



RESEARCH ARTICLE

PRESENT SCENARIO OF TOURISM MANAGEMENT IN INDIA AND ITS GLOBAL IMPACT

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ABSTRACT

The India Tourism Development Corporation Limited (ITDC) is an Hospitality, retail and Education company owned by Government of India, under Ministry of Tourism. Established in 1966, it owns over 17 properties under the Ashok Group of Hotels brand, across India (Ministry of tourism, 2009). Tourism has the potential to stimulate other economic sectors through its backward and forward linkages and cross-sectoral synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. Tourism has also become an instrument for sustainable human development including:

- Poverty elimination.
- Environmental regeneration.
- Job creation.
- Advancement of women and other disadvantaged groups

Management in tourism is aware that a good ecological image provides competitive advantage. The development of tourism and hotel business depends to a great extent on the environment, more than any other trade. Only tourism can signify climate, flora, fauna, caves, coasts, and other natural objects. Protected natural and cultural values, like National parks, Nature parks, and archeological locations represent attractive motives for tourists. Along with their promotion, awareness is raised about the necessity to protect them and to preserve the value of a tourist destination. Tourism has emerged as an instrument of employment generation, poverty alleviation and sustainable human development. Tourism has thus become the second largest net foreign exchange earner for the country. Tourism in India has grown substantially over the last three decades. India is well known for its overpopulated, littered streets; however, there is a pristine aspect of India that many tourists overlook. With 89 national parks and over 400 wildlife sanctuaries, there are many untouched areas to explore. Eco-tourism educates travelers on sustainable living and how to enjoy the natural beauty of the environment through recreational activities. Tourism can and does bring about socio-economic changes and is usually deliberately developed to generate economic benefits and through them social betterment.

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INTRODUCTION

Meaning of tourism

The term Tourism is defined as travel for recreational, leisure or business purposes. Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination.

Aims and Objectives of the society for promotion of tourism

The aims of the society are

- To promote healthy relationship among individuals who are actively engaged in tourism related business through useful interaction, organising regular meetings and cultural and social activities.

- To set up educational institutions and other institutions which create an environment for offering various courses in tourism and get affiliation/approval from University/Universities or other institutions for conducting such courses.
- To institute awards, prizes and gifts for encouraging tourism.
- To promote and improve the standard and quality of tourist movement in India.
- To reward and recognise, persons and organisations working in the field of tourism.
- To provide medical insurance and other welfare schemes to tourism related persons.
- To collaborate with tourism related industries like hotels for mutual benefit.
- To establish a printing and publishing house or otherwise bring out periodicals, magazines and books.
- To engage in charitable and social service activities of every kind to help the poor, needy, aged, ill, backward

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and weaker sections of the general public without discrimination of religion, caste, creed or sex.

- To purchase, construct, take on lease or otherwise acquire land, building and other movable and immovable properties and to sell, lease, mortgage or hypothecate or otherwise dispose of all or any of the property and assets of the society on such terms and conditions as the society may deem fit for attaining the objects.
- To accept donations in cash or in kind, grants and collect subscriptions, fees and other charges for the services rendered by the society and take and raise funds by way of loans or otherwise and the receipts shall be solely utilised and applied towards the promotion of aim and objectives of the society.
- To do all other lawful acts, as are necessary for and/or incidental to the attainment of the aims and objectives of the society.

The objectives of the society

The objectives of the Society as follows:

1. Tabulate eco sensitive areas where tourism will have an impact on the social, cultural and natural environment.
2. Make strategy and efforts to ensure long-term (perpetual) sustenance of the environment.
3. Work with empowered bodies to establish carrying capacity and sustainable tourism practices which include conservation of nature and wildlife, and allow local communities to benefit from tourism.
4. Tourists and visitors numbers and tourism practices must allow nature to re-generate itself.
5. To work with government bodies to develop policies and code of conduct for promotion of sustainable tourism, and help implement the same.
6. To work towards certification of tourism service providers.
7. To act as watchdog for excessive consumption of natural resources and any negative impact in the tourism sector.
8. To support research in tourism environment related areas.
9. Work with Service Providers to enhance quality of their product and services to a level so they can be sustainable and eco-friendly.
10. Encourage use of appropriate local practices, materials, art, craft, architecture, food.
11. Encourage minimal conspicuous consumption and prevent excessive consumption of energy.
12. Encourage energy saving practices, water harvesting, use of solar and other natural energy sources.
13. Encourage good waste management practices especially non-bio degradable materials.
14. Encourage low pollution-generating practices minimize carbon footprint.
15. Organise training and other activities to create awareness on ecotourism, sustainable and responsible tourism.
16. To collaborate with like-minded bodies and implement ecotourism objectives in India and abroad.
17. To continually identify new ecotourism destinations, strengthen ecotourism and make India a preferred ecotourism destination.

