

Changing Paradigm in tourism industry: PROGRESS AND EMERGING ISSUES**Dr.Shikha Agrawal**

Faculty of Commerce

S.S. Khanna Girls' Degree College

Allahabad

Mobile: 09452245489

e-mail: agarwalshikha1981@gmail.com

ABSTRACT

With the start of civilization, human nature is temperamental and full of curiosities. In order to discover change, he wanders from one place to another to know different people, their lifestyles, their culture, their food and everything what he can know about them. The different civilizations all over the world are result of travelling. Even Vasco da Gama discovered sea route to India only through travelling. People travelled from one place to another for pilgrimage, for knowing the ancient culture and for many other reasons.

This travelling has now been given the name of tourism. Tourism has now emerged as a full-fledged industry and as per the classification of CSO (Central Statistical Organization) India; it occupies a major place in the service sector. Even with the lack of basic facilities, this industry is flourishing and providing jobs to many along with increasing the Gross Domestic Product.

All through the last decade, the tourism industry has seen many noteworthy changes that will have a historic impact on probable tourist demand. Tourism industry in India is escalating and it has massive prospective for generating employment and earning huge amount of foreign exchange besides giving a fillip to the country's overall economic and social expansion. But much more leftover is to be done. Tourism sector has a great impact on nation's economy which constitutes 6.7% of the GDP and expected to be rising at the rate of 7.3% per annum. It also contributes about 8.7% of total employment in the country, due to its economic impact it is very important for the government to promote tourism.

Indian Tourism Industry

India has a large bouquet of visitor attractions that it can boast of. Its enormous diversity has always attracted both foreigners as well as its own citizens to explore the mirth and gaiety that India has to offer the world. Every corner of the country offers exquisite as well as exclusive tourism resources which echo the heritage as well as the tradition of that particular area.

Ideals and Standard of Tourism Industry

The tourism industry of India is based on certain core nationalistic ideals and standards which are 7S-

- *Swagat or welcome*
- *Sahyog or cooperation*
- *Soochna or information*
- *Sanrachna or infrastructure*
- *Suvidha or facilitation*
- *Safaai or cleanliness*
- *Surakshaa or security*

Traditionally known largely for its historical and cultural dimensions, tourism in India today is highlighted for its immense business opportunities. With its lucrative linkages with transport, hotel industry etc., the potential and performance of India's tourism industry needs to be gauged in terms of its socio-economic magnitudes. Realizing the importance of this worldwide industry, the 'Incredible India' campaign was an integrated marketing communication effort by the Government of India in 2002 to promote India as a tourist destination to attract the tourists by showing different aspects of Indian culture and history like yoga, spirituality etc. The campaign was conducted globally and received appreciation from tourism industry observers and travelers. This campaign also covered domestic tourism, which focused on educating local population regarding good behavior and etiquette when dealing with foreign tourists.

Objectives of the Study

The present study is conducted to

- To study the various policy measures initiated by the Government of India to promote tourism in the country,

- To examine the impact of the campaign Incredible India in terms of foreign tourist arrivals in India, tourism receipts, tourist destinations, etc.
- To elaborate on the opportunities and challenges of the Indian tourism.

Methodology

The present study is based on annual reports of Ministry of Tourism, Government of India and World Tourism Organization, Journal of Services Research, newspapers like The Hindustan Times, The Times of India, The Economic Times, and The Financial Express.

POLICY MEASURES INITIATED BY THE GOVERNMENT OF INDIA TO PROMOTE TOURISM

The first ever Tourism Policy was announced by the Government of India in November 1982, when the Planning Commission recognized tourism as an industry by June 1982. However, it took ten years to make most of the States to fall in line and accord the same status within their legislative framework. The National Committee on Tourism was set up in July 1986 headed by Mr. Mohammed Yunus which submitted its recommendations in November 1987. The Committee in its Report recommended that a National Tourism Board replace the existing Department of Tourism. It also suggested that there should be a separate cadre of Indian Tourism Service to look after the functioning of the Board.

At the beginning of the Eighth Plan (1992-97), 15 States and 3 Union Territories had declared tourism as an industry. The National Action Plan for Tourism, published in May 1992 and tabled in the Lok Sabha on 5th May 1992, charts seven objectives as central concerns of the Ministry: socio-economic development of areas; increasing employment opportunities; developing domestic tourism for the budget category; preserving national heritage and environment; development of international tourism; diversification of the tourism product and increase the India's share in world tourism.

The other major development that took place was the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering.

