it will provide revenues to the section and also please the tourist. Promotion of fairs and events like Goa Carnival, Kumbha Mela, Varanasi Ghats, Pushkar fair can mesmerize and thrill the visitors.

THREATS

India faces many security risks. Active terrorist groups linked to terrorist have been connected to attack against Westerners. Regional border tensions, particularly in Kashmir and states in the north-east, mean these areas are predominantly volatile. The preponderance of tourist areas are safe, but border regions can be more hazardous, and as the 2008 Mumbai terrorist attacks demonstrated, even mainstream tourist destinations are at risk.

- Unregulated communications development for tourism can lead to ecological and

environmental imbalance. Disposal of waste, destruction of forest reduction of water level, pollution caused by vehicles can be intimidating for the environment.

- The market is at risk from extreme weather events like floods, rain and scorching summers.

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