

Tourism Planning and Regional Development

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Abstract

Many strategies have been formulated and applied for regional development after the independence in India. Some strategies related to the industrial development, urban planning, integrated rural development, sustainable development and ecological and environmental development etc. The inability of the growth centre models to bring about the desired equitable balance development. Tourism is not a industry, but also a method to reduce the poverty, and unemployment in the hilly region of the India. The opportunities of employments are very low in the hilly region and have not economic growth rate. Tourism planning is important for the tourist and environment. It is the process of considering the needs of people planning a trip and using those factors to determine the best resources, programs and activities for their trip. The planning also extends to participation of the private sector, the hotels and restaurants, travel transport and even popular outlets. It is essential for providing the plenty of information for the tourist related to the traffic problems and residential problems. Tourism planning is essential to preserve and enhance local culture, art, handicrafts, monuments and other natural and man made tourist resources and protect them from over – commercialization and over exploitation.

Keywords: Tourism Planning, Environment, Regional Development, Transports Facilities, Employment.

Introduction

Tourism planning refers to the development of the tourist place for the tourist and the environment. It is a necessary process to develop the infrastructure of the tourist place for tourist. Tourist places get the income for the services related to the hotels, restaurants, transports and local handicrafts. The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the championship of Sir John Sargent. After that the development of tourism was taken up in a planned way in 1956. After that in 6th five year plan it was marketed the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development. It has gained the development rate after the 1980. The government of India took several significant steps and was announced a national policy on tourism in 1982. After that the national committee on tourism formulated a comprehensive plan for achieving a sustainable development in tourism in 1988. A national action plan was prepared in 1992, and in 1996 the national strategy for promotion of tourism was drafted. The new tourism policy was recognised the roles of central and state governments, public sector undertakings and the private sector in the development of tourism.

Concept of Tourism Planning

Tourism planning is the process of considering the needs of people planning a trip and using those factors to determine the best resources, programs and activities for their trip. It is intended for local residents and businesses of the location as well as tourist who travel there. Tourism development planning enables a range of benefits to all stake holders involved. It helps preserve cultural and natural heritage for tourists. Its present the better management of the facilities of the tourist.

Significance of Tourism Planning

Tourism is a diffuse and rather complex activity. It comprises a cluster of disparate enterprises and elements, which are developed by various agencies for different motives. It takes in a cross section of the entire economy for a region or nation and has wide, social, economic and environmental impacts. Lack of coordination between the different sectors

of the industry has, in many cases, led to uncontrolled growth resulting in the degradation and destruction of the very resources on which tourism is founded. P.C. Sinha (1997) points out that the absence of tourism planning in a destination area can eventually lead to irreversible economic, socio-cultural and environmental damages. Planning in tourism is therefore, an essential activity for every destination area and it is a paramount to avoid situation caused by haphazard developments. Planning for tourism is as important as is planning for any type of development. The tourism sector objectives can be achieved more effectively if carefully planned and integrated into the countries total development plan and programme. The most important significance of the tourism planning is as–

1. Its provide the guidelines for the tourists.
2. Develop the markets and sale their products.
3. It can bring various direct and indirect economic benefits.
4. Its develop integrated tourism.
5. Benefited for saving time and money.
6. Reduce the risk during the travelling period.

Review of Literature

Review of literature is very important to understand the research problem and research gape. Sharma, K.K. (1991) conducted an empirical and analytical study regarding tourism development in Rajasthan while exploring tourism potential and role of various agencies in promoting tourism. He suggested to recognize the need to improve the different types of services to the national and international levels. He identified that the quality of services in Rajasthan tourist. He found that there are present the problems of finance, low standard of education, absence of training institutes, lack of other infrastructure facilities, lack of transport service, poor maintenance of rooms and transport system. Maneet Kumar (1992) analysed the various aspects related with tourism development. He viewed that economic activity is a means of earning foreign exchange, a medium of social and cultural development, employment generation, a promoter of good will and friendship among the nations. Veerasekaran, R. (1993) discussed about the significance of tourism in India. He found that the tourism management generated the employment, and provided better quality of services. Dodson Rob (1994) emphasized on education of tourism. Tourism education provides the knowledge, knowledge provides the awareness among the peoples in very wide range of issues concerning tourism. He founded that the awareness and better management of tourism in present day's as well as in future is very important. K. Chattopadhyaya (1995) found in his study that the size of tourist flow, expenditure and time spent during the tourism period. He attempts to build an empirical model on the international tourism demand for India. Batra, G.S. (1996) made a study pertaining to planning for tourism in India and application of advanced information. It also touched the significance of tourism in India and socio-economic dimension of tourism. Gill, P.S. (1997) brings to light on some valuable information regarding tourism in India, planning for tourism, tourism management, travel

