

## Problems and Prospects of Tourism Industry in India

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### Abstract :

Today in tourism sector, there is an acute shortage of skills of personnel and the feedback on experience of tourists i.e. domestic and foreign about the services delivered such as safety and security, hospitality services, tour guides, taxi or auto drivers, entertainment for tourists are very poor in India. Tourism is not only the activity for pastime and entertainment but also it is an enriching and energizing activity. So tourism is the largest in come generation sector in our country. Tourism has very vast scope in India by coverage of landscapes with finances scapes media scapes and icer scapes . After liberalization, privatization and globalization (LPG) and under GATs many changes and challenges are confronted by the tourism industry in India. In this way , all the new business face problems in start up and operation stage, but business in tourism face challenges which are not faced by other business. This paper focuses on the emerging problems of tourism industry, prospects and SWOT Analysis of tourism sector.

**Keywords :** Tourism, entertainment, problems , prospects, SWOT Analysis.

### Introduction :

Tourism industry is an important source to every country and it is the world's largest and most diverse industry. In the current century, travel and tourism will be one of the world's highest growth sectors. It is an important phenomenon of our times and tourism offers us an opportunity to learn to enrich humanity and to identify what may be termed as goods for better life and a better society. In this way , tourist's entry to exit in a destination has created plenty of jobs and business opportunities in tourism allied sector, such as lodging, transport, foods and beverages, recreation, entertainment and information and so on. Generally tourism industry face many problems like financial problems, human resource problems and marketing problems but tourism industry is also face these problem along with additional challenges i.e. strict government regulation, highest tax rate, domination of corporate companies , like of government advertisement, inadequate tourism infrastructure and so on. According to someone " failures are the stepping stones for success".

However tourism sector with expansion leads to increase in income and employment generation as well as foreign exchange earnings. So three beneficiary groups and be identified in tourism, each with its own goal.

- Tourist seeking to maximize the amount of psychic benefits or rewards which they expect to gain from travel experience.
- Firms providing tourist goods and services seeking to maximize profits.
- Hot communication and their government attempting maximize the primary and secondary benefits to tourist expenditures in their area.

### Objectives of the Study :

- 1) To study the tourism in India.
- 2) To analyse the problems of Indian tourism sector.
- 3) To evaluate the SWOT analysis of tourism in India.
- 4) To study the prospect of Indian tourism.

### Research Methodology :

This research paper is completely based on secondary data and information. The data and information has been collected through reference books, articles, news papers, journals, magazines and websites.

### **Tourism in India :**

During this period, tourism in India is economically very dominant and is growing rapidly. The world Travel and Tourism council calculated that tourism generated 8.31 lakh crore (US Rs.120 billion) or 6.3 percent of the nation's GDP in 2015 and supported 37.315 million jobs. This sector is predicted to grow at an average annual rate of 7.5 percent to 18.36 lakh crore (US Rs.270 billion) by 2025 ( 7.2% of GDP)

About 88.90 lakh (8.89 million) foreign tourists arrived in India in 2016 as compared to 80.27 lakh (8.027 million) in 2015 recording a growth of 10.7%.

In our country, The Tourism Ministry has also played a vital role in the development of Travel and Tourism sector, initiating advertising campaigns i.e. the Incredible India campaign with promoted India's culture and tourist attractions in a fresh and memorable way.

India is one of the popular tourist destinations in Asia. India offers a wide area of places to see and things to do. The delighting back waters, hill stations and landscapes make India a beautiful country. Historical monuments, forts, beaches, place of religious interest, hill resorts etc add to the grandeur of the country. In this way they attract tourists from all over the world. However, India is probably the only country that offers various categories of tourism. These includes like history tourism, medical tourism, spiritual tourism, adventure tourism etc. India has composite culture.

### **Problems of Indian Tourism Industry :**

The Indian government's incredible India tourism campaign and information technology growth in India have been attracting millions of foreign tourists and business tourists in India. Medical tourism has also recently mushroomed in India. Tourism industry is a big foreign exchange earner in India, yet the industry still is hampered by the following problems.

- Loss of valuable culture.
- Lack of supportive infrastructure bad roads, improper health and hygiene, communication gap.
- Non implementation of Legislative law.
- Density of population and vehicle.
- More population.
- Increase in crime rate
- Poor transportation.
- Non-standardization of rates and fares.
- Costly travel-soaring fuel surcharges, poor flight management, poor flight management.
- Lack of sound marketing and promotion strategies.
- Lapses in security and safety incidents of tout and harassment of tourists in some places.
- Gap between demand and supply of manpower.
- Poor maintenance of heritages .
- Inadequate capacity.
- Expensive live hood.
- Poor administration and management.
- Indian politicians are the hindrances in the development of tourism in India; their policies directly can influence the tourism.
- Lack of entrepreneurship opportunities also restrict youth to follow a career in Tourism such as opening a hotel ,resort or retail outlet or handicraft business to serve Tourism Industry in India.
- Involvement of too many agents and tourism operators also makes the cost of tourism package for high in India.
- Unstrained guides.



