

A STUDY ON PROBLEM BASED BY TOURISM IN INDIA

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ABSTRACT

The Tourism ministry has also played an important role in the development of the industry, initiating advertising campaigns such as the 'Incredible India' campaign, which promoted India's culture and tourist attractions in a fresh and memorable way. Traveling and Tourism has been an integral part of Indian Culture & Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India's tourism industry needs to gauge in terms of its socio- economic magnitudes. It also examines the impact of India's economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists. Tourism is one of the fastest growing service industries in the country with great potentials for its further expansion and diversification. Tourism industry plays a major role in any country's economic development. It helps significantly to the country for creating the employment opportunities to the large number of people. Moreover, it is also one of the important engines to attract more foreign exchanges with its potential.

Keywords: Tourism Industry, destination, foreign tourist, economic growth.

1. INTRODUCTION

Tourism is a rapidly growing industry of the world. It is gaining universal acceptance as a potent engine for comprehensive socio economic development because of the employment opportunities it created and the infrastructure development as a result of it. It has the prospective to inspire other economic indicators through its forward and backward linkages. Also it has the capacity to generate more employment due to its multiplier effect in the economy. Tourism in India has developed slowly over the years. India is famous for its rich cultural heritage. This cultural tradition of the country was based on the bywords 'Athidi Devo Bhava' and 'Vasudhaiva Kudumbakam'. The advertisement campaign 'Incredible India' introduced by the Ministry of Tourism is to promote India's culture and tourist attractions in a fresh and unforgettable way. The development of Indian tourism in the 19th and 20th century was constituted by the establishment of railway system, modernisation of ports and development of hill stations. India's tourism during post independence is based on the remark of Pandit Jawaharlal Nehru that "welcome a tourist and send back a friend".

Tourism in India has grown in leaps and bounds over the years, with each region of India contributing something to its splendor and exuberance. It is a treasure house of cultural and traditional embellishes as reflected in its artifacts, scenic beauties of the rivers, sea and mountains, thus enabling it to gain a prestige in the international arena. As per the Travel and Tourism competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for

its cultural resources, with many World heritage sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long- term [10-year] growth and is expected to be the second largest employer in the world by 2019.

DEFINE TOURISM

The Definition of Tourism varies source by source, person by person. There is no consensus concerning the definition of tourism. Nearly every each institution define "Tourism" differently. But When it comes to explain it with the basic terms, we can sum it up as follows;

"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and othe hospitality services provided for individuals or groups traveling away from home"

IMPORTANCE OF TOURISM

- Tourism, nowadays is one of the most popular way of spending free time. It is highly developed in almost all countries, mainly because of material profits it brings. But unfortunately, there is the other side of the coin too, especially if it comes about foreign tourism.
- From educational point of view, travelling lets people to see world, other peoples, culture and traditions. It is said, that "traveling broadens" and most people consider, it does. At the same time, tourists who has not wide knowledge about World, can "see the grass greener on the other side of the fence". It causes danger of discontent with country that person live in, what entail complaints and dissatisfaction.
- Also economical aspect plays huge role in domestic market economy. Lot of people works in tourist branch what is often their only source of income. What is more, there are some countries - like Malta for example - where tourism is basis of all its revenue. However, if all field are tourist-minded, prices are inflated what is huge drawback for natives. Thirdly, tourism can have influence on tourist religious viewpoint. Seeing place which is some religion root, surely strengthens pilgrims faith. On the other hand, showing ones faith can meet with incomprehension or even contempt.
- In my opinion, tourism is too important for my mental to be stoped, or even restricted because of mentioned below reasons. It should be still developing, and becoming easier to get for more and more people.

2. OBJECTIVES

- The nature and extent of social, economic and cultural differences between tourists and hosts
- The ratio of visitors to residents
- The distribution and visibility of tourist developments
- The speed and intensity of development

3. REVIEW OF LITERATURE

Tourism is one of the most important export industry and earner of foreign exchange in many countries. The significance of tourism has been recognized in both developed and developing countries. This can be seen in the establishment of Government Departments of Tourism (DoT), widespread encouragement and support of tourist development, and the abundance of small businesses and multinational corporations causative to and deriving benefits from the tourism industry.

In common, each rests on previously ones and provides a basis for future ones. An attempt is made in this chapter to present the existing literature on Tourism.

- **Bhatia A.K (1982)** explored some important concepts of tourism and emphasised on the contribution of tourism as an important factor in the prosperity of any nation and also deals with planning, organisation, marketing, research etc on tourism in India
- **Badan B.S. (1997)** in his study explained tourism in South India and also explained about the tourist products in South India. The destinations of Tamil Nadu like Mamallapuram, Kancheepuram, Tiruchirappally and the attractions in the respective destinations have been dealt
- **Bhardwaj and Manjula Chaudhary (1997)** in their study entitled “Contemporary Issues in Tourism”, viewed that tourism planning is a difficult task because of diversity of activities which collectively constitute the tourism industry. Tourism planning has to balance between strategic objectives set for it and a number of factors that effect plans. Conflicts can obviously arise between these. Many developing countries have faced social and political problems because of foreign tourists. India is also witnessing it where some people feel the presence of foreigners unsafe for their lifestyles and social set up
- **Bishwanath Ghosh (2001)** stated that the agricultural development, industrial development and tourism development are three ways to bring money and business into a given region. Tourism develops in a peaceful environment. Owing to terrorism in various states of India, tourism has come to a halt in those areas. Riots, robbery, mugginess and terrorism are liable to put off visitors and detract tourists
- **Malhotra (2005)** in his study entitled “Tourism Planning and Management”, suggested that attitude measurement in the tourism / travel area has offered and continues to offer considerable potential. This is particularly true in the travel and tourism domain, where knowledge of consumers’ attitudes towards leisure, travel, and vacation destinations can assist in preparing successful strategies

METHODOLOGY

PRIMARY DATA

Primary data was collected from 100 respondents through systematically prepared questionnaire through structured interview methods.

