

Major Techniques to Enhance Tourism Potential of India



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Abstract

“India is the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great grandmother of tradition. Our most valuable and most artistic materials in the history of man are treasured up in India only!”

Mark Twain

India is rich in history, culture and geography and has a tourism appeal in large quantity. India is a storehouse of art and culture. The potential for the travel and tourism industry in India are enormous. However, at the same time, industry faces numerous problems, of which the most critical is the lack of proper infrastructure. India's tourism industry has a worker shortage. Insufficient accommodation, unclean rooms and food problems plague tourists who come to India. Many places in the interior of the country are not well-connected by proper roads, railways or airways. Excessive bureaucracy also delays new hotel and transportation projects. Tourists are often exploited economically, and criminal elements in India can make visits to India unsafe for women and elderly tourists. The tourist attractions in India are also being damaged by pollution.

Challenges for Tourism industry in the rural interior of the country are very common. These areas are rich in natural beauty, but they often lack in basic infrastructure and accommodations for tourists. These regions are highly agrarian. The government is unable to secure enough land for developing tourism infrastructure because it adversely affects local farmers. Problems have contributed to India's low share of 1 percent of the world's total tourist arrival percentage.

The tourism industry has enormous capacity to reduce our economic problems and has huge potential for future development. But Indian tourism industry needs proper and sustainable tourism development planning which is increasing tourism potential of the country.

This paper highlights major technique and method to enhance the tourism potential of the country, which helps to develop tourism industry and give big boost to the Indian economy.

Keywords: Tourism Potential, Tourism Industry

Introduction

Tourism has an important place in today's life. After oil industry, tourism is recognized as one of the most important sectors which have played an important role in the development of international business.

Tourism has an important place in the growth of the Indian and the World economy at large. It is the world's second largest and India's third largest industry in terms of man power involvement. The economic balance for a country like India, which requires large quantum of imports, can be maintained and posted by the foreign exchange earned through tourism. Tourism is also a major sector for employment.

India's tourism potential is virtually unlimited. During the period 1951-2001, India achieved a compound growth rate of 26.2%. In foreign exchange earnings as against world average of 23.5 %. The future growth rates of tourism in India are projected to be 5.8 % during 2010-2020. The potential for the travel and tourism industry in India are enormous. However, at the same time, industry faces numerous problems, of which the most critical is the lack of proper infrastructure. India's tourism industry has a worker shortage. Insufficient accommodation, unclean rooms and food problems plague tourists who come to India. Many places in the interior of the country are not well-connected by proper roads, railways or airways. Excessive bureaucracy also delays new hotel and transportation projects. Tourists are often exploited economically, and criminal elements in

India can make visits to India unsafe for women and elderly tourists. The tourist attractions in India are also being damaged by pollution.

Tourism problems are more common in the rural interior of the country. These areas are rich in natural beauty, but they often lack basic infrastructure and accommodations for tourists. Often these regions are highly agrarian. The government is often unable to secure enough land for developing tourism infrastructure because it adversely affects local farmers. Problems have contributed to India's low share of 1 percent of the world's total tourist arrival percentage.

Objective of the study

1. To examine the wide scope of the tourism industry, that can be a major contributor to Indian economy.
2. The main objective of the paper is to focus sustainable and planned tourism development, which can be helpful in decreasing the negative impact of tourism development and increasing tourism potential of tourist destination.
3. To highlight the major techniques of increasing tourism potential.

Research Methodology

Researcher's data is based on secondary source. These data gathered from various reports of Tourism Department, Govt. of India. Several magazines, newspapers and the internet have also been extensively consulted.

Meaning and Definition of Potential

The term 'potential' means "having or showing the capacity to become or develop into something in the future." The word 'potential' is synonymous with 'possible', 'likely', 'prospective', 'future', 'probable'.

Potential may be defined as, "having or showing the capacity to become or develop into something in the future."

