

Studies on Development of Tourism Industry in India

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Abstract

The industry of tourism has entered a new phase of growth and significance. Tourism has emerged as one of the most important industry of the future. The Multiplier effects of tourism in terms of employment generation, income generation, development of tourism infrastructure and also conservation of priceless heritage, cultural deposits and development of potential tourism places are significant. However, development of tourism depends on conducive policy environment, sound infrastructure and quality tourism services . Both developed and developing nations are well aware of the importance of tourism. In reality, the creation of jobs and the reduction of poverty can both be greatly aided by tourism. The landscape has also been altered by tourism, and natural tourist attractions have emerged as the most promising alternative types of travel. The most recent policy changes will assist India in reaching its full potential for tourist growth, but the nation still faces many new obstacles and fierce competition from both domestic and foreign sources. Against this background, present paper attempts to review the growth and development of tourism industry in India.

Introduction:

The movement of individuals across national borders or within their own country is a component of the phenomena of tourism. According to Wahab (1975), there are essentially three components to tourism: man (the human aspect as the act's producer), space (the physical component that the act itself must inevitably encompass), and time (the temporal element which is compared by the trip itself and the stay at the destination). Tourism is conceptually defined as the phenomenon and connections resulting from non-residents' travel and stay, insofar as they do not result in permanent inhabitants and are unrelated to a source of income (Burkart & Medlik, 1984). Although strictly speaking, according to the classical definition of the term, tourism is not an industry, it must be considered one nonetheless because it supports the country's economic and social growth and stimulates a number of productive sectors. In terms of economics, tourism generates demand for or supplies a market for a number of distinct and diverse enterprises (Robinson, 1976). The present definition of industry as a collection of businesses producing similar commodities that consumers see as alternatives for one another despite possible physical differences has helped to justify the term's application to tourism (Wahab, 1975). One of the newest sectors of the economy with the potential to quickly raise income levels and living standards is

tourism. It contains complex sector industries in the traditional sense of the words, such as the hospitality, transportation, and handicrafts sectors (Tewari, 1994). According to Lundberg, tourism is a business. According to him, the transportation, caring, feeding, and entertainment of tourists is the business of tourism (Lundberg, 1972). In their treatment of it as a system with interconnected pieces, Mill and Morison expressed the opinion that tourism is not an industry (Mill Morison, 1985).

In the context of local tourism resources, After Vandermay (1984) provided a conceptual framework. It focuses on two main aspects. While the second dimension acknowledges both governmental and private tourist coordinating organisations that operate in the region, the first dimension represents diverse sectors of the tourism business on a regional level. A typical conceptual framework for tourism has three dimensions: one, the input and impacts of local residents and the region; local input provided voluntarily is a limited but valuable resource; and three, in terms of the types of content that the community wants to support in the development of the tourism industry.

Tourist Destination Development:

Since the travel and tourism industry has generated analytical exploration of the various dimensions and details perceived as an economic activity having a consumption, or demand, aspect and a production, or supply, aspect, the concept of tourist product is central to understanding the innovation and practise of management in all sectors. There are two levels at which the tourist products can be understood from the industry's perspective (Karma, 2001). The explicit product, such as attractions, lodging, transportation, and other facilities are elements of the local tourist products. The total tourist product is made up of a combination of all the service elements consumed by the tourist from the time the tourist departs from home to the time the tourist returns. The main elements of the overall product are : (i) attractions (landscape, seascape, beaches, climate, and ecology); (ii) built attractions (historic and new townscape as in newly built resorts and purpose-built attractions); (iii) cultural attractions (festivals, folk songs, dances, theatre, traditions), and (iv) social attractions (lifestyles, experience, interaction, etc.); The targeted segments' potential visitors' demands and needs are catered to specifically in the quantities determined by market feasibility studies. (iv) images that typically reflect the intrinsic qualities of the tourist product, including its design, quality, style of attractions, its built environment, and social environment. These facilities include lodging, restaurants, cafes, and bars, transport at the destination, and other ancillary services. Images, or the impressions, thoughts, and beliefs that tourists have about the goods they purchase, are features of all types of tourist products. Images are important because they have an impact on consumer behaviour. Other important factors include: (v) pricing, which represents the overall cost of all product components, including travel, lodging, and participation in a variety of chose activities at the location; and (vi) publicity.

A destination consists of a core of amenities and services designed to meet the needs of tourists, sometimes referred to as the four A's. However, each of the components—attractions, access, and amenities—is present. (iv) A combination of these aspects is regarded as an amalgam until ancillary services are given in the form of a complete mix and tourism in general is patronised. Therefore, it would appear to be of utmost importance to properly design the strategy for destination growth as well as for any other product, whether related to tourism or not. Plans or strategies that have been carefully considered and developed would go a long way toward assuring the project's success at launch and long-term sustainability. The policy community is aware of the contribution that tourism makes to India's economic growth. India's tourism industry has had a meteoric rise as a result of changes in the business climate, as well as in the regulatory and legal framework. India has also become one of the world's top tourism destinations. India has a wide variety of tourist attractions; including places to visit that are historically and culturally significant, religious, ethnic, rural, natural, and wildlife-related, among others. The expansion of tourism infrastructure and services has also benefited from recent budgetary allocations and policy changes. Both international and domestic visitors can choose from a wide variety of tourist sites in the state of Uttar Pradesh. On the world tourism map, Varanasi and Agra have become major international tourism hubs.

