

PROGRESS OF PILGRIMAGE TOURISM SECTOR THROUGH DEVELOPMENT OF SKILLS AND IT'S EFFECT IN FUTURE PROSPECTIVE

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Abstract : Abstract: The major engine to trigger the economy of India is the income from tourism sector. Our India is famous for its sacred beauty of nature and naturally created spots at different places of our country. It can be noticed that all the beautiful tourist spots are surrounded by a pilgrim centre. Amarnath, Man Sarovar, Mata Vaisno Devi, Golden Temple, Dakshineswar, Tirupati, Sirdi, AstaVinayak, Haji Ali and many more pilgrim spots are there where famous tourist centres established and a huge tourist can be seen in these places. A great influence can be seen of tourism sector on the economy. But still the position of India in Tourism sector, FTA and FEE wise is very poor comparing to other countries in the world. Till now by improving the tourism sector, India is in 16th Rank in the world. But it could be better if we will develop our skills towards Pilgrimage tourist spots. Skills has to be developed in different sectors of tourism like – pilgrim tourist place and environment, service provided by tour operators, fixation of tour cost by proper method, proper cost estimation, risk management method, transport system etc. For all these purpose Government has to take different steps to spread the awareness to its youth and general public. A campaign started for this purpose in India called “Make in India”. More Tourism institute should be established to attract the youth so that youth will be encouraged to choose their career in tourism sector. Through different types of skill development processes, pilgrimage tourism sector can be re-established and restructured.

Keywords: Pilgrimage Tourism, Skill development, FTA, FEE, Progress

INTRODUCTION

The major engine to trigger the economy of India is the income from tourism sector. Our India is famous for its sacred beauty of nature and naturally created spots at different places of our country. It can be noticed that all the beautiful tourist spots are surrounded by a pilgrim centre. Amarnath, Man Sarovar, Mata Vaisno Devi, Golden Temple, Dakshineswar, Tirupati, Sirdi, AstaVinayak, Haji Ali and many more pilgrim spots are there where famous tourist centres established and a huge tourist can be seen in these places. A great influence can be seen of tourism sector on the economy which is summarized below: (Make in India)

a. 6.8% of India's GDP

c. 1 Billion Domestic travellers.

e. 6.97 Million Foreign tourists in 2012-13.

g. 78 jobs with every USD 1 Million invested.

b. USD 18.13 Billion in foreign exchange earnings.

d. 30 world heritage sites.

f. 21 hotel management institutes.

h. 25 bio-geographical zones

A great part of nation's income including foreign currency is earned by the help of these pilgrim tourist places. It can be seen from the below mentioned statistics of Foreign tourist arrived in India:

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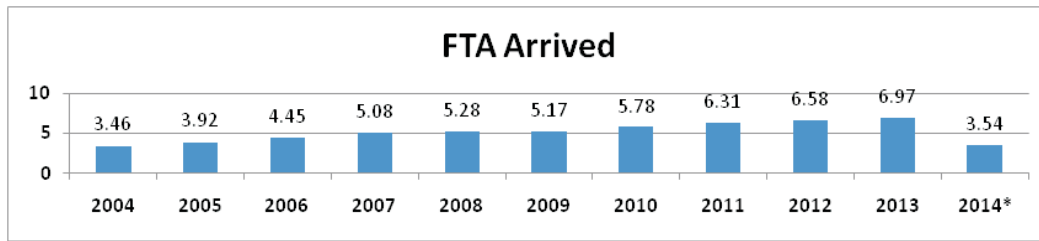


Table No. 1 – FTA Arrived in last 10 years (Source – Indian Tourism Statistics at a glance 2013) 2014* is only from Jan to June month (Ministry of Tourism, 2013)

