

## VARIOUS ASPECTS OF TOURISM INDUSTRY IN INDIA

**Margaret C William**

Assistant Professor : Business Communication Department.

**Abstract :** The entire project encompasses the subject of tourism in general and also deals with Indian economy and how tourism promotes the growth of Indian economy. We have analysed various aspects of tourism as an industry and ways to promote tourism in India. In this process as an example the essay deals with Rajasthan as tourists attraction and its importance in Indian tourism. This essay touches every aspect of tourism industry in India. It also gives the reader a bright view about the growing tourism in India. We also deal with each and every aspect related to tourism industry.

**Keywords:** Various Aspects , Tourism Industry , Indian economy.

### INTRODUCTION

This essay is an attempt in understanding tourism and various aspects involved in the tourism industry and how it operates. Tourism is a major foreign exchange earner. Even though Indian tourism industry is quite developed it needs further attention by government and private agencies. So that India with its immense tourists attraction can occupy its right place in the world of tourism. This essay presents a basic inside into intricacies of tourism as a product and its implication in the Indian economy. Rather than giving facts and figures, this essay is focusing on suggestions to improve the tourism industry.

In this essay an effort has been made in simple terms to analyse the basic concept of tourism. The importance of human resource involved in this tourism industry is highlighted in this essay. This essay examines the issues like demand and supply of tourism. It tries to make the reader understand how the tourism business operates involving millions of people, vast amount money and how the industry generates employment opportunities and help the economy to grow. The government role in formulating tourism strategies in reference to future growth. The essay also examines the intricacies of managing the tourism industry. The essay makes the readers understand the interwoven aspects of tourism industry. Reading the essay is the pleasant experience for those interested in tourism.

### METHODS:

The role of tourism in the economic, cultural, social and educational field is well known and is one of the largest economic activities in India. Tourism is not a single industry but an aggregate of many components like investment in the hotels, airways, bus, rail and shipping service. From the management prospective tourism is an industry and it needs managerial skills in order to be properly managed. . From economist point of view tourism is a major source of foreign exchange earnings, a generator of personal and corporate incomes, a creator of employment and a contributor to government earning in India.

The government is also proposing to capitalize on the ever increasing demand for the incentive travel and for conventions. Modern conventions centers are being developed all over India. India has enjoyed unprecedented growth in tourism in the last few years and its foreign exchange earning into billions. This puts tourism in second place in terms of foreign exchange earnings. Potentials of tourism to contribute the development are widely recognized in India. Our government is also playing an important role in it. In India tourism has become a favored means of addressing the means of socio-economic problems in rural areas on one end, while enhancing the development of urban areas on other end. In India

tourism not only generated foreign exchange earnings but also created employment and brought economic benefits to the regions with limited options for alternative economic development.

Both internationally and domestically, tourism is seen as effective means of transferring income, wealth and investment from richer developed countries or regions to less developed rural areas. In India domestic tourism is growing rapidly. Domestic tourism can be accessed by people with lower budget and is often equally valuable to the economy. Tourism is consumed at a point of production. This results in great opportunities for individuals and micro enterprises in urban or marginal rural areas to sell additional products for example:- handicraft, souvenirs ,etc and also service to the potential consumers. Tourism industry needs financial productive and Human capital but natural capital like wildlife, scenery and beaches, and cultural capital like dance, music and handicraft which enhances tourism.

**Analysis of Rajasthan tourism prospects:**

Rajasthan is one of the major tourist's attractions in India. Rajasthan, the land of vibrant colours is known for its valiance and chivalry. It has an unusual diversity in all its forms – people, customs, culture, music, manner, dialect, cuisine, and physiography. The panoramic outlook of the state is simply mesmerizing with lofty hills of Aravali, one of the oldest mountain ranges in the world and the golden sand dunes of the Great Indian Desert, the only desert of subcontinent. No other region in the country is conglomeration of so many paradoxes and is endowed with invisible forces, magnificent palaces, Havalis, rich cultural and heritage, natural beauty and natural resources. Rajasthan is a permanent bastion of Indian culture and spirituality. The exotic land is the treasure trove of handicraft of the state. Beit jewellery, printings, metal crafts and printed textiles, leather craft, pottery wood carving each object has a subtle and over powering appeal. Rajasthan is also known for its folk music, folk musical instrument, and folk musicians. Folk music is a multifaceted Kaleidoscope, from a simple “Ghoralio” and elementary “Bhatang” to the intricate “Sarangi” and for formidable “Bam”- it is a whole world of rich and robust iridescence. The desert region of the state is especially rich in folk music, particularly in variety purveyed by the professional singing community. Rajasthan is also a heaven for a wide spectrum of wildlife. It is a home to tigers, black bugs, chinkara, rare desert fox, endangered taratal, the great Indian bustard, gavial, monitor lizard, etc. The state also attracts many migratory birds like common cranes, ducks, coots, pelicans, rare Siberian cranes, demoiselle crane, imperial sand grouse, faltons, which appear annually in various parts of the state. The festival time in the state is full of life and zest. The ambience acquires a fairy tale like atmosphere. The colourful dressed womens adorned with their best jewellery and men folk and exotic turbans join the celebrations. All this contribute to the major attraction of tourism in Rajasthan. This helps Rajasthan tourism to flourish and develop.