The Tourism Policy released in May 2002 has outlined the 7s (mentioned above) policy initiatives for the tourism sector, which have significant impact on tourism sector in terms of

tourist arrivals and tourism receipts. In 2002, the tourism ministry engaged the services of Ogilvy & Mather (India) (O & M) to create a new campaign to increase tourist inflows into the country the “Incredible India” based on striking pictures and themes related to India’s cultural legacy.

PROGRESS OF INDIAN TOURISM

“*Incredible India*” campaign promoted India’s culture and tourist attractions in a fresh and memorable way. The Indian government's "Incredible India" tourism campaign and the information technology growth in India have been attracting millions of foreign tourists and business tourists to India 9 (as referred in table 1). Medical tourism has also recently mushroomed in India. The industry along with creating jobs in a variety of related sectors like customs, travel agencies, airlines, tour operators, hotel industry and guiding has helped growth in other sectors as diverse as horticulture, handicrafts, agriculture, construction and even poultry. Tourism industry has shown a spectacular growth as revealed from the foreign exchange earnings (Table 2). Both directly and indirectly, increased tourism in India has created jobs in a variety of related sectors.

PROBLEMS IN TOURISM INDUSTRY

The major constraint in the expansion of international tourist traffic to India is non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number. Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience. Tourists are often exploited economically, and criminal elements in India can make visits to India unsafe for women and particularly elderly tourists are vulnerable.

The tourist attractions in India are also being damaged by pollution.

STEPS TO BE TAKEN

Inbound Tourism

i. Many countries compile the figures of international arrivals which includes the arrivals of non-resident population of that country and foreign tourists. In India the data released is of only foreign tourist arrivals. The disembarkation card have been recently revised to facilitate the collection of data on arrivals of non-resident Indians, this data should be compiled at the earliest in collaboration with the Bureau of Immigration.

- ii. The time lag in the release of final figures of foreign tourist arrival with nationality wise data may be reduced from six months to three months.
- iii. Bureau of Immigration may provide nationality wise break-up of the foreign tourist arrivals at important airports for which they provide monthly data to Ministry of Tourism. Based on this data, Ministry of Tourism may release the nationality wise data also along with the estimates of foreign tourist arrivals every month.

Outbound Tourism

Currently only the Indian departures from various ports are compiled. The Embarkation Card has been revised in June 2008 to enable the collection of data on the purpose of the visit, port of final destination of the Indians going abroad. Bureau of Immigration should make available the unit level data of the Indian departure to Ministry of Tourism which may process the data and release the figures relating to the purpose and country of final destination for the Outbound Indians.

The tourism industry has helped growth in other sectors as diverse as horticulture, handicrafts, agriculture, construction and even poultry. India's governmental bodies have also made a significant impact in tourism by requiring that each and every state of India have a corporation to administer support issues related to tourism.

SUGGESTIONS

Thus for overall improvement of the tourism sector in the Uttar Pradesh, it is important that the visitors' attraction and satisfaction requires maximum improvement and focused attention on a priority basis. For optimum productivity and sustainable growth of the tourism sector, the management of the tourist centres needs to decipher and understand the components constituting attraction in the tourists' perception.

CONCLUSION

Tourism has been pivotal to social progress as well as an important vehicle for widening socio economic and cultural contact throughout human history. Tourism promotes social cohesion and community bonding. By adding value to culture, heritage, nature, environment and ecology, it promotes preservation and conservation.

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TABLE 1
Foreign Tourist Arrivals (FTAs) in India, 1999-2016 (till June)

Year	FTAs in India # (in million)	Percentage (%) change over the previous year
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016 (P) (Jan-June)	4.19	8.9@

); Provisional, @ Growth rate over Jan-June, 2015. , #: Excludes Nationals of the country residing abroad.

Source: (i) Bureau of Immigration, Govt. of India, for 1999-2015

(ii) Ministry of Tourism, Govt. of India, for Jan-June, 2016



Source: Indian tourism book

Table 2

Foreign Exchange Earnings (FEEs), in ₹ Crore, from Tourism in India, 1999-2016 (till June)

Year	FEEs from Tourism in India (in ₹ Crore)	Percentage (%) change over the previous year
1999	12951	6.6
2000	15626	20.7
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	51294	15.6
2009	53700	4.7
2010# ¹	64889	20.8
2011# ¹	77591	19.6
2012# ¹	94487	21.8
2013# ²	107671	14.0
2014# ²	123320	14.5
2015 # ¹	135193	9.6
2016# ¹ (Jan to June)	73065	14.1@

#¹ : Provisional estimates (based on Provisional FTAs), @ : Growth Rate over Jan-June, 2015#² : Provisionally Revised estimates (based on final FTAs received from BOI).

Source: (i) Reserve Bank of India, for 1999 - 2010

(ii) Ministry of Tourism, Govt. of India, for 2011-2016

*Source: Indian tourism book*