

Tourism in India

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Abstract

Tourism industry has been known to be the fastest developing industry providing lot of employment and growth opportunities. . This paper studies the pros and cons of tourism industry upon India and various other issues that are faced by growing tourism industry. Qualitative paper has been made with the help of secondary sources of data like published research papers and other reports. Tourist industry is playing a great role behind the development of infrastructure in the host regions. Tourism can also become an effective tool to develop a better understanding and interaction amongst people of different countries. However, visitor behavior may have a bad impact on quality of life of the host community. Tourism is generally considered a "smokeless industry." But it can also result in environment pollution, especially at major attraction sites, that are accessible only by road. However there are various issues which India is recently facing in terms of promoting and enhancing tourism but with the corrective frameworks and properly following the regulations the tourism can be made secured.

Keywords: infrastructure, Host country, smokeless industry

Introduction

The word "tour" is derived from the Latin word 'tornare' and the Greek word 'tornos,' meaning 'a lathe or circle; the movement around a central point or axis.' The meaning can be changed in modern English to represent 'one's turn. Tourism industry has been known to be the fastest developing industry providing lot of employment and growth opportunities. It also expands the knowledge for both tourists and the destination places. India, being a land of diversified languages, cultures, rituals, history and their respective stories, has always been a possible attraction to the tourists from other countries. With the passage of time and the changing era, the tourism industry is trying to plant its roots in India as well. According to Prime Minister of India, Narendra Modi, "**BRAND India** is built of 5Ts – Talent, Tradition, Tourism, Technology and Trade." India has many things to offer from economic, science and technology, biotechnology, spirituality and information technology points of view. India is now becoming a destination with various facets. This paper studies various aspects of tourism in India and various important concerns attached to it. In the end of this paper we would be able to know how much impact tourism has over India and to what extent it must be promoted and where India sees herself after certain years in tourism.

Objectives

- To study the impact of tourism on growth of India
- To study various issues and challenges in Indian tourism industry.

Impact of Tourism on Growth of India

Following are the various impacts made by the tourism industry on the Indian economy as a whole. Like two sides of a coin, they have both positive and negative impact too. Let us now discuss what those are:

Pros of Tourism for Indian Economy

1. Increase in FOREX Earnings

Increase in tourism qualities attracted more foreign tourists and arrival of more foreign tourists leading to increase in the foreign exchange earnings of government. According to India tourism statistics At a glance 2015, the following estimates have been recorded :

Table 1: Month wise Foreign Exchange Earnings (FFE) in ` Crore from Tourism in India, 2014-2016 (till June)

Month	2014	2015	2016
January	11664	12100	13669
February	11510	11642	13627
March	10479	11133	13115
April	9179	10091	11637
May	7936	9505	10285
June	8366	9564	10732

Source: Ministry of Tourism, Govt. of India.

The above table shows the increase of ` 2366 Crore from June 2014 to 2016 in FFEs due to tourism which is a very positive for India's strength.

2. Producing Income And Employment

Tourism industry in India has proved to be a very important sector which generates the income and employment. It contributed 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are working in the India's tourism industry.

3. Safeguarding Natural Heritage and Environment

India being a country with a lot of interesting histories was at risk of getting its beauty decayed and ignored but now due to the advancements and promotion of tourism industry, its heritage has been saved. Several monuments like the Taj Mahal, The Qutub Minar etc. have been preserved because of tourism. Also the natural habitat of various rare species has also been kept safe.

4. Development of Backward Regions

There are many regions which lack economic strength but have very attractive places to stimulate tourists. So these areas get benefits from the government because they invest to enhance their beauty and bring them into limelight.

5. Develops Peace and Stability

If proper regulatory frameworks are made and followed in India then surely a developing country like India can maintain peace and stability by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross cultural awareness.

6. Encourage Infrastructural Development

Various means of transport, hotels, healthcare facilities and sports centres etc. are developed to satisfy the tourists and provide them better services. It leads to the development of economy as a whole.

7. Enhance Standard of Living

Tourism provides various benefits to the tourists but it also leads to the increase in standard of living of people from host countries too. It also broadens the area of skills and knowledge of others also.

8. Economic Value of Cultural Resources

Tourism provides monetary incentives for the development of many local crafts and culture, thus it has an effect on the income of the local artisans and artists.

9. Promotion of International Understanding

Tourism can also become an effective tool to develop a better understanding and interaction amongst people of different countries.

Cons of Tourism for Indian Economy

1. Adverse Effect on Host Region

Visitor behavior may have a bad impact on quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels etc.

