

Innovations

Spreading the Colors of Success: Story of Indian Tourism

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Abstract

India can always boast of its rich cultural heritage. Travel and Tourism in India is an integral part of Indian tradition and culture. In ancient times, travel was primarily for pilgrimage –as the holy places dotting the country attracted people from different parts of the world. People also traveled to participate in large scale feasts, fairs and festivals in different parts of the country. In such a background, cultural tradition was developed where 'Athithi Devo Bhava' (the guest is God) and 'Vasudhaiva Kutumbakam' (the world is one family) became bywords of Indian social behavior. Since times immemorial, the rulers in different parts of India built luxurious palaces, enchanting gardens, marvelous temples, grand forts, tombs, and memorials. These bear testimony to the exquisite inheritance of this land, and are examples of unparalleled craftsmanship of the people of the bygone ages. The beauty of India's cultural heritage and the richness of nature's endowments make India tourist's paradise. Tourism was seen as an important instrument for national integration and international understanding. The dimensions of tourism changed as trade and commerce developed. The spice trade brought India in contact with the world more than before. The silk route trade also opened up India's immense cultural heritage and natural beauty to the world outside. The establishment of the Indian Railways by the British, modernization of the ports, development of hill stations- all these added to the growth of the Indian tourism industry in the 19th and early parts of the 20th century. The growth of modern, organized tourism however was slow. Systematic information, even if inadequate, has been available only during the post –Independence era. It was only after the 80s that tourism as an industry picked up speed.

Key words: 1.Tourism, 2.e-tourism, 3.innovation, 4.paradigm shift, 5.FDI.

Introduction

The colossal perspective of the tourism sector is binding it to act as a catharsis of economic and social development. Which have been recognized and readily accepted in various national and international forums. In India almost all the states have placed tourism on a priority platform, making efforts to exploit the tourism resources and potential offered by the state. With almost all states in India struggling to establish a brand and seek a positioning in the domestic and international arena. Expenditure on tourism promotion has superseded the expenditure on defense in case of developed countries (**Bhatia, A.K 1993**). A combination of both formed the ideological foundation of the National Tourism Action Plan of 1997 (**Singh, 2001**) and the Tourism Policy of 2002. In 80's tourism industry has been recognized as an export industry which led to

birth of special public tourism Finance Corporation in 1987. This corporation encouraged investors and entrepreneurs to gamble in this sector **(Goeldner et al, 2000)**. Spatial analysis from geography seems as a basis for understanding tourism dynamics**(Pearce, 1995; Johnston, 1997)**.

Indian tourism industry has gone through a major transformation earlier it was considered it as a pastime activity for the leisured few in society. But in current scenario has grown into a many billion's conscientiousness and a multi-faceted commotion.**(Naik and Jangir, 2013)** era of liberalization, privatization and globalization has further catalyzed the pace.**(Bhatia A.K 1982)** The process has continued through the age, which perhaps also corresponds with different states in the development of technology and the changes in the mode of travelling and the facilities available. The basic concept of tourism, whether domestic or foreign, is to plan or undertake and stay mainly for pleasure or as a leisure time activity. The increase in tourism arrivals was aided by the growing popularity of far-off and exotic destinations among western tourists and recent advances in the general outlook and international image of India. The rising economic significance and potential of tourism has gone hand in hand with a growing public interest in the sector. With the opening up of the Indian market, a lively competition between the states emerged in attracting investors in industry and other sectors. Along similar lines, states started competing for their share of international and domestic tourists. Particularly in the traditional tourist states there was an urge to develop tourism to its full potential.**Pearce (1979)** identifies six major areas of specialization from the perspective of geographical interest in the study of tourism: the spatial aspects of supply, the spatial aspects of demand, patterns of movement and flows, the impact of tourism, the geography of resorts, and models of tourist space. **Oppermann (1993) and Pearce (1995)** suggest that existing geographically-related theories in tourism have grown along two main paradigms: the diffusionist model and the dependency model. The present government in its process has taken a few projects like opening of the partial sky policy. This allows private domestic airline operators to fly on the Indian skies. An increasingly growing middle class group, the arrival of corporate incentive travel and the multinational companies into India has bright prospects for tourism.

Indian Tourism: A Retrospect

The Indian slogan 'Athithi Devo Bhava' means that guests are like God. Indians have been highly hospitable and this trend is still present in modern India. Importance of tourism is accelerating day by day; country is realizing its worth economically. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business, educational and sports tourism. As its contribution in national GDP is 4 trillion or 6.6% as calculated by World Travel & Tourism Council. Industry has the potential of generating employment, and is expected to grow at an average annual rate of 7.9%. India is holding third rank among countries where tourism is growing at a very faster pace. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about ₹ 95 billion by 2015. India has been a storehouse for art, culture, dance and drama, which is able to attract foreigners. The ethnic culture is visual in clothing which attracts several shoppers who love to collect trinkets and serious artifact. Responsible tourism is conducted by way of giving the tourist the right concept in tours. The importance to tourism is essential as they carry the picture of our culture and hospitality. Our courteous attitude reflects our inner self. A trip for any visitor has to be trouble free.

