

Trends And Growth Of Tourism Sector In India

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ABSTARCT

Tourism is one of the largest service industries in terms of gross income and foreign exchange income. The role and importance of encouraging a country's economic development and creating greater employment opportunities have been recognized throughout the world. In India, the tourism industry has the potential to grow at a high level and ensure consistent development of infrastructure. This has the capacity to stimulate other economic sectors through backward and forward linkages as well as synergies across sectors with sectors such as agriculture, horticulture, poultry, handicrafts, transportation, construction, and so on. It is also a major contributor to the country's national integration process and promotes the preservation of the natural and cultural environment. The main purpose of this work is to explore business opportunities without boundaries of entrepreneurship in the tourism industry and guidance for entrepreneurs entering the tourism business.

INTRODUCTION

Traveling and Tourism have become an integral part of Indian Culture and Traditions. The Tourism Industry is the most vibrant tertiary activity and multi-billion industry in India. The potential and performance of the Indian tourism industry needs to be measured in terms of the socio-economic magnitude. This paper discusses how India emerged as a popular tourist destination in the world, driven by a focus on innovation and creating value for tourists. It aims to change attitudes and behavior towards foreign tourists by emphasizing the aspect that a guest has been upheld in India since ancient times. It also examines the impact of India's economic growth on tourism, contributors to economic growth, the role of the tourism industry in Indian GDP, foreign versus domestic tourists. This paper also explores that there is tremendous growth in tourism in India due to government policies and support from all levels. Recently a lot of events have taken place, which is a big catalyst to encourage tourism in India such as 20/20 Cricket IPL matches, Commonwealth Games, President Obama's visit to the United States & First Lady Michelle has also helped the tourism industry and will continue to help in India and it will succeed to high heights and standards in the near future.

TOURISM IS A BUSINESS

Tourism is one of the fastest growing industries in the world because income is generated from the expenditure of goods and services needed by tourists. Therefore the tourism industry is very important for the welfare of many countries. At the beginning of this century, tourism turned into a business, although it subsided in the first half of this century, due to two world wars. After this difficulty, tourism came to signify private transfers from one place to another for income, for the purposes of consumerism as a result of economic prosperity and technological

progress. Tourism has led to the creation of new habits and behaviors and different life models and different time conceptions.

TOURISM IN INDIA AS A UPCOMING INDUSTRY

The house of Buddha, Gandhi and the Old Dali chair, India has long attracted several types of tourists as pilgrimage locations. But with more than 4,000 miles of coastline, parts of the Himalayas and megalopolises like Bombay and Delhi, there are many other attractions to attract tourists. As a young country, after gaining independence from Britain in 1947, India was in the midst of the process of honing, developing and expanding the tourism industry and sending messages.

RESEARCH PURPOSES

1. To learn about the modus operandi (working method) of the tourism sector in India.
2. To analyze trends and growth in tourism in India.
3. Offer suggestions based on findings.

OPERANDI MODEL OF TOURISM SECTOR

According to the World Tourism Organization, the growth sectors in the 21st century are:

- Culture & Heritage
- Ecotourism
- Adventure Trip
- Special Interest Trip
- Sports tourism
- Health & Fitness
- Explore

INDIA HIGHLIGHTS TOURISM

Following are the scope and highlights of Indian Tourism:

- Increasing GDPC makes the tourism industry a unifying force.
- Helps preserve, maintain and enrich our cultural heritage.
- Increased International Trade.

- Provide more innovative promotions for all actions for tourism.
- Offering more Tourism Education.
- Growth in Health Care Management.
- Progress in the Health Care Industry.
- Multi-socio-cultural activities.
- Hotel Industry Growth.
- Focus on Rural Tourism.
- Motivating the private sector to attract more tourists.

LITERATURE REVIEW

Gary McCain and Nina. M. Ray revealed that in the past few years, the existence and nature of the heritage tourism market has attracted much attention in the tourism industry. It seems that there is a legacy market sub-segment consisting of tourists who have a personal relationship with their inheritance outside the general relationship of collective descent. Those who travel to get involved in genealogical efforts, to find information about or just feel connected to their ancestors and ancestral roots are categorized as heritage tourists. This paper describes the heritage tourism market, discusses the distinguishing characteristics that identify old tourists, and emphasizes tourism managers the importance of recognizing and responding to this segment.