Importance of tourism

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interests. The spread of education has fostered a desire to know more about different parts of the globe. Progress in air transport and development of tourist facilities have encouraged people to venture out to the foreign lands. Tourism's importance, as an instrument for economic development and employment generation, particularly in remote and backward areas, has been well recognized the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. (THE ELEVENTH FIVE-YEAR PLAN (2007-2012)). The Approach Paper to the 12th Five Year Plan, prepared by Planning Commission, highlights the need to adopt a 'pro-poor tourism' approach aimed at increasing the net benefits to the poor from tourism and ensure that tourism growth contributes to poverty reduction (12th Five Year Plan 2012-17). Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products. Technology, information and reduction of boundaries have created new forms of service companies, not only the large multinational corporations, but also small niche specialists (Vesna Peric, 2005).

Types of Tourism in India:

There are several segments within the Tourism in India and some new up-coming tourism segments added recently (Muthe, 2009).

The major Kinds of Tourism are as follow:

a) Heritage Tourism: India has a rich cultural history and reflection of its glorious past is still visible in its numerous places, forts, places of worship of various religions, ancient monuments etc. So, tourism regarding above mentioned kinds known as Heritage tourism. Heritage tourism itself can be further classified as colonial heritage, religious tourism, industrial, heritage, urban renewal and ethnicity. The Indian Government started to preserving the heritage sites from a tourism perspective.

b) Adventure Tourism: India has varied geographical and climatic conditions offer excellent environment & opportunities for adventure sports. Adventure sports like – trekking, snow climbing. Rock climbing, Cuba driving, skins & river rafting can be undertaking in the country and the country offers several location for such tourism, like the trans Himalayan region, Garhwal & Kumaon mountains, western Ghats, desert of Rajasthan, Andaman & Lakshadweep Isalands etc. Which are most popular destination for adventure tourism.

c) Eco Tourism: India has abundant Natural wealth. Eco tourism is belong to natural beauty & diversity. It is relatively new segment in India. India with it natural diversity is one of the pristine places in the world for eco tourism. The Himalayans region, Kashmir valley, kerala, Andaman and Nicobar Islands and Lakshadweep Islands, wild life in forest and Western as well as Eastern Ghats are some of the hot spots for eco. Tourism in India.

d) Medical Tourism: It is one of the rapid growing segment in India. Its related to health care therapy system. India has been able to leverage on certain advantages it has over other countries like highly skilled doctors, cost effective treatment, improved quality of private health care etc. India provided treatments for which overseas patients are heart surgery, cosmetic surgery, dental care, and knee transplant. Indias traditional rejuvenation therapy like yoga and ayurvedic therapy are also attracting foreigners to the India. Indias health care delivery market is estimated at Us \$18.7 billion. And growing at about 13% annually. Wellnes & Spa tourism also becoming popular today.

Vision of the development of Tourism

The overall vision of the development of tourism embodied in the new policy will be achieved through five key strategic objectives. These are:

- (i) Positioning tourism as a national priority.
- (ii) Enhancing India's competitiveness as a tourist destination.
- (iii) Improving and expanding product development
- (iv) Creation of world class infrastructure.
- (v) Effective marketing plans and programmes.

India's Tourist Profile:

India receives the largest number of overseas tourists from the United Kingdom, which is its largest source market, followed by the United States, Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore. Of the tourists coming to India, 27.5 per cent are in the age group of 35-44 years, 23.4 per cent in the age group of 25-35 years and 20.8 per cent in the age group of 45-54 years. Women constitute only 30.5 per cent of India's total international arrivals. Domestic tourism on the other hand, is largely pilgrimage-oriented and requires improvement in travel facilities and pilgrim destinations.

India Tourism Development Corporation Limited (ITDC) Broadly, the main objectives of the Corporation are:

- To function as an efficient corporate house with improved productivity levels and profit margins.
- To be a major player in the development of tourism infrastructure in the country.
- Achieve high level of productivity of its employees by way of better training, motivation, and HRD techniques.
- To play an active role in associating State Governments and State Tourism Development Corporations in conceptualizing and execution of tourism projects, publicity, promotion and training.
- To rationalize/ right-size the manpower to have a lean, thin and efficient organization.
- To create value for the shareholders.
- To ensure customer delight by providing value for money.
- To construct, take over and manage existing hotels and market hotels, Beach Resorts Travellers' Lodges/ Restaurants
- To provide transport, entertainment, shopping and conventional services
- To produce, distribute, tourist publicity material

- To render consultancy-cum-managerial services in India and abroad
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc.