agencies and tourism, facilitation and infrastructure in tourism, publicity and promotion in tourism, publicity and promotion in tourism and tourism marketing among others. Sinha, P.C. (1998) has focused on all aspects of tourism development viz, social economic, cultural, physical, anthro-political, spatial, environmental and overall recreational activities. He could try to provide the possible ways and means for sustainable development of tourism. Seth, Praveen (1999) has focussed on his study about the growth of travel, travel industry, historical background, tourism demands, methods of operations, managerial aspects of tourism, cultural tourism, hotel industry, airport handling procedure, airport in flight services and the travel agents and role of travel agency in tourism. It provides valuable assistance to anyone concerned with the strategies for the future of travel and tourism. Chaudhary, Manjula (2000) has analysed in her study about the determine pre and post-trip perceptions of foreign tourist about India as a tourist destination. She focused on expectation and satisfaction level of the tourists. She pointed the strength and weakness of the India's tourism. Maharana, I. (2000) analysed the dynamics of tourism growth, economic and environmental benefits and participatory conservation and protection of natural resources by different stakeholders in the Sikkim state of India. The annual tourist influx in Sikkim has increased by about ten times over a span of the past 10 years. At present about 69% of the total households income comes from tourism related activities, which increased the income and consumption pattern of the community. Karma, Krishan K. (2001) focused on the basic theme of the tourism. He discussed about the pricing in tourism, tourism demand forecasting, multiplier analysis to the operational tourism, tourism impact analysis and public private sectors in tourism. Johny, C.D. (2002) has focused in his study about the inter-spot variation in the demand and supply of tourism products in Kerala which benefits the three sections of tourism decision makers the governments, commercial enterprises and non profit organizations in their respective roles. Chawla, Romila (2003) suggested about the development of the tourism industry in India in her study. She focused on the challenges of the tourism. Ramesh (2004) has given a deep thought on Indian tourism. He opines that India should promote a type of tourism which roots through its history, geography and socio-cultural values. He also discussed about the importance of tourism education, research, training and planning. Bhattacharya, P. (2005) has observed in his study the absence of internal transport system, lack of suitable advertisement, unplanned accommodation, absence of good network of travel agency, absence of information counter and restaurants. Chakrabarty Amit, K. (2006) has focused on the unemployment in India and the role of tourism industry in reducing the unemployment problem in developing country like India. Kulkarni, Sonali (2007) made an effort to design and to bring together service provides in the tourism industry for sharing the experience and generating new knowledge. Pradeep (2008) analysed economy and tourism in his study. He thrown a light on all

aspect of tourism, which contributes to develop an underdeveloped economy in India. He told us about the role of tourism in regional development. Mathew, C. (2009) stated the impact of tourism in different classes of tourist destinations that are of divergent nature as far as tourism is concerned. Ishwar, P. (2010) discussed about the transport infrastructure importance in the development of the tourism. He suggested to develop the tourism industry, tourism education awareness programmes like that workshops, seminars should be conducted either by the educational institutions or by the tourism department for creating awareness and importance of tourism among the auto rickshaw drivers, shop owners, hotel owners and public at large scale. Renushree, H.K. and Uma, H.R. (2011) have highlighted the importance of protected area and its role as eco-tourism product in India. They tried to assess tourist view on eco-tourism principles as per established policy. Sudarshan Reddy, G. (2012) has made a modest attempt to analyse the pilgrimage tourism in Andhra Pradesh with a focus on devotee satisfaction attributable to pilgrimage tourism. Arti Meshran and Sunita Borkar (2013) has made an attempt to bring forth the alternatives forms of tourism in Vidharbha and its promotion by using of appropriate marketing strategies which in return would add to economy of the country and overall to provide job opportunities to the locality at large. Ananda Kumar, A. Bhawani, D. and Kalairasan Kartik, P. (2014) have studied the tourism potential of Tamil Nadu state and identified the various tourist places of Tamil Nadu. The study suggests to take necessary steps to develop various tourist spots by Tamil Nadu state tourist developers. They suggested that the state have many opportunities for the tourism development.