Craig Young and Duncan Light observed that post-socialist societies in Eastern and Central Europe created a new place identity to signify the end of socialism and "return to Europe". These processes are also related to economic strategies that are centered on European and global integration, accession of the European Union and creating a suitable environment to attract resources, specifically, Foreign Direct Investment. The key discourse for creating post-socialist place identity thus often focuses on "rediscovering" "the same European heritage" to signal that countries that were actually socialists were always "European". However, the legacy of socialism still exists in the landscape and increasingly reappears, especially through the heritage tourism industry, to disrupt and challenge the post-socialist narrative of place identity. This paper considers the growing importance of "communist heritage tourism" as a form of cultural heritage tourism and explores its implications for economic development and European integration.

Peter Schofield reveals the post of the modern heritage tourism market has matured and contemporary preoccupation with more and more topics from the past that have resulted in the emergence of different criteria for defining and interpreting inheritance in terms of popular images of preferred history. In this context, heritage products with visual media themes make an

important contribution to tourism development. Manchester's "Hollywood of the North" tour, which reconstructs the image of the city in the past and now its cinematography is an example of new product development through interpretation and experience of alternative tourist attractions that represent the arrival of the era of urban heritage tourism.

Duncan Light, in his paper, considered tourism a "Communist heritage" in contemporary Central and Eastern Europe. As one form of special interest tourism, this phenomenon is an illustration of a diverse view of tourism. However, such tourism also raises broader issues regarding the relationship between tourism and identity politics in the region. While former communist countries in Central and Eastern Europe tried to establish a new post-communist identity, the project was frustrated by the interests of tourists in the legacy of communism. Through consideration of three communist heritage tourism case studies (Berlin Wall, Budapest Sculpture Park and Bucharest People's Houses), this paper examines strategies that have been adopted by various countries (Germany, Hungary and Romania) to negotiate and accommodate such tourism without sacrificing post-identity Communist.

TRENDS AND GROWTH OF TOURISM INDUSTRY IN INDIA

The importance of international tourism in generating foreign exchange and thus making a major contribution to the national economy and creating international goodwill and understanding, a high priority is given to the development of international tourism. Table 1 describes the arrival of foreign tourists in India during the year.

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@

NEW ISSUES AND CHALLENGES

India is one of the most potential tourism markets in the world. This has been growing rapidly over the past few years and supported by government support, increasing income levels and various international sporting events, the Indian tourism industry will continue to grow at the fastest pace in the years to come. However, the industry may have to face several challenges that will limit its growth. Post-globalization and under GATS there are many changes and challenges faced by the tourism industry in India. Some can be mentioned here:

1. LIBERALIZATION AND TOURISM:

GATS emerged as a result of the Uruguay Round negotiations and entered into force on January 1, 1995, with the establishment of the WTO. India also signed all WTO agreements under a single rule that was implemented and GATS was part of the whole package. The more services such as transportation, banking and insurance, tourism etc. become "tradable services". Under GATS, tourism and travel related services - hotels and restaurants (including catering), travel agents and tour operator services, tour guide services etc. Protected for open market access and liberal FDI. With this, tourism has become "overseas consumption" and tourist travel, "natural people's movements". The principle of "National Treatment" by GATS shows that 'each member must provide services and suppliers of services to other members, in connection with all actions that affect the supply of services, a treatment that is no less beneficial to its approval of its own similar services. and service supplies'. Without adequate domestic regulation and enforcement, liberalization of education services can have a detrimental effect on quality, standards, equality and price, and without infrastructure gradations and facilities of major domestic institutions there will be a loss of competitiveness for household providers and possible diversion from sources power. Now the question is whether India is in a position to export labor, capital and technology to benefit from increasing market access and improving the tourism sector. Openness in the sky and land - strong competition ahead, the need for quality assurance - is India capable of meeting challenges? This is the basic reality. How can India handle the problem of "direct interaction with service providers"? How equipped to meet high international standards in service? The shortage of skilled and trained workforce is another obstacle to exploiting opportunities opened by GATS for tourism.