2. Adverse Impact on Environment

Tourism also can have adverse impact upon the environment in various ways like:

- Water pollution: improper system of hotels etc. to dispose- of the wastes into river waters can lead to harmful effects on precious water resource. Recreational and tourist transportation motor boats in surface water result in pollution in river, lakes and sea water due to spilling oil and gas and cleaning their bilge in water.
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- Noise pollution: regions which have more tourists' attractions are found to be having more noise pollution of residents as well as caused by tourist vehicles.

3. Adverse Impact on Economy

- Inflation: foreign tourists agree to overpay for the goods which in return leads to the rise in prices of respective commodities which makes it difficult for the residents to buy those goods as those goods become the products for foreign tourists or rich class only.
- Unbalanced growth of regions: sometimes the whole tourists focus concentrates towards particular regions only which hinders the growth at a balanced level because that area deprives of its development and growth.
- Prioritizing foreigners over residents: because of the focus directed towards foreigner tourists, facilities are also concentrated for the benefit of tourists only but the local residents of that area may have to suffer. Like providing water and electricity services to tourists smoothly at a cost of residents' comfort.

Various Issues and Challenges in Indian Tourism Industry.

India has all the right ingredients - good food, rich culture, beautiful historic monuments, spirituality, and diversity, in short all the possible attractions to attract the tourists but why does it still lack behind other famous tourist places like Malaysia, Thailand, and Dubai etc.

It is because they have some qualitative aspects which India does not have. Some of those issues are as follows:

1. Accommodation Facilities

According to global hospitality consultancy, HVS, India is expected to bolster its hotel room capacity by 54,000 over the next three to four years.

There is less focus on accommodation facilities in budget which discourages the tourists because either they have to pay high or to compromise with the quality of hotels.

2. Safety and Security Issues

After the Delhi gang rape case of 23 year old woman various other cases came into limelight due to which it created a bad image among foreign citizens of India. India tour operators reported a 25 percent drop in business over the first quarter of 2013 due to this reason. Not only women, but the ever remained terrorists fear on tourists scares people.

One of the instances was that of terrorist attack at Taj Hotel, Mumbai 26/11. It created a very unsafe image of Indian tourism.

3. Under Developed Infrastructure

No doubt there is development in the infrastructure but still there is a lot of improvement needed for that. For examples- modes of transportation, electricity, and water supply, sewage and telecommunication etc. infrastructure need to be developed. One of the instances was that of terrorist attack at Taj Hotel, Mumbai 26/11. It created a very unsafe image of Indian tourism.

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5. Business Hurdles

With the ever changing visa rules related to documentation and other things, it creates inconsistency among the system which discourages the tourists. Also the tourism business faces difficulties due to the above problems. However airports have been expanded to reduce the inconvenience to the tourists. There is also the lack of on arrival visa system which is provided by other countries.

6. Taxation

India is a high-taxed country which makes the tourism in India expensive. Various types of taxes are imposed upon the tourists like service tax, luxury tax, tax on transportation etc. which discourages the tourists.

7. Lack of Residents' Interest

Even the residents of India give more priority to other countries to travel rather than travelling to destinations in India because it fails to attract them as much as foreign countries can.

8. Manpower

We have a serious mismatch of demand and supply of manpower in tourism sector because of shifting of most of the human resources in banking, retail and BPO etc. Shortage of tourism training infrastructure, qualified trainers, and lack of proper strategies and policies for human resource development also affect the industry a lot.

9. Lack of Proper Amenities

Basic amenities such as drinking water, well maintained and clean waiting rooms and toilets, first aid and wayside such as lounge, cafeteria, and parking facilities etc. are the facilities which can't be overseen. They need to be properly managed.

Suggestions

- More budgeted accommodation services must be provided
- Security must be tightened so that tourists may feel safer
- Stability in policies must be there
- More promotion of Indian heritage

- Stimulations must be provided to attract competent personnel in this industry

Conclusion

In the end, it can be concluded that tourist sector is as important for the Indian economy as other sectors. It is a rising industry if taken into right direction can make India a successful and attractive tourist destination. There are various advantages of tourist sector over India's Gross Domestic Product which has been raised due to the increase in the foreign exchange earnings FFEs. Also tourist industry can be a successful employment provider industry, a great source of foreign earnings and stimulation for the infrastructural development. However there are various issues which India is recently facing in terms of promoting and enhancing tourism but with the corrective frameworks and properly following the regulations the tourism can be made secured. Also there must not be so much of confusing taxation policies which can be discouraging for the foreigners. The religious and historical heritage of India must be maintained in an effective way so that it can gain respect and attraction in the eyes of the world.

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