

A Study of Opportunity to Develop Tourism Industry in Anticipation for Developing Effective Model

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Abstract: Tourism is a collection of many activities, services and industries that deliver a travel experience, including transportation, accommodations, eating and drinking establishment, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individual or groups who travel. Tourism Importance can be accessed from not only the contribution to the GDP but also from the effect of tourism in different services and industries. From the past reviews, it is identified that Tourism is the industry where everyone is now focusing on its infrastructural development but while developing it the protection of the heritage of the destination, sustainable development, host community culture, and much more are also an important aspect. The research study provides a tourism review model for the development of Tourism Industry which provides the review mechanism to check the effect of tourism infrastructural development on other important aspect at the destination.

Keywords: Infrastructural Development, Sustainable Development, Tourism Review Model.

I. Introduction:

The world Tourism Organisation (WTO) claims that tourism is currently the world's largest industry with annual revenues of over \$3 trillion dollars. Tourism provides over six million jobs in the United States, making it the country's largest employer. This accelerating tourism industry is proved to be one of the important drivers of growth and prosperity, employment generation, raises national income and improvement in Balance of payments of the economy. It has generated a number of social and economic benefits, promotes national integration and international understanding, and creates employment opportunities to a large number of people and foreign exchange earnings.

Tourism is a collection of many activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishment, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individual or groups who travel. Tourism also supports local handicrafts and cultural activities for many developing countries, particularly the small countries. They are mainly dependent upon tourism; this tourism offers a more reliable source of income. Number of factors, such as, population growth, shorter working days, larger paid holidays, increase in general awareness among people for travelling and the need for recuperation from tensions of modern life, have created favourable conditions for the growth of tourism. With the emergence of technology advancement, competitiveness in service based industries the tourism sector is playing a vital role in contributing to improve gross domestic product (GDP) and creation of employment across the world economy.

Tourism industry is experiencing tremendous expansion over the years as result of its inclusion into the national economic plan of developed and developing economies of the world. Developing economies have been enacting policies to expand tourism, as a source of reliable foreign exchange earning when traditional foreign exchange earning sector contribution becomes limited in GDP. Over the years, tourism has emerged as a major segment of the Indian economy, contributing substantially to the foreign exchange earnings and creating large-scale employment opportunities.

II. Review Literature:

Following few review of literature helps to understand the importance of the need of the study.

- The book Titled "Travel and Tourism" by Janet Rodgers, elaborates the objectives of tourism development. The author has raised one basic question i.e. why develop tourism? And also provided main reason behind developing tourism. These reasons are as follows:
 - To attract visitors – by improving accessibility, by raising awareness about the destination, through the 'familiarity' of the destination.
 - To retain visitors – through offering, by planning the development of the destination, by addressing seasonality issues.
 - To increase the visitor spend – by looking at how the resorts, superstructure can be improved, through creating new markets to visit.
 - To preserve assets – through conservation and preservation, through the changing of sensible admission fees.
 - To increase assets – through development and planning. These reasons help to clarify the objectives for tourism development and how it can be achieved.
- The book titled, "Government and Tourism", by David Jeffries, describes the crucial role of the state government for tourism. Number of detailed explanations on advanced state's involvement reviewed by the author but the study confirms two: 1. States and their governments are drawn by actual and proposed general legislation and policies, such as those governing taxation, into considering their specific effects on tourism, 2. Legislation, policies, institutions and programmes may be initiated and supported by government with tourism as their central focus. Author also analysed in his study that, due to the economic and social significance of tourism, as an industry, is recognized.
- The book Titled, "Tourism in India and India's Economic Development" by Kartik Chandra Roy and Clement A Tisdell, focuses on various aspects of tourist as development is issues for the whole of India, policy and environmental issues, income and employment generation from tourism and human relations in tourism management and regional tourism. In one of the research articles in the book by

Saundariya Borbora on "Tourism: Its Growth and Impact on Employment Generation" provides three type of employment generated by tourism.

- Direct employment resulting from visitors 'expenditure in tourist places such as hotel.
- Indirect employment created in the tourist supply service sector through not resulting directly from expenditures.
- Induced employment resulting from the effects of the tourism multiplier as local residents re-spend the additional money income they have earned.

