

ORIGINAL ARTICLE



EMERGING DIMENSIONS IN TOURISM: INDIA SPECIFIC

Dr K. ATCHYUTA RAO

Faculty Member, Dept. of Commerce and management Studies, Dr B R AmbedkarUniversity,srikakulam.

Dr K. KIRAN

Faculty Member, Dept. of Economics, Dr B R AmbedkarUniversity,srikakulam.

ABSTRACT

An attempt has been made in this paper to study the development of tourism sector. The study is based on secondary data. It is challenging to estimate the full impact of tourism to the economy since much of it shows up indirectly in sectors such as hotels and restaurants, transport, handicrafts etc.,. But there is general agreement that the sector has excessive potential and needs to be encouraged. To get fully benefit from natural, cultural, business, leisure, spiritual, religious, ecological, adventure, and medical tourism, the policies should focus on creation of adequate tourism infrastructure like modernization and expansion of airports, increase in accommodation facilities under star and budget category and improved road connectivity to tourist destinations. At the same time it is important to ensure the upkeep and preservation of historical sites, lakes and rivers – all of which attract tourists.it is necessary to develop policies that will be widely accepted by the local community. Planners and governments should consider the fact that there are limits to how much tourism a particular destination could absorb. Destinations need to consider these limits and plan their tourist industry accordingly.

INTRODUCTION:

Tourism is a vital component of demand in the services sector which has shown substantial dynamism in recent years and is poised for even more rapid growth. It is challenging to estimate the full impact of tourism to the economy since much of it shows up indirectly in sectors such as hotels and restaurants, transport, handicrafts etc.,. But there is general agreement that the sector has excessive potential and needs to be encouraged. To get fully benefit from natural, cultural, business, leisure, spiritual, religious, ecological, adventure, and medical tourism, the policies should focus on creation of adequate tourism infrastructure like modernization and expansion of airports, increase in accommodation facilities under star and budget category and improved road connectivity to tourist destinations. At the same time it is important to ensure the upkeep and preservation of historical sites, lakes and rivers – all of which attract tourists. Measures need to be devised to enhance India's competitiveness as a tourist destination by *inter alia* reducing luxury tax and sales tax on ATF and by providing for hassle-free inter-state movement of passenger

vehicles. Hotel management and catering education programmes need to be widened and hitherto undeveloped archaeological sites opened up for development and maintenance through public-private partnerships. It is also vital to ensure that tourists, particularly women, feel safe in the country. An attempt has been made in this paper to study the development of tourism sector in India. The study is based on secondary data.

Allocation for Tourism Hiked by 87 Crore in the Union Budget. Keeping in view the importance of Tourism sector, the allocation for Ministry of Tourism in the Union Budget presented today has been hiked by Rs.87.66 crore. The allocation for the Ministry this year is Rs.1297.66 crore while it was Rs. 1210 crore in the Union Budget 2012-13 and Rs. 1110.96 crore in the Union Budget 2011-12. The Budget allocation for Plan projects/schemes for the benefit of North East region and Sikkim has been hiked from Rs. 121 crore to Rs. 129 crore. The allocation under this head in the Union budget 2011-2012 was 110 crore. The allocation under tourist infrastructure is for the creation of infrastructural facilities on construction of Budget Accommodation, wayside amenities, Tourist Reception Centers, Refurbishment of Monuments, Special Tourism Projects, Adventure and Sports facilities, Sound and Light Shows, illuminations of monuments, providing for improvement in solid waste management and sewerage management improvement of surroundings, Signages, procurement of equipments directly related to Tourism and Rural Tourism projects etc. This provision also relates to the Large Revenue Generating projects, generating revenue through levy of fees or user charges like Tourist Trains, cruise vessels, Cruise terminals, Convention Centre, Golf Courses etc. and creation of land bank for hotels to provide the hotel accommodation in the country by purchasing land and build hotels through public private partnerships. The provision also includes Externally Aided Projects (including UNDP Endogenous Tourist Projects and assistance to central agencies for Tourism Infrastructural Development.

DOMESTIC TOURISM:

As per recent data the number of Indian nationals departures from India continuously increasing. The number of departures went up from 4.42 million in 2000 to 14.21 in 2011. Indian people are visiting the foreign countries for the purpose of employment, business, education, research, and to see their relatives. In our country the states are having different historical and natural places. To see these places millions of domestic tourists are going from state to state. The highest growth rate (18.8) recorded in the year 2009.