Development of tourism in India

It was only after the 1980's that tourism activity gained momentum in India. The Government took several significant steps to achieve this end. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted.

Tourist Attractions

India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts also attract tourists. The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. The estimates available through surveys indicate that nearly forty per cent of the tourist expenditure on shopping is spent on such items.

Celebration of Various Tourism Events

A number of events and road shows have been organised during 2005-06 for spreading awareness about India Tourism in domestic and international tourism market to attract more tourists to India. The major events organised by the Ministry in collaboration with various State Tourism Departments are: Golf open tournament, Srinagar; Sindhu Darshan at Leh; Heritage Festival, New Delhi; All India Crafts Mela, Hyderabad; Heritage International Festival, Jaipur; India International Boat Show, Kochi; Paragliding Show and Tourism Conclave in Himachal Pradesh; Mega Folk Festival "Virasat" in Dehradun; Prithivi 05-Global Eco-Meet, Kochi; Domestic and International Photo Exhibition "A Confluence of Cultures" and Essay and Photographic competition on "What Tourism Means To Me" on World Tourism Day on 27 September (every year); India National Tourism Day on 17 March 2006; Designer's Night Bazar, Surajkund Crafts Mela, Haryana; 3 Global Interline Golf Championship, Photo Exhibition, Eco-Tourism Marketing Meet; Mussorie (Uttarakhand), WTTC, Himalayan Run and Trek and Photo Exhibition on Hindu, Buddhist and Islamic monuments of Kashmir.

Economic Benefit of Tourism for India

According to the World Travel and Tourism Council, India's growth rate in tourism is expected to increase, which makes India a very desirable tourist destination. In 2009, India's growth rate was ranked the highest of all southeast Asian countries, and travel and tourism contributed 6 percent (\$67.3

billion) to the gross domestic product, which was expected to increase to \$187.3 billion in 2019. Travel and tourism also contributed over 6 percent of total employment, which means that as of 2009, about one in every 15 citizens worked in this service industry. In 2009, over 31 million people were employed in travel and tourism; this number is expected to increase to over 7 percent by 2019. Many tourists are attracted to the export industry, which includes gifts, crafts, textiles, leather, home furnishing, gems and jewelry. With the increase of tourist visits, the export industry earned \$16.9 billion in 2009, which will increase to \$51.4 billion by 2019.

Impact of tourism on Indian economy

The tourism ministry has also played an important role in the development of the industry, initiating advertising campaigns such as the "Incredible India" campaign, which promoted India's culture and tourist attractions in a fresh and memorable way. The Campaign helped to create a colorful image of India in the minds of consumers all over the world, and has directly led to an increase in the interest among tourists. As per the Travel and tourism competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World heritage sites, both natural and cultural, rich fauna and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10year) growth and is expected to be the second largest employer in the world by 2019.

Highlights of Indian Tourism

The following are the scope and highlights of Indian Tourism

- Increase in GPC making the tourism industry a unifying force
- Helping to preserve, retain and enrich our cultural heritages
- Increase in International Trade
- Giving more innovative promotional measures for tourism
- Offering more Tourism Education
- Growth in Health Care Management
- Progress in Health Care Industries
- Multi-socio cultural Activities
- Growth in Hotel Industry
- Expansion in Transport (Both Urban and Rural), Air Travel and shipping
- Focus on Rural Tourism
- Motivating private sectors to attract more tourists
- Enriching peripheral services to add additional attractions like developing websites for Indian tourism and offering hotel, hospitality, traveling assistance, booking tickets online.

India's place in world Tourism:

The World Tourism Organisation forecast indicates an increasing tourism preference towards East Asia, the Pacific, West Asia and South Asia, although Europe and America still remain the world's foremost tourism destinations commanding 77 per cent of the global market. East Asia/Pacific achieved

the highest rate of growth of 14.5 percent in tourism and travel in 2000 followed by West Asia and South Asia. With this gradual shift in focus, the outlook for the growth of tourism in the region is promising. In Asia, China has emerged as a leading tourist destination and is poised to become the world's top tourist destination by 2020.

The WTTC has identified India as one of the world's foremost tourist growth centres in the coming decade. After Turkey, India is expected to achieve the fastest rate of growth of the total amount of economic activity likely to be generated by travel and tourism, at 9.7 per cent over the next 10 years. India's international arrival figures have not been able to keep pace with neighbouring countries and have been exceeded by Thailand, Malaysia, Indonesia, Dubai and the Maldives. Since 1995, India's share of the world market has remained virtually stagnant at 0.38 per cent, while domestic tourism has grown at a phenomenal rate and India now accounts for 4.6 per cent share of domestic tourism worldwide.

