

## **Aspects of Indian tourism**

**\*Imran Ahmad**

*School of Management, Sri Satya Sai University of Technology & Medical Sciences Sehore, Bhopal.*

*Corresponding Author: Imran Ahmad*

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**Abstract :** *Tourism sector is progressing all over the world. India is a country blessed with natural beauty and cultural heritage. A large number of foreign people visit India every year to explore its beauty and culture. Although it is famous worldwide for its tourism but India lags behind other Asian countries in terms of tourism. In this paper we discuss about the drawbacks of Indian tourism and solution for improving the tourism of the country so that maximum foreign earning can be done through it.*

**Keywords:** *Tourism, Religious, Heritage, Medical.*

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### **I. Introduction**

Tourism industry is one of the very fast developing industry throughout the world. Over the last few years Indian tourism industry has also become strong enough to contribute a major part in India's GDP. Being seventh largest country in the world and with a good geographical location India becomes a perfect place for tourism not only for the Indian itself but for the foreigners also. Diversity in India's culture and climate are other factors which promote tourism in India. India is a special country having history of one of the oldest culture that cannot be found anywhere in the world. High mountains, beautiful rivers, coastal areas, evergreen forest, old historic temples and monuments make India a perfect destination for tourism. Thus India is blessed naturally and culturally to mesmerized tourist.

### **II. Progress In Tourism**

Government of India played a crucial role in the development of tourism sector. In 1945 government established a committee in order to develop tourism in India [1]. Many reforms were taken in second and third five year plans. It was the sixth year plan which marks the major development in the tourism making it an important tool for economic progress. In 1982 [2] National Policy of tourism was declared while in 1988 a National Committee was formed for boosting tourism. The New Tourism Policy was framed in 1997 which specify the roles of Central and State government as well as the public and private sectors in the enhancement of tourism. As a result of efforts made by the government of India , today Indian tourism industry is ranked 11th in the Asia Pacific region and it has become largest service industry contributing 6.23% in country's GDP and providing 8.78% of total employment to the nation [3]. Presently there are about 20 million people who are serving in Indian tourism industry. According to the World travel and tourism council Indian tourism industry is expected to contribute Rs 8,50,000 crores in the National Income by the year 2020. A lot of credit goes to Indian tourism Ministry for promoting tourism by creating attraction for tourist by introducing campaign of 'Incredible India'. Under this campaign many famous Indian celebrities promotes various tourist destination of India presenting India as a very attractive and relaxing place to visit.

### **III. Types Of Tourism In India**

One of the reason for the success of Indian tourism is the presence of all type of tourism in a single country. It can be nature, wildlife, cultural and heritage, medical and religious. Along with the diversity in tourism hospitality is another factor which makes the tourism of India more unique and attractive. Following are the famous tourism of India:

1. Adventurous tourism: This type tourism involves visiting places that are not easily reachable and doing different adventurous activities like trekking, water rafting, paragliding etc. The famous places for adventurous tourism in India are Ladakh, Jammu and Kashmir, Uttarakhand, Assam and Himachal Pradesh. These are mountainous region with attractive natural beauty having lakes, rivers and waterfall making these places perfect for adventurous tourism.

2. Wildlife Tourism: India's evergreen thick forest reserves are having beautiful wildlife. The biodiversity in India makes tourist to explore lots of species and even those species also which are rare and endangered. Annual growth rate for this kind of tourism is 15% with 70% of Indian tourist [4]. Along with the forest there are National Parks, Tiger Reserve and Bird sanctuaries. Some of the very famous places for the wildlife tourism are

Ranthambore National Park, Kaziranga National Park, Corbett National Park, Bharatpur Bird Sanctuary, Sunderbans etc

3. Heritage and Cultural tourism: India has a history of oldest civilization with the rich culture and heritage. This kind of tourism involves art, history, architecture, monuments, museum, food habits and lifestyle. Under this section of tourism one more sector of art and handicraft is linked. Indian handicrafts like carpets, brasswork, ivory goods, leather items are main interest for foreigners. They spend a lot in buying these handicrafts. One of the very famous destination for heritage tourism is Agra. Built by the emperor Shahjhan for his beloved wife is one of the most fascinating place to visit. UNESCO declared it as a World Heritage Site. Large number of people both domestic and foreigners visited here. There is a constant increase in number of tourist arrival in Agra. In 2015 near about 13.3 billion foreigners visited Agra [5]. Beside Agra there are various other famous places in different parts of India e.g. Lal Qila in Delhi, Hawa Mahal and other palaces in Rajasthan, Jantar Mantar etc.