4. Dr. T. Subhash in his research titled, "Tourism in India: Potential, challenges and opportunities", attempted to identify the potential, challenges and opportunities for tourism industries in India. He argued that, the sector is facing the challenges such as lack of good quality tourism infrastructure, global concerns regarding health and safety of tourists, disparate passengers, tax structure across various states and shortfall of adequately trained and skilled manpower. Author gave suggestions for boosting tourism sector in India, few of the important suggestions are, projection of India's image as a safe and secure tourist destination, development of tourist circuits across states, seamless travel within circuits, differentiated tourism offering for repeat travellers.
5. Nigel Evans, David Campbell and George Stonehouse in their book titled, "Strategic Management for Travel and Tourism," focuses on the strategic analysis. Authors define different levels of strategic decisions for tourism industry. It can be illustrate from Table No.1

Table No.1: Different Level of Strategic Decisions:

	Strategic	Tactical	Operational
Focus of decision	Achieving Sustainable competitive advantage	Implementation of strategy	Day to Day Operations
Level of Decision Making	Senior Management, Board of Directors	Head of business unit or functional area	Supervisory
Scope	Whole organization	Business unit or functional area	Department
Time horizon	Long-term (Years)	Medium Term (Months to Year)	Short-term (Day, week, months)
Certainty / Uncertainty	High Uncertainty	Some Uncertainty	High Certainty
Complexity	High Complex (Decision to launch new product)	Moderately complex decision to advertise	Comparatively complex decision to recorded new stock.

6. Fatemeh S. Shafaei and Badaruddin Mahamed, in their research article focus attention on a stage-based model on tourism and its social impact assessment. Article also evaluates different level of tourism development and how social impact assessment is necessary suggested by authors. Authors also review important models and approaches about social impact of tourism and evaluation has been applied. Based on the purposeful reviewed literature, the study suggested that, it is highly important to adopt the planning polices which can reinforce positive impacts while reduce negative impacts by involvement of communities in tourism industry. In addition authors also suggested that, this will result in further understanding of residents about tourism and their participation in tourism decision making will consequently lead them to receive more benefits from the industry. These policies will let local people to be involved in the industry in a positive way and undertake both positive and negative impacts of tourism.

III. Implication of Tourism Development:

From the review analysis and it is interpreted that development of tourism is the need of the hour, but while developing the tourism industry its implication has to be taken into consideration. From the past experience, event and research's, it proves that tourism development brings positive as well as the negative impact on the society also. Tourism will help to provide a good job for the people as well as large industries may dominate. Tourism can bring huge infrastructure development but simultaneously land can be spoiled. Tourism helps to improve the local economy but it can also commercialize the human relationship. Tourism helps to explore the cultural heritage, wildlife, forest, nature but due to overutilization it can be loosed. Tourism can revive the traditional arts and crafts but improper education can lose the authenticity of traditional arts and crafts. Tourism will bring cross-cultural exchange but it can lead to misunderstanding and conflicts between local community and tourists. Tourism provides the huge opportunity for foreign exchange earnings but also able to brings inflation. This pros and cons make it essential to develop tourism industry with keep in mind the preservation of speciality of a tourist destination is a most important cause. Hence to achieve the tourism development with the preservation of speciality of tourist destination the research study tried to give the level based budgetary model for the development of tourism industry.

IV. Level Based Budgetary Model for Development of Tourism Industry:

The implication of tourism development makes it necessary to think about how to develop the tourism destination. While developing the tourist destination no aspect of tourism speciality of the region should be spoiled. Fig. No. 1 helps to understand what point should be kept in mind while developing the master plan for tourism development of any destination. The main factors for consideration are application and sources of finance, how much scope of increase in tourist is expected, what is the capacity of tourist destination, cultural aspect of the local community should not be disturb, one of the main aspects of tourism is preservation of heritage, wildlife, forest, adventure, art and craft. Simultaneously its exploration is also in a proper way of channels is also necessary. The most important economic factor which should be considered is the economic impact of tourism development. The economic impact can be assessed through direct contribution, indirect contribution and induced contribution. Through this analysis the proportion of application of finance and economic impact would be possible to identify. The most important aspect is to take a regular review of agreement level of tourist and local community

level by level. To consider this objective and to perform with these constraints the “Level Based Budgetary Model for Development of Tourism Industry” is the solution. Fig. No.2 helps to elaborate the suggested model.

The model shows three level development of tourism industry, these levels can be of ‘n’ number, it may differ from destination to destination as per its vision/mission/objectives. While the setting of primary level targets the above all aspects have to be considered and the benchmark target should set to check the level of accomplishment after initiate action plan. An action plan of any level should be as per the level target set. The main target should be considered while setting any level target is, about finance, budget, task and its impact on tourism destination and agreement level of tourist & local community. The next step after the completing the decided time plan of any target level is review/cross check the level target set. If the target is achieved then the Secondary level target has to be taken into consideration and action plan should initiate as per the level of the target. But if the primary level target is not achieved then the remedial action or corrective action should be initiated. Till the achievement of the primary level target, the secondary target should not be taken into consideration. This level based model is the continuous program which more focus on step by step development and continuous review mechanism rather than huge infrastructure investment.