2. SOCIAL AND POLITICAL PROBLEMS:

Globalization has raised socio-cultural issues in tourism as well. From go global we have come to the need to "think globally and act locally". The point of globalism and tourism is so sensitive that it is a real challenge for the development of the environment. Can hi-tech tourism go hand in hand with heritage tourism? How much does virtual tourism and rural tourism have? How to make India a safe and healthy place for traveling and traveling? New parameters at the micro, macro and meso level must be identified to develop tourism while taking into account the incidence of communalism, deforestation, pollution, etc. Isn't it ironic that in this era of

globalization - when we use high technology to squeeze space and conquer time - that we must stop and reflect on communal issues? Sadly in Kashmir, the industry is like the vs. terrorism industry. tourism industry. Now also seen in the southern state. These are some aspects of today's new "geo-political tourism" paradigm. Undoubtedly, improving technology tends to lead to an increase in alternative physical tourist destinations (eg cyber tourism). Our tourism industry must prepare to face these challenges and other challenges that arise.

3. BOTTLENECKS INFRASTRUCTURE:

A sector that is expected to increase forex with a rupee of 5000-10000 crore in 2010, cannot continue and continue to increase with mediocre infrastructure facilities. For example, the Indira Gandhi International Airport which is currently among the most in the world according to the WTCC Report needs to be a sophisticated modern airport. The reduced competition between international and international, the more difficult between modes of transportation and communication spend people's time and money, unproductive. Travel success is highly dependent on better access to consumer-centered discussions, terrorism, natural disasters, climate change, global warming.

4. ALTERNATIVE:

A big breakthrough. It's also a tourist alternative, a new option for India too. This includes health tourism, global tourist villages, sports and games, etc. Kerala has successfully made innovative innovations in "rainy season tourism". It's really a rich and interesting way that not only helps travel but is also optimal.

METHODOLOGY

This research is based on secondary data published by various institutions and organizations. This research uses data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Implementation Programs, Newspapers, Magazines, Books, Economics journals and Internet etc. from tourist facilities and services

SUGGESTION

For everything we need healthy policies. Let me now propose some policy suggestions for developing sustainable tourism in India:

1. India must make use of its topography, natural resources, and its workforce to develop not only traditional products but also non-traditional tourism products.
2. Rural tourism must be a by-product of Indian tourism. At the same time ecotourism for sustainable livelihoods must be encouraged.

3. Improving security, increasing investment and increasing infrastructure activities (world class) must be a top priority. Quality of service - at hotels, airports, train stations, etc. - needs to be improved.
4. Appropriate market segmentation must be based on criteria such as demographic, socio-economic and geographical variables. But a holistic approach must be a goal to project India that is Extraordinary and Inclusive. Commercialization must not result in dehumanization of tourism.
5. Education, research and training are important cogs in the wheel of tourism. HRD must be given priority. Adequate interest must be given to inductive research about historical interests and contemporary relevance. Tour operators, guides must develop good relationships with tourists. From tour to study we have to move to study to tour.

CONCLUSION

Tourism is currently emerging as the world's leading sector and is now considered by some as number one industry. Demographic, social-structural and socio-cultural developments always lead to changes in tourist demand, and service providers in tourism are faced with a substantial need to adjust. This ongoing challenge has expanded and increased in the first few years of the new millennium. War and terrorism, extreme weather, the internationalization of sustainable tourism, and aging society (which is increasingly prominent in public awareness) have firmly demonstrated the latent vulnerability of tourism as a boom industry. The survival of the tourism industry depends heavily on recognizing relevant trends and enabling them at the right time. Tourism development is a very complex process of interaction among many players, who have shared responsibilities regarding the environmental, social and economic sustainability of this profitable sector. Consumer trends in tourism, which are gradually changing, require an appropriate response in terms of policy formulation and investment and the survival of the tourism industry depends on defining relevant trends and allowing them at the right time.

But the Indian tourism industry is hit by pollution. The waste emitted by the Mathura Refinery has caused the decolonization of the TajMahal in Agra. The condition of many of our monuments has worsened due to negligence of the relevant authorities. On the other hand, the beach has become a waste dump and waste left by tourists. This disorder must be monitored properly.

Kashmir is a paradise for domestic and international tourists. Terrorism in this valley not only affects the lives of ordinary people, but also tourism, which is very important for the country's economy. The necessary steps must be taken by the state government and also the central government to prevent this threat.

Tourism infrastructure in India must be strengthened. Government-owned hotels must be managed properly. The government must also take steps to maintain tourist destinations. Steps

must be taken to restore the ancient beauty of the monument. Sincere efforts can help develop the Indian tourism industry further.

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