

## THE FUTURE PROSPECTS OF TOURISM INDUSTRY: AN INQUIRY

David Johnson

Research Centre for Social Sciences, North Broad Street, Philadelphia, USA.

### ABSTRACT

*The cross-cultural interface that paves way for universal harmony and peace and the cultural exchange among various nationalities are considered as the crucial dimensions of tourism. Tourism is seen as an important economic option in many parts of the country. The scope of tourism in India is really vast. Private enterprises should be encouraged by the government bodies in promoting tourism in less popular areas. The scope of tourism industry in India is analysed and well explicated in this chapter. Tourism industry can propel the growth of a society. In addition to this, it enhances employability, contributes to foreign exchange and ultimately results in community development. Tourism development in a particular area requires an understanding of the demography, political and economic background of the area and the environmental situations in order to make it into an excellent tourist spot. For developing a strategic marketing plan, one has to comprehend the needs and necessities of the target customer and wants to match their needs with the infrastructure and facilities of the touristspot.*

**Keywords:** *Tourism, Future, Customers, Industrial heritage, Ethnicity.*

### 1. Introduction

World Tourism Organisation defines tourists as “people who travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. There is an exponential growth in the realm of tourism in India. For both domestic travellers and overseas travellers, India is one of the well-preferred destinations. Tourism can be defined as the activities of people travelling to another place or staying in places outside their usual environment for a period less than one consecutive year for business, leisure, and other purposes. It can also be considered as travel for leisure or recreational purposes.

#### Indian Tourism Industry

Tourism industry can be broadly classified into three. They are well-specified by the United Nations in its Recommendations on Tourism Statistics. They are inbound tourism, outbound tourism and domestic tourism. Tourism can also be classified as National tourism, International tourism and internal tourism. National tourism is a mixture of outbound tourism and domestic

tourism. On the other hand, international tourism consists of outbound tourism and inbound tourism. Internal tourism comprises of inbound tourism and domestic tourism. Tourism capacitates an international traveller to experience, comprehend and live through India's cultural diversity. As per the official records, the Indian tourism sector surpassed the global tourism sector in terms of growth, revenue and the number of foreign tourists.

In order to sustain the current growth in the field of tourism industry, the government should showcase more interest in investing in the fields like accommodation, health, transport, roads, hygiene etc. In the last six years, the tourism industry has created eleven million job opportunities and has the capacity to create another thirty-seven million jobs (estimated by the NSSO, Ministry of Tourism) within a short span of time. The Indian economy had made a great progress and this act as an important reason for the growth of this sector in India. Even then the infrastructure and the facilities of the tourism industry of India still experiences suffocation.

A simplification of the tax structure in the tourism industry should be urgently looked into.

Other interesting fields in tourism sector are ecotourism, agri-tourism, youth tourism, medical tourism, cultural tourism and pilgrimage tourism. Although India faces certain concerns in certain key areas like promotion of tourism industry, infrastructure and marketing at international as well as domestic levels. The country also faces crisis in tourism related education, skill development and professionalization of service management. Addressing general sanitation and hygiene, service providers' skill enhancement etc. are certain other issues in the tourism sector. If tourism in India needs to grow significantly and rapidly, it should focus on areas like marketing, infrastructure and promotion at international and domestic levels.

Medical tourism can be considered as one of the fastest growing segments in India. Many overseas patients are coming to India for ailments like knee transplant, dental care, heart surgery, cosmetic surgery etc. India's own traditional practices of ayurvedic therapy and yoga are also gaining wide public support and attention. India's traditional medicinal system of Siddha Yoga, Aurveda, meditation, Kalaripayattu etc. aims to help a patient in leading a balanced and healthy life. It cures illness. There are several natural spas and health forms in India that attract numerous foreigners to bring changes in lifestyles and ultimately detoxification of the body. Several road shows and activities are organised at regular intervals for the promotion of tourism sector.

India is one of the marvellous places in the world that uplifts ecology related tourist aspects. Kerala, Andaman and Nicobar islands, Western and Eastern Ghats, the Himalayan region, North-East, Lakshadweep Island etc. are some of the hotspots for ecotourism in our country. India is rich in fauna and flora and has some of the best wildlife species in the world. Ecotourism is another novel segment in the realm of tourism in India. It focuses on visiting natural areas without hampering the ecosystem which is fragile. Simultaneously, ecotourism acts as a means of wealth for ordinary local people. They take measures to protect and conserve the natural

resources and environment. Ecotourism intends to sustain and preserve the rich ecological diversity of the world's cultural and natural environments. It entertains and accommodates visitors in a way that is minimally destructive or intrusive to the environment and supports and sustains the natural culture of a particular location, where it operates. Ecotourism has an interesting concept. It bestows the responsibility to keep the ecosystem in its original state both among the service providers and travellers in equal proportion. It also tries to support and encourage the local economy, especially in the areas where tourism related income is crucial.