Objectives of The Study

The following objectives have been selected to complete the present research paper–

1. To analyse the role of tourism planning in employment generation.
2. To analyse the tourist development elements.
3. To analyse the quality of the facilities which are provided during the tourism period by the tourism agency.

Employment and Tourism Planning

The employment opportunities provided to the people to management the tourism. Travelling and accommodation are must for the tourism and well knowledge person about the tourist place is required for better tourism. Such types of requirement provide the opportunity of the employment in this sector. So its generate the employments. It is a labour intensive industry where service sector dominates. It is looked upon as a major source of income to the regions which have limited potentials for other economic activities or where other resources are limited. It employs large number of people and provides wide range of jobs from the unskilled to highly specialise. Tourism generates three types of employment–

1. Direct employment:- Direct employment in the hospitality sector such as hotels, resorts, restaurants, transportation etc. in the form of front

officers, accountants, house keepers, waiters, catering staff like cooks etc.

2. Indirect employment:- Indirect employment generated on account of consumption of local goods and services by tourists give opportunity to street guides, local transporters, bankers etc.
3. Induced employment:- Induced employment generated to meet the specific requirements of tourists such as porters, chambermaids, gardeners, hawkers, coolies, brokers, artists, performers, musicians etc.

Tourism Development Elements

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers changing needs and desires. There are two elements that play a major role in tourism industry namely direct elements and indirect elements. Direct elements of the tourism industry are sales, accommodation, transport, activities, attractions and ancillary services. Indirect elements of the tourism industry are often called support sectors. These are as infrastructure, roads, transports, airports, communications, public toilets, signs, manufacturing, building, industry, electricity, water supply and sewerage and waste disposal.

Problems of Tourism Planning

It is a competitive industry. It has a lot of problems in tourism planning and development. Some major problems are as–

1. Physical isolation and inaccessibility.
2. Unplanned and haphazard growth of tourist place.
3. Insufficient infrastructural and super structural facilities.
4. Problem of currency conversion.
5. Cheating habit of internal transport.
6. Lack of information.
7. Lack of development in the doars and the plains.
8. Short tourist season in hilly regions.
9. Over crowd in summer.
10. Lack of diversification.
11. Lack of organizational set up.
12. Lack of proper publicity.
13. Lack of tourism consciousness.

Conclusion

On the basis of the study the investigator found that the tourism planning plays an important role in the regional development. It is an instrument of economic development and employment generation, particularly in remote and backwards areas. It is a large service industry in terms of gross revenue as well as foreign exchange earnings. It is also playing an important and effective role in achieving the growth with equity. Sustainable tourism can create positive opportunities for community development in remote areas. Tourism development should provide the quality employment local people and as much as possible, the tourism infrastructure is developed and managed by local people. It is an important development tool that provides economic, social and political development in the region, because a regions tourism potential accelerates that the development of the regions multi-faceted. Thus, development in a

region of tourism in rural or under developed areas, can help eliminate economic imbalances. Tourism planning is a main strategy for developing region and has move capacity to remove the backwardness of the region. Thus we can say that tourism and regional development are closely linked.

Suggestions

Some suggestions are given for the tourism planning and development. Its may be helpful in the tourism development. These are as–

1. Local tourism development is also required for participatory approach, which means involvement of all sectors of society in decision-making processes for planning and management.
2. Public education through tourism awareness programmes should be part of the tourism development plan and programme. Basic techniques and methods commonly used are radio broadcast, television programmes on tourism, news paper, articles and publications about tourism concepts, events and development projects, posters, brochures, booklets and instruction on tourism in the local school system.
3. Professionals can help provide training to local authorities, tourism officials and local business people to enable sustainable and autonomous local management.
4. To provide the best facilities of the tourists in minimum price and reduce the level of cheating with the tourists.
5. Develop the local tourist places to reduce the over crowd of the tourist places and generate the employment opportunities on local level.
6. Network of the tourism agencies should be developed on tourist places and help the tourist if they are in need of the help.

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