Figure 1: Aspects of Tourism Development

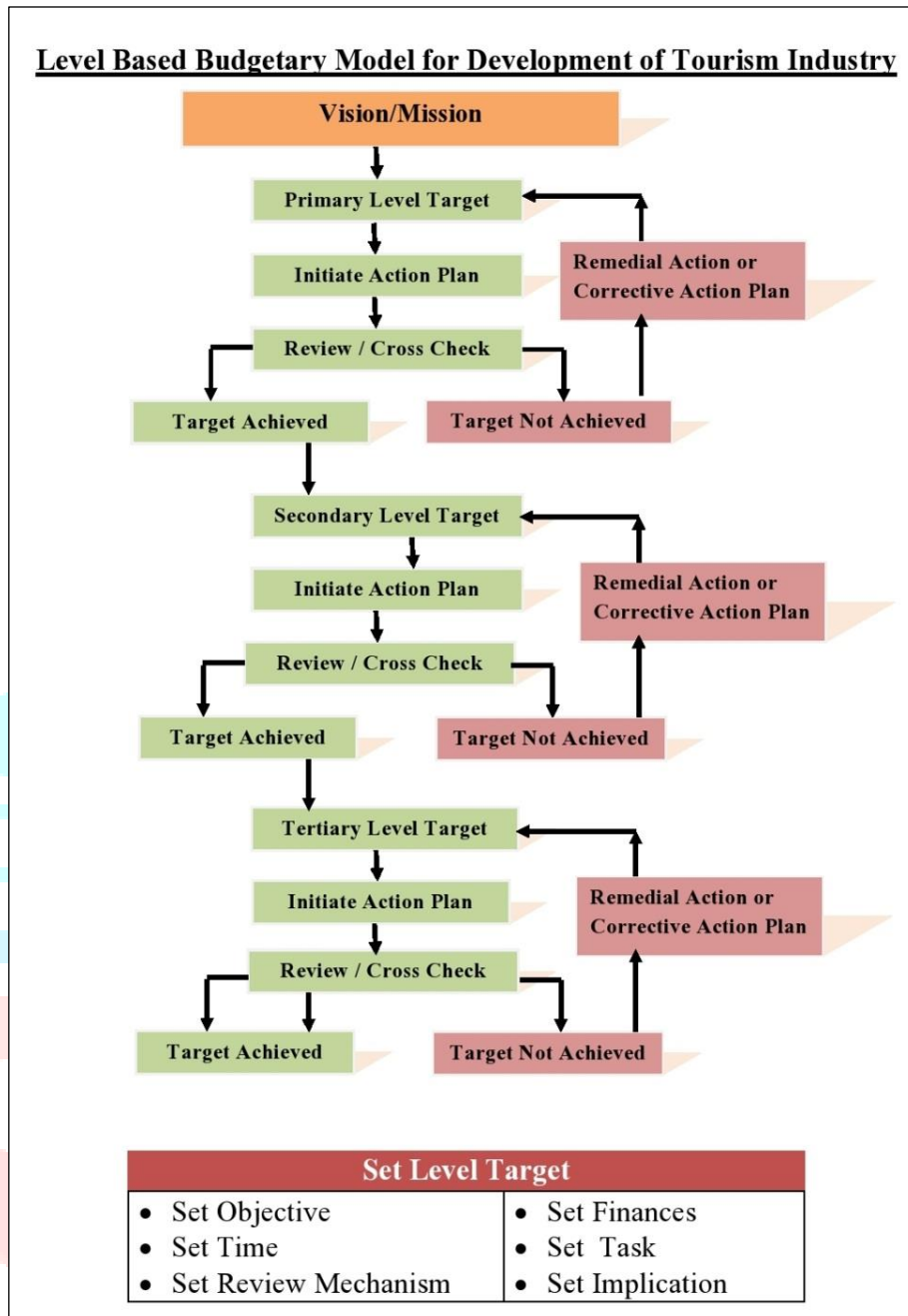


Figure 2: Level Based Budgetary Model for Development of Tourism Industry

V. Conclusion: The three main reasons are identified which make this model essential for tourism industry i.e. Uniqueness, Finance and Tourist & Local Community Need. Firstly, every tourist destination unique from each other its capacity, economy, feature and nature is different in every tourist destination. Hence every speciality and requirement has to fulfil while developing this tourism industry of any destination. It requires special focus on uniqueness. Uniform methodology of development is not helpful for the development of tourism industry. Secondly, the huge investment may bring the involvement of large industry at the tourist destination which will dominate the local community and this may this will not give chance to prepare local community for tourist development. Another major concerning factor with single huge infrastructure investment is the huge risk of NPA if the tourism demand is not increasing as per the expectation and investment. Hence the level based budgetary model for tourism industry development helps in the involvement of local community in the development and helps step by step investment according to the achievement of target, the decision to increase the percentage of investment or minimize the percentage of investment or stop the investment can be possible. Finally, the economic impact of efforts taken for tourism industry development can be analysed through the level by level review method. Direct, Indirect and induced contribution can be analysed level by level through his model. For the country like India where the huge different type of tourist destination is available which make it essential to apply unique development model as per tourist destination requirement, this can be possible through the Level Based Budgetary Model for Development of Tourism Industry.

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