Global Market Trends

Consumer trends in tourism are gradually changing and require an appropriate response in terms of both policy formulation and investment.

Current market trends indicate that:

- Long haul travel will grow faster than intra-regional travel. A growth of 24 per cent is expected by 2020.
- People with less time for leisure are likely to take more frequent but shorter trips nearer home, opening up opportunities for 'neighbouring country' tourism.
- The experienced traveler wants authentic, off-the-beaten-track vacations in remote and less well-known places as against luxurious five-star vacations, leading to an interest in rural and ethnic tourism.
- The increase in the number of people with lots of money but little leisure time has resulted in a growing emphasis on rest and relaxation, and 'wellness' and 'health' holidays.
- The elderly population in key tourism generating markets has shown a preference for cultural tourism against sun-and-sand vacations.
- There is notable and increasing interest in spiritualism.
- The demand for eco-tourism and nature based holidays is expected to double and
- even triple in the next 20 years.
- Sports and adventure holidays continue to be popular with the young.

Global Status

The World Travel and Tourism Council (WTTC) estimates a 4.5 per cent per annum increase in the total amount of travel and tourism economic activity between 2002 and 2012. This is largely attributed to a rise in global wealth, liberalization of international airspace, cheaper flights and the use of the Internet as a travel tool. The earnings from tourism have made it one of the world's largest industries and the fastest growing sectors of global trade accounting for 10.7 per cent of global gross domestic product (GDP), 12.8 per cent of global exports, 8.2 per cent of global employment (or one in every 12.2 jobs), and 9.4 per cent of global capital investment (Tenth Five Year Plan 2002-07).

Global tourism status

According to WTO, in the year 2006 saw 842 million International tourist arrivals and tourism receipts were of the order of US \$ 682 billion. The World Travel & Tourism Council (WTTC) for 2006 forecasts that Travel and Tourism will generate 234 million direct and indirect jobs worldwide, accounting for 8.7% of the global economy and contributing 10.3% of the global GDP. According to the same estimate, the global travel and tourism activity is expected to increase by 4.7% between 2007 and 2016. The WTTC report projects that by 2016 the total travel & tourism activity is expected to post a total demand of economic activity of US \$ 12,118 billion. The world's travel & tourism is expected to contribute US \$ 2,969.4 billion in nominal terms (3.6% of total) by 2016. The travel & tourism economy contribution is expected to reach US \$ 8,971.6 billion (10.9%) in the year 2016. By 2016, travel & tourism is expected to create 9% of total employment or one in every 11.1 jobs and is expected to get capital investment in both public & private sector by US \$ 2,059.8 billion or 9.6% of the total global investment. The Government is expected to spend on travel & tourism US \$ 480.9 billion or 4% of total government expenditure by 2016. With the public and private sectors working together at all levels, growth can be strategically planned to be sustainable and sensitive not only to develop the sectors potential but also to defend it against the severe disruption due to external events beyond its direct control. (THE ELEVENTH FIVE-YEAR PLAN (2007-2012).

Creation of World Class Infrastructure

The need for physical infrastructure for tourism ranges from ports of entry to modes of transport to destinations (airways, roadways, railways or waterways), to urban infrastructure such as access roads, power, water supply, sewerage and telecommunication. The road network is vital for tourism as almost 70 per cent of passengers in India travel by road. Many tourist circuits are entirely dependent on roads. The Ministry of Road Transport and National Highways will collaborate with the Ministry of Tourism in this effort. The Indian railway system can also become an enormous asset to the development of the tourism and hospitality industry in the country. The railways hold a special fascination for foreign tourists who wish to travel the country. For the vast majority of domestic tourists also, the railways is the most affordable means of travel linking the length and breadth of the country. The Indian Railways also owns a number of heritage structures, which, if effectively maintained and marketed, could serve, both as railway stations and places of tourist interest. India has five hill railways, which compare with the best hill railway systems in the world.

International accolades for "incredible India" campaign

1. Bronze Lion Award at 55th International Advertising Festival at Cannes in 2007-08, for the "Taj Mahal" Creative of the Ministry.
2. PATA Grand Award for Marketing in 2007.
3. World Travel Awards 2007 for World's Leading Destination Marketing Campaign.
4. India ranked as the "Favourite Country" for 2007, by Conde Nast Traveller Readers Travel Awards
5. India chosen as the Destination of the Year by TTG Asia Travel Group in the 18th TTG Travel Awards 2007.