- Excessive formalists for an issue of special permit to view restricted areas sites.
- Naxalism and Terrorism.
- Deforestation – with growth of tourism, money making has landed firmly in the people. And negative effects on ecological and social cultural like deterioration of forests, fauna, grazing the land is slowly been converted into dry land.
- Lop sided development –

With the development of tourism sector only tourism spots are developed where as other regions are lagged behind the main stream of economic growth.

At present tourism sector is also plagued by a number of factors which include governments policy, low and problems like visa problem , poor infrastructure which is responsible for low performance of tourism sector. But in tourism sector there is more economic benefits whan above negative impacts so overcome these problem.

#### **Prospects and policy measures for development of tourism.**

To develop as dynamic, sustainable and must favored tourism destination by increasing domestic and international visitations, offering high quality experience to visitors, facilitating and accelerating investments and improving livelihood opportunities at the local level.

- The International tourism mart Organized by the Minister of Tourism was inaugurated at Guwahati by Mr. Janaki Ballav Patnaik, Governor of Assam. It is the first international tourism event to be organized by the North Easter region in India.
- India and Japan plan to strengthen cooperation in tourism sector. Both the countries will identify areas for working together and explore are new oppourtunities in tourism sector,
- Indian and Canada plan to strengthen cooperation in tourism sector. Both the countries will indentify arrears for this sector.
- Assist and facilitate basic amenities and basic tourism infrastructure destination and promote new innovative products and services like connectivity shopping, roads, tourist accommodation including home stays, entertainment and shopping, roads, railways and airways for tourism.
- Landscaping and plantation should be planned in a way to achieve brivacy, screening and security.
- Marketing and publicity plays a pivotal role in successful implementation of a perspective tourism development plan . The following points would be included in formulating marketing strategy.
  - 1) Destination prioritization .
  - 2) Target customer – locationwise, incomewise , purposewise.
  - 3) Target Tourist Inflows.
  - 4) Target investment inflow as each destination.

#### **SWOT Analysis of Indian Tourism :-**

Planning for development must adopt a holistic considering a all aspects and with a future perspective. A SWOT analysis provides gross understanding of the tourism in Strength, Weakness, Opportunities and Threats.

#### **Strength :**

- Some very well-known tourist hill-stations which attract tourists through the year.
- National park and wildlife sanctuary.
- The country is blessed with picturesque natural scenery lakes, caves, rivers, waterfalls, highest peak of hills, richen natural assets like dense forests , minerals etc.
- Pleasure weather.
- Cultural heritage, ethnological diversity and matrilineal society.

**Weakness :**

- Inadequacy of transport facilities, marketing and information channel.
- The discontent among the youth leading to violence and antagonism towards the non-tribal tourists. the anti-social and violent activities of the youth and insurgent groups causing lawlessness.
- Funds constraining the development of regions.
- Lack of adequate infrastructural support.
- Drinking water, health services, sanitation and hygienic way side amenities are grossly inadequate.
- Transport and communication is difficult and expensive.
- Poor image due to terrorist activities in north eastern region.

**Opportunities :**

- The concept of holidaying is gaining popularity a sub-Regional plan for development of tourism covering Bhutan, India, Bangladesh and Nepal. The North East India figures.
- Adventure sports and trekking and many unexplored regions.
- Eco-tourism is gaining popularity.
- With the opening of international border, opportunity for border trade in an organized manner at Dawki, Dalu and Baghmara.

**Threats :**

- The increasing unemployment is eroding the value system of the people in the state. Beside it is leading to political instability and increased inter group conflicts.
- Environmental factors also impose a threats.
- The lack of opportunity for gainful employment and production has led to excessive user and abuse of forest resources causing wide scale environment degradation in the hills.
- Various other places in India are providing stiff competitions.
- Inhospitable social conditions within the India pose to be the major threat in the country especially in the Garo hills and its adjoining areas.

**Conclusion :**

With the help of the above data and information it is concluded that Demographic, Socio-Cultural developments have always led to changes in tourist demands and service provides in tourism are faced with a substantial need to adjust. The survival of the tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time . In this way most of the beautiful places in India which is well endowed with natural beauty satisfaction of tourists with the different aspects of the tourism demand. In short Indian tourism is very popularity in the world in respect of cultural, weather, hills, hospitality of population professionalism of service. The tourist infrastructure in India should be strengthened. Lastly government should also take steps for the maintenance for the tourist destination. Sincere efforts could help to further develop the Indian tourism industry.

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