In the state-wise analysis among 35 states and union territories nearly ten states are getting significant number of (90 per cent) foreign tourists. Namely Maharashtra (24.7percent), Tamilnadu (17.3percent) Delhi (11.1 per cent), UttarPradesh (9.7percent), Rajasthan (6.9 percent), west Bengal (6.2percent). the remaining other states in spite of their historical places and well attracted natural sites the foreigners and domestic tourist are not frequently visiting these states due to lack of proper infrastructure facilities and security in those regions.

TRAINED MANPOWER:

Training is an essential feature for the development of tourism in the country. At present there are 41 Institutes of Hotel Management (IHMs) (includes 12 from the Private Sector) and 5 Food Craft Institutes (FCIs), which are following courses of National Council for Hotel

Management & Catering Technology (NCHMCT). In addition, Indian Institute of Tourism and Travel Management (IITTM) and the National Institute of Water Sports (NIWS) are other bodies involved in manpower development in tourism. Besides this, regular courses of various duration are conducted for fresh as well as existing service providers including Guides, Govt. Employees etc., postdate places of tourist interest, airports etc. The Ministry of Tourism has also taken special initiatives to create employable skills amongst young persons in the country through 6 weeks and 8 weeks programmes in F&B services and Food Production. Another special effort relates to the training of taxi and auto rickshaw drivers. Besides, the Ministry of Tourism will also need to reimburse the Central Institutes of Hotel Managements and Indian Institute of Tourism and Travel management as regards arrears paid by them to the employees in implementation of the 6th Pay Commission's recommendations.

NUMBER OF TRIPS MADE IN A YEAR

In a one-year period, 418 *overnight* trips were made per 100 Indian *households* (on an average, about 4 per household). The number of trips per 100 households was 440 for the rural population, noticeably higher than for the urban population, for which it was 365.

The incidence of *same-day* trips, at 753 per 100 *households* in a year, was significantly higher than that of overnight trips. Rural households undertook same-day trips at the rate of 844 per 100 households, which was noticeably higher than 537 trips per 100 households, the rate for urban households. The number of *overnight* trips made per 100 *persons* in the population was 210 in rural India and 207, that is, roughly the same level, in urban India.

The number of *overnight* trips per 100 *persons* was higher for males – 225 for the rural population and 220 for the urban – than for females – 194, rural, and 192, urban. The number of *same-day* trips per 100 of *population* was 330 in rural India and 263 in urban India. In rural India it was 389 for males and 266 for females, and in urban India it was 297 among males and 226 among females. With increase in *age*, the number of overnight as well as same-day trips per person rose slowly and then deteriorated, being highest for the age-group 30-34 in rural India and highest for the age-group 40-44 in urban India. Among children under 15, however, the number of trips, both same day as well as overnight, per child was highest in the lowest age group 0-4 for rural as well as urban India. There was not much variation among persons of different *occupations* or *industries* in number of overnight or same-day trips per 100 persons.

CHARACTERISTICS OF TRIPS

OVERNIGHT/ SAME-DAY:

For the rural population, somewhat over one-third of all trips were overnight trips and almost two-thirds were same-day trips. For the urban population, the proportion of overnight trips was a little higher – over 40%.

TRIP SIZE

For the rural population, every 100 overnight trips had 223 participating members, and every 100 same-day trips had 183. For the urban population, every 100 overnight trips had 232 participants, and every 100 same-day trips had 200 participants.

OVERNIGHT TRIPS

Trips whose purpose was 'social' (social visits) accounted for 75% of overnight trips of the rural population and 71% of overnight trips of the urban population. Trips with 'religious and pilgrimage' purposes accounted for around 9% of overnight trips for the rural population and 12% for the urban population. Trips for 'health and medical' purposes made 7% of overnight trips of the rural population and about 3% for the urban population of India. Trips for 'holidaying, leisure and recreation' accounted for 5% of overnight trips of urban people but only 2% for rural people.

SAME-DAY TRIPS

Around 55% of same-day trips of the urban population and 38% for the rural population were made for 'social' visits. 'Shopping' was found to be the next leading purpose for responsibility same-day trips in rural India, accounting for 23% of such trips, but was less common in urban India, where its share was only about 7%. 'Health and medical' purposes, too, were much more common in rural India, accounting for 17% of same-day trips, and less common in urban India, where their share was about 8%.