6. PATA Gold Award 2009 – Marketing Media – Travel Advertisement Broadcast Media
7. PATA Gold Award 2009 – Marketing Media – Travel Poster
8. Conde Nast Traveller, UK in its Readers Travel Awards 2008 ranked India among the top 2 most favoured countries in the world.
9. "World Travel Award 2008" for "Responsible Tourism"
10. Global SASI (Shop America Salutes Innovation) Award 2008 to Incredible India by National Geographic Society
11. PATA Grand Award 2010 : Heritage Category - Rural Tourism Project - A Case Study of Hodka Village.
12. PATA Gold Award 2010 : Marketing - Primary Government Destination – Eco Tourism Marketing Campaign
13. PATA Gold Award 2010 : Marketing Media - Travel Advertisement Print Media –Mahatma Gandhi Creative
14. India was voted as the 7th best destination in the world in the Conde Nast Readers' Travel Awards 2010.
15. World Travel Award 2010 for "World's Leading Destination Marketing Campaign 2010".
16. Asian Guild Award 2010 recognising the "contribution made by the Incredible India campaign in creating awareness about India among Britishers and British Asians living in UK"
17. The "Incredible India" Promotional Film bagged the Austrian Comite International des Festivals du Film Touristique 2009 Grand Prix Award in Vienna in November, 2009. This award followed a series of international awards won by the film at Berlin, Poland, Romania, France, Portugal, the Czech Republic and Croatia. Subsequently, during April 2010, the film was been honoured with an award for the Best Adventure Film at the Film Festival in Riga, Latvia and with the Gold Award at the New York Film Festival
18. PATA Gold Award 2011 for Marketing Media-Travel Advertisement Print Media for Incredible India domestic campaign creative "Adventure Down Under"
19. PATA Gold Award 2011 for Marketing Media-Promotional Travel Video for promotional film "India is Awesome".
20. India was voted as the 6th best destination in the world in the Conde Nast Readers' Travel Awards 2011.

The role of management in tourism:

Managing the changes in tourism and hospitality industry in a way that they simultaneously contribute to economic development and environmental protection is a very demanding task (Edna Mrnjavac *et al.*, 2008). Ecological standpoint has become an important factor in planning of the tourism offer. Therefore, management, besides already traditional criteria in product forming (economy, safety, comfort, functionality, esthetics, etc.) should pay special attention to the offer's influence on the environment. (Edna Mrnjavac *et al.*, 2008). Aiming to protect the environment, enterprises direct their activities in four fundamental job groups [Črnjar, M., 2002, p. 205]

- Production and product planning
- Implementation of new technological procedures in the production
- Investing in the environmental protection, and

- Forming of special services for the environmental protection.

In order to estimate relation of management in tourism and hospitality industry towards ecological protection, its activity is being analyzed. (Črnjar, M., 2002, p. 210). Tourism is one of the most significant economic activities, so it is only reasonable to ensure such transport links that will have a positive influence on tourism and help to represent tourist destination as within reach (Edna Mrnjavac *et al.*, 2008). The preservation of natural and cultural values ensures that a particular destination will be attractive for tourists (Edna Mrnjavac *et al.*, 2008). Tourism has an interest in natural and cultural values protection and preservation, since its business is largely based on them. Tourism, when using natural and cultural values, or a particular destination area should heed regulations for protection and exploitation, which are:

- rational use of the area and values,
- efficient implementation of environment protection,
- investing means from tourism to improve environment protection,
- setting up sustainable offer capacity and developing adequate tourism forms,
- preventive influence on visitors in order to protect the environment by means of tourism and hotel promotion.

Conclusion

The aim of tourism management is to detect the amount and characteristics of tourist and traffic demand in order to create an integral product of tourism destination. This makes possible to cooperate with those in charge for traffic policy creation and implementation on, and to ask for such traffic solution which are environmental friendly as well as capable to meet the tourism needs. Direct economic benefits include provision of employment, income and (for international tourism) foreign exchange, which lead to improved living standards of the local community and overall national and regional economic development. Increased government revenues, through various types of taxation on tourism that can be used to develop

community and infrastructural facilities and services to assist in general economic development are also a direct economic benefit. Tourism in large traditional societies can also provide an opportunity for emancipation of women through training and employment. For a developing country like India which is on the path of modern economic growth through structural transformation of the economy, tourism is the right vehicle. With its forward and backward linkages with a host of sectors like transport, hospitality, education, health, banking etc. India is all set to reap full potential of this vibrant sector. Tourism sector is not only a major contributor to the growth of the economy but a generator of employments opportunities as well.

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