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2. Basic Facilities Of Tourism Industry On Economic Growth Of India

(since 2001-2013)

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Abstract:

India has over the years become a more open economy. It is a beautiful and exotic country with colorful traditions and centuries of history. It still has unique beauty and charm. However, India has many more places to visit that foreign tourists may not know about. Jaipur, also known as the Pink City, is a popular travel destination for Indians and foreigners. The beaches of Goa are a tropical paradise but are also relatively unknown to the rest of the world. India needs to market itself to the world as a unique country with much to offer the visiting tourist. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi significantly have improved tourism in India. Tourism can significantly contribute to environmental protection, conservation and renewal of biological variety and supportable use of natural resources. Because of their attraction, fresh sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

1. INTRODUCTION

Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO).

The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewellery and ready made garments.

Background

The globalization of India has given rise to new chance but it has also brought with it new challenges and responsibilities. It means that the universal economy can no longer be seen from a spectator's viewpoint. What happens there has large indication for India. Every time there is a major financial crisis anywhere in the world, there is need to take brace position. And, in turn, the rise and fall of India's growth rate has an impact on global growth and there is need for India to take this responsibility seriously.

Tourism is the travel for diversion, tranquility, religious, family business purposes, usually of a limited period. Tourism is generally affiliated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one sequential year for leisure, business and other purposes".

Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing meanings on a country's balance of payments. Today, tourism is a major source of income for many countries, and results the economy of both the source and host countries, in some cases it is of essential importance. A recently published book notices that India has entered a 'critical decade'. It has emerged as a large and systemically important economy on the global stage. It enjoys the unique advantage of having many economic index in its favour, particularly a large domestic market, huge investment-to-GDP ratio, and demographic advantage. However, all of these will need to be leveraged to get the full advantage out of them. Undoubtedly this needs India to address its internal challenges, which include the long-standing problem of poverty and the development of its social and physical infrastructure.

India has over the years become a more open economy. The total share of imports and exports accounts for close to 50 per cent of GDP while that of capital inflows and outflows measures up to 54 per cent of GDP. Yet economic outcomes and their impact on growth and development arising from the interaction between the domestic and external economies are contingent on a large number of factors. Though economic outcomes are to some extent contingent on choosing policies appropriate to the conditions characterizing an economy, the relative position of an economy vis-à-vis other countries in a global setting could facilitate (or even constrain) policy choices. This section flags a few features that characterize India that may be relevant in its further engagement with the global economy as also for its future development.

Basic facilities of tourism industries

Tourism is seen as the act of travelling from one place to another for the purpose of pleasure, sport, meeting, health, region and sightseen. Tourism is of two elements: journey to destination and the stay including activities engaged in at destination. There are three basic components of tourism:

- **Accessibility:** It means reach ability to the place of destination through various means of transportation. transportation should be regular, comfortable, economical and safe. today there are various means of transportation like airlines, railways, surface and water transportation. the transportation should be there for all kind of tourists and destinations
- **Accommodation:** It is a place where tourists can find food and lodge provided he/she is in a fit position to pay for it. there are various type of accommodation from a seven star deluxe hotel to a normal budget class hotel.
- **Attraction(local):** It means anything that creates a desire in any person to travel in a specific tourist destination or attraction. local is another basic component of tourism. The local may be used to include the holiday destination and what it offers to the tourist.

Elements of tourism

There are some elements of tourism and these are what tourist consider before visiting a destination area:

1. Historical and cultural factors
2. Beautiful weather
3. Amenities
4. Scenic attraction
5. Safety and security
6. Accessibility
7. Accommodation
8. Other factors
 - a. Basic medical facilities
 - b. Communication system
 - c. Guide facilities
 - d. Water
 - e. Electricity

Historical and cultural factors : Historical and cultural interest practiced great influence over travelers. Large numbers of tourists are absorbed because of its famous leaning tower or so many tourists visit Lotus temple because it is a place of worship and its flowerlike shape.

Beautiful weather : Fine weather with warm sun shine is one of the most important attractions of any tourist place. Specially good weather plays an important role in making a holiday pleasant. Tourists from countries with extremes of weather visit sea beaches in search of fine weather and sunshine. Due to this many spas and resorts along the sea coasts come into existence. For example Shimla is the capital city of the Indian state of

Himachal Pradesh, located in northern India or Goa, Located in West India in the region known as the Konkan because of its beautiful beaches and nice weather.

Amenities: Facilities are very essential for every tourist centre. They are considered necessary aid to the tourist centre. There are two types of amenities, natural and man made. Beaches, sea-bathing, fishing, climbing, trekking, viewing are come under first category. Various types of entertainments and facilities which cater for special needs of the tourists come under the latter category.

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Scenic attraction: Scenic attraction are very important factors in tourism industry. Mountains, lakes, waterfalls, glaciers, forest, deserts attracting people to visit them. Thousands of tourists are attracted by the northern slopes of the Alps in Switzerland and Austria and Mountain slopes of India and Nepal.