With telecommunication network so strong it has become easy for a foreign visitor to have a pleasurable stay. Taxi cabs, translation books and a dependable guide make the trip very interesting. The hygiene conditions in the areas are improving and growing. Well maintained hotels and tourist sports are gaining currency. In India Ministry of Tourism designs national policies so as to fasten the pace of development and

promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, State Governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign. **(Akhilesh Sharma, Amar Johri, Ajay Chauhan, 2012)** Travel & Tourism industry provides tremendous opportunity to India in terms of contribution to its GDP and employment generation. Tourism sector holds immense potential for Indian economy. It can provide impetus to other industries through backward and forward linkages and can generate huge revenue earnings for the country.

Due to stable political and social conditions in India, there will be an increase in the number of tourist arrivals. India is ranked fourth among the world's must-see countries. It has analyzed these developmental initiatives and their impact, through the 'Six S' framework of India's National Tourism Policy that comprehensively captures all various dimensions of tourism. These are as follows:-

'SWAGAT – HOSPITALITY' • Facilitation on Arrival • Memorable Experience
'SOOCHNA-INFORMATION' • Marketing & promotion • Information dissemination
'SUVIDHA-FACILITATION' • Accommodation & Stay, • Amenities & Conveniences
'SURAKSHA- SECURITY/PROTECTION' • Tourist safety • Environment Management
'SAHYOG –COOPERATION' • Coordination • Quality Control & Assurance
'SANRACHNA –INFRASTRUCTURE' • Tourism Product Development • Core & linkage

Catalyzer in Tourism Sector in India

With a view to stimulate domestic and international investments in this sector, the government has permitted 100 percent FDI in the automatic route allowing full FDI into all construction development projects including construction of hotels and resorts, recreational facilities, and city and regional level infrastructure. According to estimates medical tourism in India is to hit US dollar 3.9 billion in 2015. Because of FDI the total market size of tourism in India stood at US dollar 117.7 billion in 2011, and is anticipated to touch US dollar 418.9 billion by 2022. Tourism industry in India became popular because the number of tourists availing the tourist visa on arrival scheme during January to June, 2014 has recorded a growth of 28.1%.

Hurdles Here and There

In India we have multiple of central and state level taxes which lead to increased cost to the tourist. Among the Asia pacific regions India has highest tax structure on tourism projects. There is a huge delay in FDI approvals in the tourism sector by government. In India there is a big Naxal problem in central India states known as red corridor. Similarly, there is armed insurgency in north eastern states in J & K. In India government imposes highest import duty on imported liquor used in hotels, which makes it too expensive. In India government imposes various kinds of service taxes to the tour operators and travel agencies which in turn make this industry a costly affair.

Among the major steps taken to promote tourism opening up of 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes are the major ones.

Methodology

Looking into the requirements of the objectives, the nature of the study is exploratory. This study uses various articles and literature inputs provided in various research papers as a case to have an in-depth analysis and to examine the potential of tourism, in developing countries like India. Different news articles, books, and web were extensively used for analysis. It is also descriptive in nature and aims at recognizing the income earning and job generation potential of tourism. And also focuses on identifying new trends in tourism like E-tourism.

Findings of the study

Major findings of the study suggest that tourism have been accepted as a sunrise industry. It has been found that many new players have entered in this segment; a boom in the hospitality industry has been witnessed. Tourists have been refereeing various online information for instance TripAdvisor which provides reviews of travel-related content. It also includes interactive travel forums. Today's customer is so very well exposed customer that he search and explores almost every option, that he is able to find. Tourism has always been a much sorted sector because of its nature of being a HR intensive industry. It generates employment and also requires direct interaction with the tourist. Tourism is a major driver of income and employment creation.

Conclusion

Its impact can very easily be spotted on the economic scenario of any country. Further its impact is evident by tourism growth on capital investment through the construction and manufacturing industry is most direct, with the industry responding to increased tourism demand through increased investment in construction – accommodation, tourism products and leisure components – all translating to an escalation in capital investment.

Attractive and Dynamic Website-which majorly contains information related to USPS of a particular tourist spots and new spots or attraction added.(ganga river rafting festival) Well-planned Tourism Information Centers- which contains all important information related with connectivity of the tourist spot as well as description about the basic amenities along with locational description. One-to-one Interactions with International Tour Operators

Home stays ABnB – A Unique Concept in Accommodation-Concept of individual 'bed and breakfast' homes called 'home stays', where homes are converted into tourist houses duly providing all facilities and conveniences. This has enabled the state to provide quick accommodation in places where demand exists but formal hotels may take time to come

Future perspective of tourism is growing in an attractive mode as it is coupled with innovation. Innovative strategies are adopted while presenting accommodation as an experience. An experience which is worth taking and which is going to be memorable. Entrepreneurs don't even hesitate in charging premium pricing on this neither do customer denies. Customers are looking forward for a lifetime experience. Apart from all these there are certain safety related issues about which tourists enquires a lot and is concerned with. (Kashmir and Darjeeling) As a result we have now a day's Trained Tourism Police, Trained Coast Guards and concepts like Tourist insurance

Questions

- There is 360 degree transformation in tourism industry. Do you agree with above statement?
- Innovation is key for success; suggest some innovative ideas for promoting tourism in our country.
- Elaborate the role of FDI in this sector?
- Elaborate the paradigm shift in tourism sector?

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