**Tourism Industry:**

This essay narrates in simple language the importance of tourism industry in India. The narration is simple and the language is easy so that an average reader can understand and get benefit from it. The examples are given so that the reader get a clear idea about the subject. Tourism industry with the course of time has flourished and modernized. Now in India advanced technologies have come up to make it easily accessible and available to common man of India this has greatly change the face of tourism in positive angle. Many tourists companies like Kesari travel, Cox and Kings or make my trip. Com has also make tourism affordable and tension free for people to enjoy and relax their holiday time. Many more companies have come up which are successful and have profitable business.

**The analysis of Tourism Industry In India:**

Few countries in the world can boost of as rich of cultural heritage as India. Our ancient civilization, our ability to assimilate the best of all foreign influences, our long establishes traditions in the performing arts and our craftsmen, who celebrate this rich heritage, remain unparalleled perhaps by any other countries. Throughout the history foreigners had a special fascination for India, not only did we attract a succession of invaders but also great travelers.

We have got several attractions such as cultural and archeological interest example Ajanta and Allora, elephant caves, places of historical significance such as Taj Mahal Qutubminar. We have got national parks, wildlife, flora and fauna , beach resorts in places like Kerala and Goa. Animal life may be an important attraction watching Gane in their natural habitat attract many tourists.

**Accessibility:**

It is an important factor in tourism in India. Tourist attraction of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. Tourists in order to get to his destination need some modes of transport such as motor car, a coach, an airplane, a ship or a train which started which render this service to the people to reach predetermined destinations. If tourists are possible through online booking or many agencies have located at places where no transport can reach they become of little tourists value

The tourists attraction which are located near the tourist generating market and are linked by network of affective means of transport. Longer distance cause much more in the way of expenses in the travel as compared to short distance.

**Accommodation:**

It plays a central role and is very basic to tourist destination. The range and type of accommodation is quite varied and has undergone considerable change since the last century. There has been a decline in the use of boarding houses and small private hotels are increasing their share of holiday trade especially in big metro Politian areas popular spots infact a large number of tourist visit a particular destination o town simply because there is a first class luxury hotel or resort which provides excellent services and facilities.

**Types of tourism product:**

In regard to Indian tourist it is necessary to understand the components of tourist product from the view point of consumer. The product for the tourist covers the complete experience from the time he leaves home from the time he returns. The tourist product today is developed to meet the needs of the consumer and techniques like direct sales, publicity and advertising are employed to bring this product to the consumer. The tourist product is the basic raw material be it the countries natural beauty, climate, history, culture and the people, or other facilities necessary for comfortable living such as water supply, electricity, goods, transport, communications and other essentials. The tourist product can be entirely a manmade one or natures creation improved upon by men. The tourism basically is an infrastructure based service product. The nature of the service product. The nature of the service here is highly intangible and perishable offering a limited scope for creating and maintaining the distinctive competitive edge. The effective marketing of tourism need constant gearing up of infrastructure to international standard and presupposes in its coordination with the with the tourism suppliers. In strategic terms, it calls for the action of an integrated approach to management and marketing. In operational terms it means of a better defined, better targeted market driven strategy for realizing the defined objectives.

The climate of a tourist destination is often an important attraction. Good weather plays an important role in making an holiday. Millions visit beaches in search of fine weather and sunshine example Goa. The sunshine and clear sea breeze at the beaches have attracted many people for a very long time. In fact development spas and restaurants along the seacoast in many countries were result of the travel urge to enjoy good weather and sunshine.

Island abound with a natural beauty with the rare flora and fauna this makes it an ideal place for adventure mature and culture lovers to visit. This tourist products has great scope as this islands are being developed as tourist paradises. For example Andaman and Nicobar Islands. A pilgrimage is a team primarily used for a journey or a search of great moral significance. Sometimes it is a journey to a Sacreat place or shrine of importance to the persons belief and faith. Members of every religion participate in every pilgrimages. Example: Muslims- Mecca, Christians- Jerusalem and for Hindus- Amaranth or Badranath. .

**CONCLUSION:**

Tourism contributes to the poverty reduction by providing employment and various livelihood opportunities. In India tourism is an earner of foreign exchange and a catalyst of development and a security against the uncertain fluctuation of commodity prices. The tourism in India has wider implication encompassing not only economic but also cultural and social benefits.

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