SECONDARY DATA

The main source of information for secondary data was collected from old records and the websites books, journals, newspaper etc.

4. ANALYSIS AND INTERPRETATION**TABLE NO 1
SOCIO ECONOMIC PROFILE**

GENDER	NO OF RESPONDENT	PERCENTAGE
Female	60	60
Male	40	40
Total	100	100
AGE WISE		
Below 25 years	20	20
25-35 years	25	25
35-45 years	30	30
45-55 years	15	15
Above 55 years	10	10
Total	100	100
MONTHLY INCOME		
Below Rs 25000	25	25
Rs 25000-35000	35	35
Rs 35000-45000	21	21
Above Rs 45000	19	19
Total	100	100
EDUCATIONAL QUALIFICATION		
Hsc	5	5
Graduate	10	10
Post Graduate	15	15
Professionals	40	40
Others	30	30
Total	100	100

Source: primary data

Table 1 shows that out of 100 respondents 100percentage of the respondents are female, Next 30 percentage of the respondents are under age group 35-45 years, Next 35 percentage of the respondents are under monthly income of Rs 25000-35000. Next 40 percentage of the respondents are professionals.

TABLE NO 2

PARTICULAR	TOTAL	MEAN SCORE	RANK
Degradation	365	73	2
Management	275	55	5
Development	330	66	3
Evaluation	313	62.6	4
Effeciency	401	80.2	1

Source: Computed data

Table-2 shows that balancing Efficiency ranked first score 401, next Degradation ranked second score 365, next Development to be taken seriously ranked third score 330, next Evaluation ranked fourth score 313, next Management with limited access to funding ranked fifth score 275.

AGEWISE CLASSIFICATION OF THE RESPONDENTS AND TOURISM INDUSTRY

H₀₁ –There is no significant association between age wise classification of the respondents and tourism industry

TABLE 3

		TOURISM INDUSTRY					
		EFFICIENCY	EVALUATION	DEVELOPMENT	MANAGEMENT	DEGRADATION	TOTAL
Age Wise Classification	Below 25 yrs	4	2	3	6	5	20
	25-35 yrs	5	3	4	4	8	25
	35-45 yrs	6	2	5	2	15	30
	45-55 yrs	7	2	6	1	0	15
	Above 55 yrs	3	1	2	2	2	10
Total		25	10	20	15	30	100

CHI-SQUARE TESTS			
	CALCULATED VALUE	DF	ASYMP. SIG. (2-SIDED) TABLE VALUE
Pearson Chi-Square	19.53	16	26.296

The value of chi-square is 19.53(d.f = 16) and associated significant value is 26.296. Therefore, the null hypothesis is accepted. Hence there is significance association between age wise classification and challenges faced by taxation system. So it can be concluded that respondent's challenges faced by environmental management are similar.

5. FINDINGS

- Majority of the respondents are Male
- Majority of the respondents are age group between 35- 45 years
- Majority of the respondents are monthly income laid between 25,000- 35,000
- Majority of the respondents had impact on tourism industry.
- Major problem for tourism industry is Efficiency.
- There is major differentiation among age wise classification and cha by tourism are similar.

6. SUGGESTIONS

- Tourism is service industry and the quality of service makes all the different between competing destinations. A comprehensive human resource development programme should be a key element of future policy. Such programme of human resource development should also cover orientation of the staff at airports, customer's facilitator, guides etc. on continuous bases.
- Human centred organizations should be promoted to make tourism industry more lucrative and joyful. The shortage of manpower in tourism department should be taken into

consideration and be removed through engaging personnel on contact basis. Moreover, tourism sector should seek consultancy for improving the organizational efficiency and performance of man power engaged in tourism development and promotion.

7. CONCLUSIONS

Tourism with multi-dimensional activity has evolved one of the largest and lucrative industries of the new millennium. Despite varied and rich cultural heritage, India's share in world tourism has been reported to be dismal. It has been estimated that India's travel and tourism potentials can provide its economy substantial resources in the coming years. It is expected that tourism has potential to provide 7 million new jobs, provided that potential of tourism resources is effectively exploited. The potential of tourism in India can be viewed against the global scenarios. Globally tourism has touched \$ 476 billion tourism receipts with the 10.6 per cent of the global workforce, 10.2 per cent contribution to GDP, generating tax revenues of \$ 655 billion and gross out put of \$ 3.4 trillion. However, India's share in global tourism is dismal. It is to be noted that tourism in India during last 50 years has shown tremendous progress. From a beginning of 17000 international tourists in 1950 contributing Rs. 7.7 crore to the economy the present arrival of 2.64 million tourists contributing about \$ 3.5 billion in foreign exchange earnings and the number of domestic tourists has swelled to a massive 200 million is really a substantial progress. Thus, India has to evolve the strategies of tourism development to make a respectable position in the global tourism industry

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