VISITOR CHARACTERISTICS AND VISITOR-SPECIFIC CHARACTERISTICS OF TRIPS

GENDER PROFILE:

Among every 1000 overnight visitors, 537 were males and 463 were females for the urban sector while 525 were males and 475 females for the rural sector. Among same-day visitors the male-female break-up did not differ much across sectors and was about 55:45.

VISITOR PURPOSE:

The break-up of overnight or same-day visitor-trips by the purpose that led the visitor to make the trip did not differ appreciably from the break-up of overnight/ same-day trips by leading purpose.

MODE OF TRAVEL:

Buses were the dominant mode of travel for overnight and same-day trips alike, accounting for two-thirds (67%) of overnight visitor-trips of the rural population, 57% of overnight visitor-trips by the urban population, and 57-61% of same-day visitor-trips of the rural and urban populations. About 21% of same-day visitor-trips, for both rural and urban sectors, were by own transport. Trains were used as the major mode of travel for 27% of overnight visitor-trips by urban Indians; for rural Indians their share in overnight visitor-trips was 7%. Trains were also used in 9% of same-day visitor-trips by urban Indians but their share was only 2% for rural Indians.

OCCURRENCE OF DOMESTIC TOURISM ACTIVITY IN A ONE-YEAR PERIOD

About 77% of the population of both rural and urban sectors took part in at least one overnight trip during a one-year period. For same-day trips the proportion of population making at least one trip was about 76% in rural India and 70% in urban India. Households in which at least one member had made an overnight trip during the past one year formed 92% of all households (about 93% in the rural sector and 90% in the urban sector). As many as 96% of rural households, but only 86% of urban households, had at least one member who had taken part in a same-day trip during the past one year, the overall percentage for India being 93%. The percentage of households with at least one member making an overnight trip during the past one year did not vary appreciably with household occupation, household social group or household religion. Nor was there any clear pattern of variation with household economic level.

EXPENDITURE ON TRIPS:

At all-India level, average expenditure per overnight trip was Rs.821 for the rural population and Rs.1,636 for the urban population. Overnight trips with 'social' leading purpose had a per-trip expenditure of Rs.466 (43% lower than the average trip considering all purposes) for the rural population and Rs.989 for the urban population (40% lower than average). Overnight trips for 'health and medical' purposes were four times as expensive as the average trip for both rural and urban populations. The urban population's overnight trips for 'holidaying, leisure and recreation' were on the average more than three times as expensive, and its 'business' trips twice as expensive as the average trip considering all purposes. In both sectors, religious trips had a per-trip expenditure close to, but slightly higher than, the all-purposes average. Average expenditure per overnight visitor-trip was Rs.369 in rural India and Rs.715 in Urban India.

Average expenditure per overnight visitor-trip made for 'social' reasons was only Rs.202 in rural India and Rs.418 in urban India. In urban India 'religious and pilgrimage' trips had an average expenditure per visitor-trip of Rs.699, lower than the all-purposes average. In both rural and urban India, 'social' purpose trips accounted for about 43% of all overnight trip expenditure. Trips for 'health and medical' purposes had a share of 30% in overnight trip expenditure for the rural population and 15% for the urban. 'Religious and pilgrimage' trips had a share of about 11% in the rural sector and about 14% in the urban. The share of *transport* in overnight trip expenditure was 20% in rural India but as much as 33% in urban India. The share of *shopping* was 30% in rural India and 25% in urban India. The share of recreation, religious, cultural, sporting and health-related expenditure was as high as 32% in rural India but only 15% in urban India. The share of food and drink in overnight trip expenditure was about 9-10% for both rural and urban India. The share of accommodation was 3% in rural India and about 6% (excluding payments made as part of a 'package') in urban India. For same-day trips, shopping was the largest component of expenditure, accounting for 60% of expenditure in case of the rural population and 44% in case of the urban. For 'social' overnight trips, shopping expenditure formed 51% of the total in rural India and about 38% in urban India. For the urban population, transport commanded the largest share of expenditure (around 43%) for both 'social' and 'religious and pilgrimage' trips.

