

SCENARIO OF TOURISM SECTOR IN INDIA

Dr. Dhananjay Bhimrao Karnik

Offg. Principal, Head Dept. of Geography Smt. G.K.G. Kanya Mahavidyalay, Jaysingpur

Affiliation Shivaji University, Kolhapur

Email Id: dhananjaykarnik64@gmail.com

ABSTRACT

The tourism sector in India is at present on a significant fruitful. India has a gigantic potential to turn into a significant worldwide tourism goal, and the Indian tourism sector is exploring this potential. The movement and the tourism sector are India's second-most significant remote trade worker and the administration has conceded send out house status to tourism and the tourism sector associations. The blast in the Indian tourism sector can be recognized to various variables. Initially, the massive development of the Indian economy has prompted progressively additional fund in the possession of the professional class, which has prompted an expanding number of individuals burning through cash on a tour abroad or at home. Second, India is a blasting information technology centre point and an ever-increasing number of individuals are coming to India on tour for work. Third, the forceful Advertising Campaign "Unbelievable India" by the Ministry of Tourism assumed a significant job in changing India's picture and energizing spot and started re-established enthusiasm among remote traveler. The commitment of the movement and the tourism sector to the Indian business is monstrous. The tourism sector is one of the fundamental remote to trade workers and contributes in a roundabout way to the economy through its connections with different parts, like cultivation, agribusiness, poultry, specialties and development. The tourism sector gives work to many individuals in India, both legitimately and in a roundabout way, through its connections with different areas of the economy.

Key Words: Recognized, Potential, Technology, Development, Enthusiasm, Roundabout etc.

1. Introduction

Indian Tourism sector has witnessed consistent growth in the recent period, which can be attributed to the recovery in tourism markets, positive initiatives taken by the central and state governments and the resultant improvement in competitiveness of India's travel and tourism sector India. Travel business and hospitality business of India's both have raised as one of the huge drivers of improvement in the administrations part in India. The travel industry in India has considerable potential given the rich social and old custom, assorted variety in environment, views and places of characteristic allure scattered all through the country. Notwithstanding being a significant wellspring of remote trade for the nation, the travel industry is additionally a perhaps enormous business generator. It welcomes India on worldwide the travel industry map, creating thankfulness, acknowledgment and starts social trades. The travel industry as a type of delicate force helps in advancing social discretion, associate individuals to individuals and advances kinship and collaboration between them. As indicated by World Travel and Tourism Council, India positioned third among 185 nations regarding generally GDP commitment to the travel industry and travel in 2018. India was positioned 34th in the 2019 Travel and Tourism Attractiveness Report distributed by the World Economic Forum.

2. Objectives of the Study

1. To study the tourism sector in India.
2. To study the importance of tourism sector in India.
3. To study the challenges faced by tourism sector in India.

3. Methodology of the Study

The present study has been descriptive; the data for this study were obtained from secondary sources. The secondary data has been collected from various references which already existed in published form; part of the paper is based on literature review the method comprising of collecting all the available papers relating to the theme and selecting relevant papers/books for the review purpose. Selection of the paper is done on the basis of their relevance and contribution to the body of knowledge. The author has made an attempt to do primary reading of the selected papers which will constitute the core of this review study

4. Tourism Sector in India

In India, the Central Government and State Government have announced separate tourism policy concern to their state time to time. Due to the increasing importance of tourism sector Seventh five year plan of the Government of India has announced the tourism sector as industry. The first public milestone in

the history of the Indian tourism sector is the establishment of Indian Tourism Development Corporation (ITDC) in 1966. On the Basis of this, majority of the states have given the facilities through ITDC separately. The first Tourism policy was announced in 1982 in India. This policy was launched for the action plan for the tourists' arrival and necessary facilities to provide them. These facilities are includes modern facilities of accommodation, hotels and means of transport etc. The efforts were made to provide these facilities as a cooperative ventures to collect maximum earnings from domestic and foreign tourist's arrivees in India. The government of India has appointed Committee on National Tourism in 1988. This committee has focused on public sector to develop tourism sector in India. The committee has recommended preparing a plan for Tourism development in each state. The committee also suggested to the states to make the provision of fiscal and monetary incentives along with environmental protection. Since 1991 the Central Government has revised the action plan for the development of Tourism industry in country. This plan is mainly focused for increasing employment opportunities, preservation of national heritage and environment and the development of international Tourism for the optimization of foreign earnings. This policy has also decided to enhance India's share in world Tourism from 0.4% to 1% within the five years.