4. Religious tourism: In last few years religious tourism has arrived as a fast growing tourism. There are many holy places in throughout India. This tourism has two kind of tourist, one is the Indian tourist visiting these holy places for their ritual and faith other is the foreign tourist visiting mainly for the experience of spirituality and faith. Religious destination like Vaishno Devi in Jammu, Char Dham in Uttarakhand, Golden temple in Amritsar, Bodhi Tree in Orissa, Sarnath in Uttar Pradesh and Tirupathi in Chennai are the chief places to visit.

5. Medical tourism: Medical tourism in India provides excellent treatment at affordable prices to the foreigners. The Indian medical services are about 30% cheaper than the rest of the Western countries. It's also less time consuming. Nearly 150,000 foreigners are treated here yearly which make India to stand on second position globally in medical tourism. The government also promotes it by giving special medical visa and the government has eliminated visa limitation on tourist visas that required a two-month gap between successive visits for people from Middle East countries which is likely to enhance medical tourism [6]. The latest technologies, advance mode of treatment and command on English language in private sectors help in the development of medical tourism [7].

#### **IV. Drawbacks In Indian Tourism**

Although India is rich in all factors to attract tourist but it is far behind than other Asian tourist countries like Malaysia, Bhutan, Srilanka and China. In spite of the fact that Indian tourism is well developing in the last few years its growth rate is lower as compared to Asian countries mentioned above. In 2012 India has growth rate of 5% while Bhutan and Srilanka has a record of 17% growth in the same year. Following are the drawbacks which should be fixed as soon as possible

1. Government Tourism Policy: The last tourism policy was announced in 2002 which lacks the standards of this time. It should be revised and should have proper implementation. New concepts of tourism should be introduced and government should take steps to attract more tourist by making attractive policies related with tourism.

2. Trained and skilled Human Resources: There exists a shortage of trained man power in Indian tourism industry. There is a shortfall of 0.5 million workers in the hospitality sector alone and this shortage is said to rise by 1.1% million in 2022. Even the hospitality training institute related to tourism is low. According to the ministry of tourism in the chief functional domain of hotel only 50% workers are trained [8]. There is an immediate need of formal trained workers in hospitality sector. Along with this there should be proper training on communication skills, foreign languages and grooming of employees.

3. Health Facilities for tourist: India stands at 109 position among 140 countries in terms of hygiene and health standards [9]. There are no proper health services available in remote, tourist spot which is the major drawback of Indian tourism. The hilly and remote areas suffers a lot as there is no clean drinking water available and also lack of proper sanitation. There is deficient medical services and unavailability of good quality of transportation. Indian tourism requires overall development of medical infrastructure for hygienic and healthy experience to tourist visiting India. There should also be certain other measures which should be taken by government in order to have a healthy stay. These measures includes screening of tourist for any illness, giving them information about necessary immunization and enhancing consciousness on consuming eatable products from hygienic food outlets.

4. Safety: There is a lack of proper screening in areas related with tourism which develop a sense of insecurity in tourist. A report given by World Economic Forum's Travel and Tourism competitiveness in 2013 India ranked 74 among 140 on safety and security background. Safety of women tourist also emerged as a major concern. Though government is tackling this crucial issue by taking many steps like setting up a special tourist police which makes the tourist aware of secure transport and lodging, do continuous surveillance and taking instant action on cases of misconduct and crime [10]. Along with this government should install surveillance cameras in public transportation like buses and trains so that a continuous monitoring can be done. Tourist should guide to travel and stay only taxis and hotels associates with the tourism industry.

5. Infrastructure: Tourism infrastructure is the combination of transport, social and environment infrastructure. Major should be taken to improve the infrastructure. Mode of transportation should be perfect and strong. The roads should be built and there must be proper connectivity of routes. Budget hotels with good services should be made available to tourist. Public amenities such as toilet facilities, hygienic food and water should be easily available to tourist. Tourist spots should remain neat and clean, workers should be appointed to keep the place clean.

### **V. Conclusion**

The Indian Tourism Industry is one of the main source of income for the government as a lot of foreign money is coming in the country. India can earn more through attracting foreign visitors by improving the tourism quality. There is a large scope for India in Tourism sector. India should tackle and overcome the drawbacks by making strong strategies. There is a need for the introduction of new tourism policies and development of infrastructure so that India can evolve as the most attractive tourist destination. The improvement will also help in improving the economic condition of the country through foreign exchange.

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