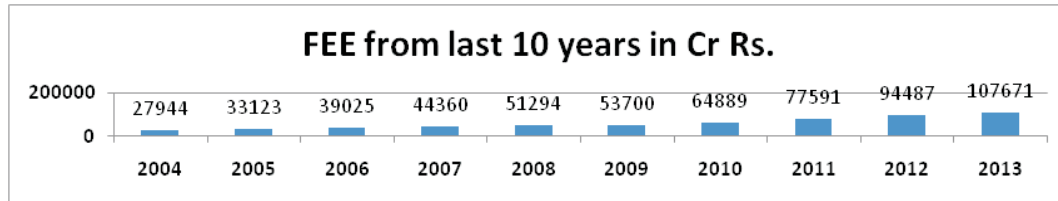


Table No. 2 – FEE in last 9 years (Source – Indian Tourism Statistics 2013) (Ministry of Tourism) It can be noticed that the FTA and FEE is increasing year wise and a major part of income is coming from this sector. But still the position of India in Tourism sector FTA and FEE wise is very poor comparing to other countries in the world. In 2013 to total FEE of India was \$18.44 billion whereas world tourism receipts were \$1195 billion. Till now by improving the tourism sector India is in 16th Rank in the word. (Incredible! India, 2013)

But it could be better if we will develop our skills to attract tourist towards our Pilgrimage tourist spots. There are different areas where still the basic requirements and development needs to be take place. The infrastructure problem, lack of proper transportation system, lack of good management skills, poor facilities to the pilgrim tourists, absence of renovation and awareness of importance of tourism industry and education system among youths are the basic problems in pilgrimage tourism sector. Skills has to be developed in different sectors of tourism like – pilgrim tourist place and environment, service provided by tour operators, fixation of tour cost by proper method, proper cost estimation, risk management method, transport system etc. For all these purpose Government has to take different steps to spread the awareness to its youth and general public. A campaign started for this purpose in India called “Make in India”. More Tourism institute should be established to attract the youth so that youth will be encouraged to choose their career in tourism sector.

STATEMENT OF PROBLEM:

- a.Lack of knowledge about Pilgrimage Tourism management system.
- b.Lack of skill development programme in Pilgrimage Tourism Sector.
- c.Lack of encouragement about Pilgrimage Tourism among youths.

OBJECTIVE OF THE STUDY:

- a.To understand and explore the importance of Pilgrimage tourism in economical growth.
- b.To understand the reason for under development of Pilgrimage tourism.
- c.To find out the areas where skills should be improved.

LITERATURE REVIEW:

- a. Furthering Quality Capacity Building in Tourism-2012, Mr Sanjay Kothari, Special Secretary, Ministry of Tourism, Government of India, pointed out, “The focus of the private sector should be on short duration courses; introduction of hospitality as vocational subject at secondary education and synergy of efforts with other ministries and organisations of Government of India and state governments.” (Hospitality skills gap to be bridged through education and skill development)
- b.Mr Kothari also released the FICCI-YES Bank theme paper Furthering Quality Capacity Building in Tourism which emphasises that tourism sector touches a wide value chain, and it is imperative that investments into, and benefits garnered from the sector, spread out more widely and efficiently amongst the

populace, thereby acting as a strong socio-economic enabler.

c. Mr Sidharth Birla, Vice President, FICCI, said, "The conclave aims to focus on furthering quality capacity building in four key and ground level elements for the tourism industry, namely tourist guides, taxi drivers, hotels and restaurants and tour operators and travel agents."

d. "The hospitality sector is comparatively better developed with many training Institutes in place.