### **An Analysis of the Present Situation**

The support from the tourists helps the local producers and service renders to compete with foreign companies. The revenue produced from it also supports government sources to fund projects related to wildlife conservation and other training programmes. Ecotourism ultimately aims at preserving the natural forest life and saving the environment. It can be related to responsible tourism. Ecotourism also evaluates cultural and environmental factors. Another kind of tourism is agricultural tourism where the visitors can buy produce from a farm shop, help out on a farmland or get involved in other leisure activities on the farmland. Agri-tourism has several advantages. It has the potential to enlarge itself.

Agri-tourism brings primary sector agriculture close to service sector tourism. It also capacitates the agricultural sector to expand and become a prominent field in the tourism industry. It also has a wide scope in the contemporary situation of our country. It provides an inexpensive gateway to the tourists. The expense of accommodation, travel, food and recreation is least in agri-tourism. It helps to widen the tourist base. The idea of tourism is now limited to a small section (rich people) in the urban society. But on the other hand, the notion of agritourism takes travel and tourism to a large population. Its cost effectiveness helps to widen the scope of tourism in India. Usually, the urban

society has some sort of curiosity in learning about sources of plants, food, raw materials used in agriculture, animals, languages, handicrafts, tradition, culture, rural lifestyle and dresses.

Agritourism revolves around farmer, agriculture and villagers and has the capability to quench the curiosity of urban people. It acts as a coherent whole in imparting entertainment at a cheaper cost. Village or rural area has the provision to refresh and rejuvenate people of all categories at a lower cost. Festivals, rural games, dress, nature and the food provide various kinds of entertainment to people from different spheres of life. Agritourism also provides a nature friendly atmosphere to urban population at a low cost. Youth tourism can be comprehended as another crucial area in the realm of tourism industry. Young people travel abroad and inside the country to study, to visit friends on holidays, for adventure, to understand various cultures and for relaxation. As there is no crystal-clear definition or categorisation for youth travel market segment, it is difficult to analyse or measure its size, characteristics and potential.

Youth travellers develop social ties, personal skills and cultural links along with their journey to different places. This market can be divided broadly into two. They are youth group travel and independent youth travel. When a group of six or more unrelated young people travels together, it can be considered as youth group travel. The tourism ministry monitors and boosts the cultural tourism in India. The 'Incredible India' campaign launched by the tourism ministry has a prominent role in the promotion of tourism in India. Every ruler who ruled India has made a tremendous impact on the culture of India. Everyone can experience the influence of these cultures in music, dance, architecture, food, festivities, traditional customs and languages.

The influence of all these things adds to the significance of culture and tradition of India. This richness in traditional and cultural aspects boosts India to develop into an international tourist spot. Numerous festivals and celebrations add

colour to this. Heritage tourism plays a vital role in terms of revenue generation in India. The rich cultural tradition and history of India is well reflected in its glorious past and numerous monuments, places of worship, forts, palaces etc. It can be further classified as religious tourism, colonial heritage tourism, industrial heritage and ethnicity related tourism. Adventure tourism makes use of India's different kinds of climatic and geographical conditions. It offers excellent opportunities for adventure lovers.

Nowadays, the adventure tourism is gaining wide popularity. Adventure sports like rock climbing, trekking, snow climbing, river rafting, scuba diving, mountaineering, skiing etc. can be undertaken in India effortlessly. The country offers various locations for these kinds of adventurous activities. Some of the most popular destinations for adventure tourism are the Garhwali and Kumaon mountains, deserts of Rajasthan, the trans-Himalayan region, the Western Ghats, Andaman and Lakshadweep islands etc. The diverse climate and topography of India increases the possibility and scope of adventure tourism in India. One can enjoy different forms of adventure in India on water and land, underwater and in the air. There is an umpteen scope for rock climbing, skiing, mount-biking, mountaineering, safaris, trekking, and skating.

The beautiful rivers provide vast opportunities for canoeing, river rafting, kayaking etc. The desert and forest region in India have a clear place in providing scope for adventure tourism. Jeep safari, animal safari, wild camps, bird watching, jungle trail, wild life safari etc. are certain other types of adventurous activities that attract tourists. India is a country with different religions. Our country is also rich in sacred pilgrimage centres. Several religions like Jainism, Sikhism, Hinduism and Buddhism originated in Indian soil. Indian philosophy preaches universal brotherhood and love. Despite this, it also exhorts that every true believer should attend discourses of great people and visit sacred places. Pilgrimage is based on a belief that

certain places are more sacred and powerful than other places. The origin of many temples in India is still a matter of question. It is a major source of income for the government in various states.