The share of recreation, religious, cultural, sporting and health-related expenditure for the rural population was over 78% in 'health and medical' trips but under 10% in 'religious' trips and lower still in trips for 'social' visits. Of the total expenditure by households on domestic tourism, expenditure on overnight trips accounted for 61% – 36% being incurred by rural and 25% by urban households. Same-day trips had a share of 39% in total expenditure, 30% incurred by rural and 9% by urban households. Thus, of the total domestic tourism expenditure, the share of the rural households was about two-thirds (66%).

INTERNET AND TOURISM:

- ❖ Information technology provides information to intermediaries, travel agents, tour operators etc. It is indispensable part in the distribution and marketing of travel and tourism products, and as an important point of sale or product outlets.
- ❖ The potential customer's decision risk and dependence on information is further increased because he cannot see, inspect compare or try out tourist services before deciding to use them.
- ❖ This interactive information-supplying medium is user friendly and gives enormous information of all kind related to travel. Apart from supplying information on world leading and emerging tourist destination of all kind, it is now possible to book and buy holidays through Internet using plastic money.
- ❖ It stretches information on all Airlines, Hotels and Car hire companies, which are in its database. Microsoft is a travel agent.
- ❖ Distribution of travel and tourism products using the Internet has a large cost decrease benefit for providers of tourism services. The cost sustained by suppliers in getting a customer booking is the one, which is costly.
- ❖ Internet provides a concrete aid both in supplying information and receiving bookings or selling tourism products on the principals behalf.
- ❖ Marketing tourism products on the Internet is also possible. This is done through the page of the company's Internet site. Once the company acquired access to the Internet, it gets various opportunities.
- ❖ As a tourism product supplier, mainly with business travel as a selected target market, it makes possible to communicate the person through his/her e-mail address wherever the client is.
- ❖ It also provides a typed copy of the message. E-mail communication medium is very cheap yet efficient and effective.

GOVERNMENT INITIATIVES:

- ❖ The “Incredible India” campaign that approaches consumers through electronic and print media
- ❖ 100 per cent FDI is permitted in hotels and tourism through the automatic route
- ❖ A five year tax holiday has been given to organizations that set up hotels, resorts and convention centres at specific destinations, subject to fulfilment with the agreed conditions
- ❖ The tourism department provides financial assistance of up to INR 50 million for destinations and INR 80 million for circuits. The upper limits of financial assistance for development of identified mega destinations and circuits are INR 250 million and INR 500 million, respectively
- ❖ For rural tourism infrastructure development, the maximum amount sanctioned is INR 5 million per project
- ❖ The government has launched a scheme for the development of nationally and internationally important destinations and circuits through Mega Projects. These projects are a mix of culture, heritage, spiritual and eco-tourism in order to give tourists a holistic experience. Until now, 53 mega projects have been identified, of which 35 have already been sanctioned
- ❖ The government has announced a scheme of granting tourist Visa on Arrival (VoA) for countries which are potential source markets to India, and where there have been no security related issues in the past or are likely to be in future. The scheme is valid for citizens of Finland, Japan, Luxembourg, New Zealand, Singapore, Cambodia, Indonesia, Laos, Myanmar, Philippines, and Vietnam on single entry strictly for the purpose of tourism and In order to overcome Indian tourism’s ‘seasonality’ obstacle, the Ministry of Tourism has devised strategies to promote the industry’s niche tourism products

CONCLUSION:

Tourism development has both positive and negative effects on a tourism destination. People are very often threatened with uninvited developments and face problems from unplanned or inaccurately planned tourism expansion. In order to overcome these multi-faceted problems, comprehensive tourism planning is desirable to maximise the benefits and reduce the costs or disadvantages of tourism development through the involvement of the local community who have to live with the tourists and the costs and benefits they bring. Therefore, it is necessary to develop policies that will be widely accepted by the local community. Planners and governments should consider the fact that there are limits to how much tourism a particular destination could absorb. Destinations need to consider these limits and plan their tourist industry accordingly. Planners and governments must continuously measure environmental and socio-economic impacts of tourism, in order to ensure long-term benefits for residents and tourists alike without damaging the man-made and natural environment.

REFERENCES:

1. Bhatia,A.K, 1978 .Tourism in India :History and Development ,Sterling Publishers ,New Delhi .
2. Srihari .N.2010 Tourism Development ,HRD Times
3. Santosh S .V. Incredible India A case of Kerala
4. nccur.lib.nccu.edu.tw/bitstream/140.119/33943/7/93303907.pdf
5. Various Annual reports of tourism Department.