"The latent qualities or abilities that may be developed and lead to future success or usefulness" are known as potential.

Technique of Maintaining Tourism Potential

Tourism is a task that should be performed in a hasty manner. The technique involved should follow a procedure so that mastery and craftsmanship of tourism potential can be maintained. It needs proficiency, expertise, mastery, and skill to carry out the task of maintaining tourism potential. Technique of maintaining tourism potential is a long term goal. Tourism should give emphasis to conservation and preservation of natural and cultural heritage. A common approach should be taken between conservation, management and business dealings. Tourism should have global appeal. Visitors, visiting the extraordinary landscapes, historic and indigenous places should experience the uniqueness and the aesthetic and artistic pleasure.

The tourism sector has the potential to alleviate poverty and encourage economic aspects. The several allied sectors like aviation, banking, hospitality, railways, health, education, manufacturing, the creation of jobs and industries, foreign exchange earnings and infrastructure development. Tourism has

emerged as a key growth driver of socio-economic development.

The Ministry of Tourism is also making efforts to explore and promote the untapped potential of India in a huge way to development as a world-class tourist destination. The tourism department is working hard to preserve and conserve natural habitats and the endangered species. A Mega project for the holistic experience of the tourist is given importance by the Ministry.

The tourism industry in India has become a key-growth driver. The government of India needs to look into the few issues and challenges like-inadequate transportation, poor safety and hygiene condition, burden of multiple taxes, lack of skilled human resources, inadequate infrastructure and unsatisfactory accommodation so that a congenial environment can be maintained for the tourism potential.

For the proper maintenance of tourism potential, the tourism operators, heritage and environment managers, community groups and others should have mutual understanding of issues and work together with interest in places, regions and the heritage of the area. The tourism business and the local community should work for the benefit of all, both now and in the future. There should be systematic strategies which should be realistic and should be the needs of one and all. The development proposals of a region should pinpoint to the future steps and these steps need to be revisited and updated continually.

A proper study of all natural resources is integral to the future development of tourism potential. The environmental and cultural heritage is the key assets for tourism. The proper understanding of the place or its value with special communication skill of the local people is the key selling point. The tourist takes back the information provided by the local people. This information combined with the values, stories and landscapes can create a scientific, social, aesthetic, historic support value for past, present and future. A place of tourism should be such that the people visiting the tourist spot should be provided with goods and services to facilitate their living away from their homes.

A traveller, who makes a mind to visit a place, gets involved with the place of travel destination much before the actual visit. He forms the perceptions of destination, long before he arrives. There are many psychological, emotional and motivational links that create and manages the needs and desires of tourist.

Every person involved in tourism, directly and indirectly should work hard to develop trust and awareness. An organized tourism stakeholder should work for development of tourism. Supporting factors and sound infrastructure provide a firm foundation for growth of the tourism industry. The needs of local communities for jobs and education and the conservation of tourist spot also grow if the economy around the tourist spot grows. The mere makings of plans do not help in the development of the tourist place. For the promotion of potential development,

proper planning and implementation should work hand in hand. This will lead to the better future for the coming generations.

The tourist is attracted with the environment of the place of his visit. During his visit, he interacts with an environment which is very broad and wide in scope. He should be sensitive to his surroundings that involves both natural and man-made. The tourist must understand and be educated about the concerns of the archaeologists who work hard to maintain the biodiversity. The greater the mixture of different bio-diverse elements in a single trip will make the trip more memorable and a treasure to relish. Mahatma Gandhi said, *"The Earth has enough for everyone's need, but not for everyone's greed."* We have inherited a big, colorful and a fascinating world, but man in his greed for more and more has taken a toll on it. The environment must be maintained, nurtured and preserved for future generations.