## 2. Conclusion

The volume of cross-border travel has increased tremendously over the past ten decades and travellers can choose their destinations in an easy manner at present. Tourism is very sensitive to environmental, economic, social and political events and situations. It affects the willingness of tourists to travel. In the absence of social security and insurance cover, the poor can easily be vulnerable

to sudden downswings. India's travel and tourism sector ranks top on global basis and its contribution to the GDP of our country is very significant. Among G20 countries, India's travel and tourism sector is well known and appreciated for its fastest growth. Technological advancements have resulted in the fast growth of tourism industry. Even though all the above-mentioned factors affect tourism industry, its demand bounces back easily and quickly when the situation changes. If India government puts good effort to uplift tourism industry, then it is beyond doubt that India will rank top in the tourism sector.

## References

- Basil Hans, V., (2013). *Tourism in India: Dynamics of Innovation and Development*, SDM Post Graduate Centre for Management Studies & Research, Mangalore.
- Bhatia, A.K. (2001). *Tourism Management and Marketing*. Sterling Publishers Private Limited, New Delhi, Reprint.
- Blanke, J and Chiesa, T., (2011). *The Travel & Tourism Competitiveness Report 2011: Beyond the Downturn*, World Economic Forum.
- Govt. of India (2013): *Indian Tourism Statistics at a Glance 2012*: Market Research Division, Ministry of Tourism, Current Advertising, July 2013. *Incredible India, Annual Report 2012-2013*, Ministry of Tourism, Government of India.
- India Yearbook 2007*, New Delhi: Publication Division, Ministry of Information and Broadcasting, Government of India, 2007, ISBN 978-81-230-1423-4.
- International Labour Organisation, "Human Resources Development, Employment and Globalisation in the Hotel, Catering and Tourism Sector", Geneva 2001, accessed 30 May 2007. Kumar, V. S., Pathak, K. C., Pednekar, P., Raju, N. S. N., (2006), "Coastal Process along the Indian Coastline", *Current Science*, Vol. 91, No. 4, pp. 530-536.
- Mathieson, A., and Wall, G. (1982), *Tourism: Economic, Physical and Social Impacts*. Longman. London, p.14, 36, 87.
- Provisional Population Totals – Census 2011, Office of the Registrar General and Census Commissioner (Ministry of Home Affairs, Government of India), 2011, retrieved 29 March 2011.
- Singh, S. (2001), *Indian Tourism: Policy, Performance and Pitfalls*. Harrison, D. (ed.) *Tourism and the Less Developed World, Issues and Case Studies*.
- World Tourism Organisation (UNWTO), *Tourism in the World, Tourism Highlights 2013 Edition*.
- WTO (n.d.). 'Tourism Contribution to GDP', World Tourism Organization. Available at [http://www.un.org/esa/sustdev/natlinfo/indicators/methodology\\_sheets/eco\\_development/tourism\\_contribution.pdf](http://www.un.org/esa/sustdev/natlinfo/indicators/methodology_sheets/eco_development/tourism_contribution.pdf) (accessed August 9, 2013).

- WTTC (n.d.). 'Economic Impact Research', World Travel and Tourism Council. Available at <http://www.wttc.org/research/economic-impact-research/> (accessed August 9, 2013).
- WTTC (n.d.). 'Travel & Tourism Economic Impact 2013 India', World Travel and Tourism Council. Available at [http://www.wttc.org/site\\_media/uploads/downloads/india2013\\_1.pdf](http://www.wttc.org/site_media/uploads/downloads/india2013_1.pdf) (accessed August 9, 2013).
- Ashish Nag (2013). A Study of Tourism Industry of Himachal Pradesh With Special Reference to Ecotourism, *Asia Pacific Journal of Marketing & Management Review*, Vol.2 (4), April (2013).
- Archana Bhatia (2013). SWOT Analysis of Indian Tourism Industry, *International Journal of Application or Innovation in Engineering & Management (IJAIEM)*, Volume 2, Issue 12, December 2013.
- Shalini N. Tripathi & Masood H. Siddiqui (2010). An Empirical Study of Tourist Preferences Using Conjoint Analysis, *Int. Journal of Business Science and Applied Management*, Volume 5, Issue 2, 2010.