However, capacity building needs to be institutionalized for emerging options such as budget hotels, serviced apartments and restaurants and hotels in the unorganized segment, to improve service levels," he added.

e. Dr Jyotsna Suri, Chairperson, FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group, remarked, "The unorganised sector is a cause for concern as the level of training is uncertain although the experience of the tourists is also affected by their services. Budget hotels, restaurants, wayside amenities, small tour operators and travel agents and drivers all come under this sector."

f. Mr Tushar Pandey, President & Country Head, Strategic Initiatives Government & Advisory (SIGA) Group, YES Bank Ltd., to enhance the skills of the workforce in the travel and tourism trade, a number of initiatives would have to be undertaken by the stakeholders.

g. Dr Arbind Prasad, Director General, FICCI, stated, "An investment of Rs 10 lakh creates 78 jobs in the tourism sector while the same generates just 18 jobs in the manufacturing and 45 in the agriculture sector." This clearly shows the potential of the tourism sector and the conclave aims to focus exclusively on furthering the quality of capacity building to offer the tourists a pleasant and meaningful experience that would go a long way in furthering the strong image of 'Incredible India'.

h. Government is planning to work on skill development of all youths, and also announced to launch national Multi-skill programme which is known as Skill India. Program will basically focus on giving employment skills, training to youth. (Top 12 ideas by Prime Minister Narendra Modi)

HYPOTHESIS TESTING:

a.H1 - There is lack of organized management system in pilgrimage tourism sector.

b.H2 – Skill development programme can enhance the present situation of Pilgrimage Tourism Sector.

RESEARCH METHODOLOGY:

The research methodology of this topic is mix of data collection and quantitative analysis. The study is based on qualitative research and survey approach. The research instrument consists of question-answer with the help of questionnaires. Primary data is collected. And secondary data collected from various articles of magazines, Ministry of Tourism, news papers etc.

ANALYSIS:

a. According to survey and the analyzed data it can be said that the Pilgrimage tourism sector is a good support for Indian economy system. It is increasing the GDP and foreign exchange earnings.

b. India is a huge place for its pilgrim spots. Most of the public and youth knows about pilgrimage tourism industry but through knowledge about management and running system is unknown to them.

c. Survey says that pilgrim tourist spots are not well managed, organized and systematic. Skill development programmes, awareness campaign should be conducted for the betterment of this industry.

d. Tour operators should be trained. Skilled and well versed human resource required in this industry, for which Tourism and Hospitality institute should be opened. Different skill development programme should be framed and training and development sessions should be conducted.

e. No proper system of costing method is followed and the tour cost is different from each other. A uniform costing and fare method should be maintained.

f. There is lack good infrastructure, transportation system which should be developed.

Steps taken for development so far:

a. There is a renewed focus on skill development in the travel and tourism sector – 21 government-run hotel management and catering technology institutes and 14 food craft institutes have been established to impart specialized training in hoteliering and catering.

b. The launch of several branding and marketing initiatives by the Government of India such as Incredible India! and Athiti Devo Bhava provides a focused impetus to growth.

c. A growing recognition of tourism's contribution to employment and economic growth, the availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, the growth of

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online travel portals, growing intra- regional cooperation and more effective public private partnerships are seen as key drivers for tourism in the next decade.

d. More than half of the Ministry of Tourism's Plan budget is channelized for funding the development of destinations, circuits, mega projects as well as rural tourism infrastructure projects.

e. INR 1 Billion has been allocated towards a National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation (PRASAD), a drive that is to be launched in this financial year.

f. Services provided by Indian tour operators to foreign tourists in relation to tours wholly conducted outside India are being exempted from levy of service tax. An investment-linked deduction under Section 35 AD of the Income Tax Act is in place for establishing new hotels in the 2-star category and above across India, thus permitting a 100% deduction in respect of the whole or any expenditure of a capital nature excluding land, goodwill and financial instruments incurred during the year.

g. World-class tourist facilities are being developed to promote Sarnath-Gaya-Varanasi Buddhist circuit.

CONCLUSION:

It is concluded that there is still lack of better infrastructure, management process, organized and planned policy for Pilgrimage Tourism. Youths are not aware much about Pilgrimage Tourism. Proper costing process, charging fare tour cost form tourists and facilities provided, proper human resource, trained and skillful people should be recruited for enhancement of this industry. And all for these purpose skill development programmes is basic requirement. So far development steps taken but still different campaign, workshop and development sessions should be taken place for the betterment of this industry.

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