Tourism is a new economic phenomenon with multiple dimensions. It deals with the product that can neither be transported nor stored to be sold at a later date. There is a certain amount of urgency in the business of tourism. The tourism product has to be dealt in and sold out in the present day or it will go waste. Properly developed tourism plans should be prepared by the Govt with the help of sincere and honest motivators who have experience in this field. This task should not be left to the whims and fancies of ill-motivated private people.

Tourists are the resource in themselves; they should be properly tapped for better results. Better management, better understanding and value of the place, preservation of local resources, create products for specific visitors, maintaining competition, enhancing visitor's experience are some steps for the better future of potential tourism that will last for many future generations to come. To maintain the potential of tourism destination, the entire sub-industry of consultants and business management firm should work to combine a diverse set of people, places, culture, history and emotions into one nation. Travellers have a choice to choose from, many destinations, so he should be so well-equipped that it becomes easier for him to choose from a lot of them. So, to brand a place is of much importance because it gives the feel of the place. The tourism in the least developed country faces a lot of obstacles. The economies interested in developing tourism as an economically vital tourist spot should give emphasis to make the tourist territory attractive and conducive to visit. But many times it is found that the resources or territories do not meet the demands of the tourists, so they lose the criteria to become a potential tourist spot.

An approach for the maintenance of tourism potential should be such that the total planning of how to run the tourism business, keeping in view the customers as the main focal point to be made. A high-value, innovative, sustainable environment and creative economy will prove to be a great place of tourist destination. Accessibility is the least elementary service which should be given importance to, for the attraction of the tourist inflow. Installations

services like-food and accommodation facilities are also primary need of the tourist inflow. Tourists also look for ecologically clean, unpolluted natural environment to make their trip or vacation. Existence of ecological problem is one of the strongest restriction for the development of modern tourism.

Tourism can become a growth potential of a place if the social, economic, natural and cultural environmental aspects are well-coordinated and balance the demand of the stakeholders. The technique that should be adopted for the maintenance of tourism potential is that proper care should be taken in educating the community not only about tourism benefits and risks but also to take pride in their social-cultural heritage. For this, the present strengths and weakness with future possibilities should be considered. If properly addressed the present weaknesses and threats can turn into strength and opportunities in the future.

For the proper maintenance of tourism potential, one should look beyond the identified areas of conflict. Conflicts are inevitable; they may make an idea or a project unworkable. But, with proper resolution and mediation processes, innovative solutions may be obtained for the smooth functioning of tourism. One should concentrate on analyzing priority issues so that tourism potential can be maintained. The business and management decision should be judged on the limited information available. Thus, one can overcome the complex situation.

The media play an important role in activating tourism potential. Media mediates between tourism and society. It has a social responsibility in creating good public relations in a more candid and honest manner. People with internet access seek information from websites which is easily accessible and has a considerable scope of potential information. Tourism is highly dependent on the media reporting. Tourist forms an opinion of the destination from these reports. Travel exhibitions and fairs, screening of tourist film, news-letters giving information about the specific areas of tourism, audio-visuals of a destination, colorful feature stories highlighting the various tourist attractions, video and music clips are some ways by which tourism can be promoted. The modern technology has become a potent source of innovation and a source to transform the information into knowledge. The Ministry of Tourism has an excellent tourism portal which is accessible for e-marketing.

Conclusion

Travel consumers today know the world of travel. Their collective experience is a source of tremendous wealth; their collective desires are a source of tremendous information for those seeking to satisfy them. ----McMichael Hall and Allan M. Williams (Tourism and Innovation)

From the paper one can conclude that tourism continues to be among the foremost vehicles for economic development, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. It is increasingly appreciated as a positive force for natural and cultural heritage conservation.

One can say that tourism can capture the economic characteristics of the heritage and utilize these for conservation by generating funds, educating the community and influencing policy of government. It is an essential part of many national and regional economies and can be an important factor in development, when managed successfully. Planned promotion of tourism can bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. The participation and understanding between the local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy-makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations and further to enhance the tourism potential for overall economic development.

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