Safety and Security: safety and security are necessary to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

Accessibility: There should be accessibility for each and every location of tourism attraction. If their locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much than to short distances.

Accommodation: The need and necessity of accommodation can not be ignored in tourist destination. Accommodation plays an important role in this field. Many changes have taken place in accommodation recently. New types of accommodation, particularly, holidays villages, apartment houses, camping and caravan sites and tourist cottages, have become very popular. Usually a large number of tourists visit a particular spot simply because there is a first class hotel with excellent facilities. Today Switzerland, Holland, Austria and the Netherlands have gained reputation for good cuisine, comfort and cleanliness.

Other factors: Besides the above factors, hospitality is one such factor among the variety of factors. It is the duty of the host country to be hospitable towards tourists. For this French and Indian governments have done a lot. A series of short films on various themes like "being polite", "cleanliness" and "welcoming a visitor" were prepared and exhibited through a wide network cinema theatres all over the country. Slogans like "welcome a visitor-send back a friend" were displayed at various important exits and entry points like railway stations, airports and seaports. Following the above methods, many other countries launched Be nice campaigns. It means that the tourists must be treated as friends.

Tourism Industry In India

Tourism development in India has passed through many phases. At Government level the development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

India is a country known for its bounteous manner to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural section and colourful fairs and festivals held stable gravitation for the tourists. The other attractions include beautiful beaches, forests and wild life and perspective for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts also attract tourists.

The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. The estimates available through study portend that nearly forty per cent of the tourist cost on shopping is spent on such items.

Tourism is not only a growth instrument but also an employment producer. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for various sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO).

The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewellery and ready made garments (Kurukshetra, 2012).

Dimensions of Indian Tourism Industry:

Travel and tourism industry is the second highest foreign exchange earner for India, and the government has given travel & tourism organizations export house status.

Earning through exports from international visitors and tourism goods are expected to generate 6.0 per cent of total exports (nearly \$16.9 billion) in 2009 and expected to increase to US\$ 51.4 billion in 2019.

India has rich cultural and natural heritage assets of great interest to international and domestic tourists.

Tourism also accounts for a large share of total employment, directly accounting for 4.59% of the total number of jobs.

When both direct and indirect contributions of tourism are taken into account, the number of jobs created by tourism sector is at least 38.6 million, or 8.27% of total jobs.

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It has moved up three places on the listed countries having world's most attractive destinations. Again it is ranked 14th and 24th respectively, as most favored destination for natural resources and cultural resources.

Tourism industry in India has several impacts on the economy and society. These impacts are highlighted below:

1. **Generating Income and Employment:** Tourism in India has appeared as an organ of income and employment generation, poverty reduction and supportable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

2. **Origin of Foreign Exchange Earnings:** Tourism is an important origin of foreign exchange earnings in India. This has desirable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

3. **Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For example, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in maintain the natural habitats of many endangered species.

4. **Developing substructure:** Tourism tends to reinforce the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, moreover to the hotels and high-end restaurants that supply to foreign visitors. The development of infrastructure has in turn enforce the development of other directly productive activities.

5. **Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also help prepare peace and stability in developing country like India by providing jobs, generating income, variegate the economy, protecting the environment, and promoting cross-cultural knowledge. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

ENVIRONMENTAL IMPACT OF TOURISM IN INDIA

1. Direct Financial Contributions

Tourism can contribute directly to the protection of delicate region and habitat. Revenue from park-entrance fees and similar sources can be dedicated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

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2. Contributions to Government Income

The Indian government through the tourism department also collect money in more far-reaching and indirect ways that are not related to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of amusement equipment, and permit fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park guardianship.

3. Improved Environmental Management and Planning

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the slow decadence of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

4. Raising Environmental Awareness

Tourism has the potential to increase public commendation of the environment and to extend knowledge of environmental problems when it brings people into closer contact with nature and the environment. This confrontation enhance awareness of the value of nature among the community and lead to environmentally alert behavior and activities to preserve the environment.

5. Protection and Preservation of Environment

Tourism can significantly contribute to environmental protection, conservation and renewal of biological variety and supportable use of natural resources. Because of their attraction, fresh sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forest and to protect domestic species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

Conclusion

Since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the effort to achieve tolerable growth in tourism if India is to become a world player in the tourist industry. The new tourism policy attends making tourism a catalyst in employment generation, wealth creation, and development of far and rural areas, environment protection and social union. The policy also aims to put in order economic growth and promote India's strengths as a tourism destination that is both safe and at the same time exciting.

The tourism sector is expected to perform very well in future and the industry offers an interesting investment opportunity for long-term investors. The India travel and tourism industry ranked 5th in the long-term (10- year) growth and is expected to be the second largest employer in the world by 2019. This means that the sector's share of total national investment will increase from 4.7 per cent in 2011 to 4.8 in 2021. We conclude that the tourism industry of India has made a significant difference in recent years and is growing steadily.

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