5. Importance of 'Tourism' in India

The travel and tourism sector holds strategic importance in the Indian economy providing several socio economic benefits. Provision of employment, income and foreign exchange, development or expansion of other industries such as agriculture, construction, handicrafts etc. are some of the important economic benefits provided by the tourism sector. In addition, investments in infrastructural facilities such as transportation, accommodation and other tourism related services lead to an overall development of infrastructure in the Tourism sector is produces revenue and employment. In 2017, the travel industry area represented 8% of the all-out occupations. There has been an expansion in the selling of painstaking work, crafted works, and so forth to the Service Sector: it gives a lift to the administration segment. An enormous number of organizations working in the administration segment, for example, aircrafts, lodgings, surface vehicle, and so forth, are expanding with the development of the travel industry. Outside Travelers are helping India to get remote trade. The travel industry adds to the assurance of the national legacy and nature by thinking about and keeping up the hugeness of the locales. Restoration of Cultural Pride: Tourist detects that are respected all-inclusive in still a feeling of pride among Indians are strengthened. At present, it is guaranteed that explorers don't confront any issues; numerous utilization frameworks are being worked in an assortment of vacationer areas. The Uttarakhand plan to begin versatile bands is the most recent model. It carries India to the worldwide the travel industry map, acknowledgment, recognizes and starts social trades. The travel industry as a method for delicate force, assists with supporting social discretion, associate's individuals to individuals and consequently advances companionship and participation among India and other.

6. Challenges of Tourism Sector in India

i. Lack of Infrastructure

An established framework of the foundation includes lots of elements. Proper transportation facilities, health facilities, stability. Also, uninterrupted connectivity and other human resources are mandatory for enduring tourism. But, this is not a proud moment for us. This mirrors the poor quality of infrastructure in our nation. And the main cause for this is the improper allocation of financial resources for the tourism sector.

ii. Safety and Security

Safety & security of tourists is the most important factor which governs whether people will come to that destination or not. Attacks on foreign tourists, especially on the woman tourists have raised this question. India is placed at 114th position in terms of safety. The tourism sector should become strict and should pass laws against those criminals who cheat the innocent tourists.

iii. Inaccessibility

There are many tourist destinations in the country, which are not accessible to poor, women and elderly because of the high cost of transportation, poor connectivity with cities and around 2% of the tourist cannot access many of the tourist spots in the country.

iv. Human Resource Planning

Highly skillful and potential men or women hold an inevitable part of the tourism sector. A Huge number of skilled men or women with different levels are required to sustain the growth of our Indian travel and tourism business. Also, the skill up-gradation of the people already employed is a must. In the past years, there was an exploding increase in workers for other sectors like banking, engineering, and

medicine. Also, this gradually prompted a reduction in the human resources available for the tourism sector. So currently, there is a high demand for the workforce in both the hospitality and tourism sectors.

v. Insufficient Digital Promotion and Marketing

Grand promotion and suitable digital marketing push are excessively indispensable for a nation's travel industry improvement. The Digital marketing of the Indian Tourism industry is not to the point yet. Also, the travel industry has moderately less contrasted with other tourist destinations. In India, the financial banking sector helped the advancement of the travel and tourism businesses.

v. Taxation Issues with Indian Tourism

High taxes on the entire production for the airline facilities, hotels, and tour operators. Those are highly expensive. That is the most significant reason for losses to other less expensive countries when it comes to tourism.

7. Conclusion

India has a decent mix of culture, convention, authentic and strict worth, stream side excursion spots alongside close by mountain site with lovely landscape in the environmental factors. Accordingly, the nation has an immense potential for the travel industry development, satisfying the needs of sightseers with changed interests. Open doors for formation of occupations and advancement in business exercises should be promoted. The elements of the administration community, state and nearby specialists are basic to the arranging, advancement and support of the travel industry plans. Tourism is the only sector which not only creates jobs but also provides jobs in the tertiary sector. It is now high time for us to work for the betterment of this sector so that from the upcoming years the number of foreign tourists may increase, and more people will be able to know about our culture.

8. References

1. Bishwananth Ghosh., (2005), "Tourism & Travel Management", Vikas Publishing House Pvt. Ltd., New Delhi, pp.17-18.
2. Dharmarajan, S., (1999), "Tourism: An instrument for Development", Yojana, Vol.43(8), August, p.17.
3. Honey, Martha and Gilpin, Raymond, Special Report, 2009, "Tourism in the Developing World - Promoting Peace and Reducing Poverty" India; Jaisalmer, Khajuraho and Goa"
4. Krishna, A.G., 1993 "Case study on the effects of tourism on culture and the environment: Market Research Division, Ministry of tourism, GOI, 2009 "Tourism Statistics 2008".
5. Mohan Rao, V., (2005), "AtithiDevoBhavah, the Latest Mantra of Indian Tourism", Tourism India, Vol.8 (6), Thiruvananthapuram, October, p.13.
6. Padmanabhan Rao, R.A., (1999), "Tourism; Medium of Social and Cultural Development" Yojana, Vol.43 (8), August, p.41.
7. Ravindra Seth., (1982) "ITDC: Catalyst in Tourism ", Eastern Economist, Vol.78 (1), January1, p.19.
8. UnniKrishnan Nair, G.,(2000), "An economic study of tourism and employment generation in Kanyakumari township", M.phil.Dissertation, M.S.University, Tirunelveli, pp.7-10.