Growth of Service Providers:

The foundation of the tourism sector is its infrastructure. It makes it easier for tourists to move around in a comfortable way, offers them a selection of accommodations that fit them, and effectively coordinates their mobility and stay. To conduct their businesses and assist travellers, travel agencies, tour operators, tour promoters, transport operators, and other service providers have emerged. With the escalating pace of life and the pressing need for faster and more frequent travel, India's profitable travel agency industry is expanding significantly. The basic duties of a travel agency are to guarantee a straightforward, comfortable, and planned journey by handling all reservations-related duties and aiding the guests with all necessary travel-related paperwork. IATA (International Air Transport Association) and the relevant government ministries must approve a travel agency in order for it to get commissions and credit facilities from its principles, the airlines, hotels, and transporters. Tornos, Riya Travels, Akbar Travels, Amadeus India, Pearl International, Hina Travels, and others are some of the more well-known travel companies. Three departments make up a full-fledged travel agency: (i) international passage booking, (ii) domestic passage booking, and (iii) tour operation. Importantly, reserving an overseas passage only helps travelers who want to travel internationally. It consists of four small units: (i) documentation; (ii) reservation; (iii) visa; and (iv) sales. It's interesting that the domestic transit booking function only works with Indian carriers while facilitating domestic air travel. This department receives passenger requests over the phone and arranges for the delivery of tickets to the customers.

The travel agency is crucial in boosting tourist flow to India and generating significant foreign exchange revenue for the nation. This unit's primary responsibility is to welcome visitors from overseas and arrange for their hotel accommodations, sightseeing, and ground transportation needs around the nation. In the creation and dissemination of travel and tourism, tour operators have long dominated. Independent travel has increased as a result of increased Internet usage and a more self-assured and seasoned travelling audience. It is important not to undervalue the role and effect that tour operators still play. There are several options available to travel sector principals for delivering their goods, including hotels and airlines. They might sell through a travel operator, interact directly with customers online, or employ other strategies. Hotels may offer their goods via a system for group reservations. Principals and tour companies have typically sold their goods through travel shops, or more specifically, travel agents. The most important thing to keep in mind about travel brokers is that they are not ordinary sellers. In today's tourism, tour guides play a significant and diverse role. When all three elements of a guided tour interact at the same moment in space and time, it results in a safe and high-quality experience for the guide, the visitor, and the environment. Today, it is difficult to imagine organized tourism without the assistance of guides, including both tourist guides and tour managers/leaders (who follow the group during travel) (who welcome the group at the destination).

Tour promoters, also known as (i) retailers and (ii) full sellers, are primarily agents. The agent known as a retailer typically works alone or in small groups, depending only on his personal contacts and earning potential. Importantly, a whole salesperson is the individual who organizes a tour, prepares thorough brochures with a whole itinerary of the tour and its cost, and distributes those brochures to all of the local travel agencies. The merchants receive a percentage of any sales they generate as compensation in exchange for feeding the whole vendor with tourists who are on the tour. The complete seller then gathers the necessary number of people, creates a group, and submits the itinerary and information pertaining to India to the agent in India. The agency then secures all hotel and flight confirmations and quotes his pricing for the tour to the operators overseas. The majority of agencies, both in India and overseas, are coming up with strategies to reduce the amount of contact and obtain the ability to make quick reservations with hotels and flights. A growing important effort in this approach is "Package Tours." The agents now divide the entire nation into numerous small pieces, arrange package trips that fully cover at least one unit, give set services, and utilize set hotels at set rates. Then, a comprehensive pamphlet of these package tours is prepared and distributed to the agents and airlines abroad. It includes 7 to 10 different package tours, each with a full itinerary and pricing.

Transport and lodging are two key components of any nation's tourism sector. The trade turnout will be more brisk the more facilities there are in these industries. There are three different modes of transportation available to tourists: air, land, and water. While domestic tourism generally relies on surface transportation, overseas tourist depends heavily on air travel. Importantly, the airlines frequently offer a variety of incentives

to make flying significantly less expensive. It's interesting to note that as the motor vehicle industry has expanded, especially in industrialised nations that both bus and private or rented vehicles are now frequently used for road transportation. Number of approved hotels and rooms in India is shown in Table 1. There were 1423 approved hotels with the capacity of room 1.05 lakh rooms. Number of hotels was recorded highest for 3 stars and 4 star however, number of rooms were recorded high in 5 star deluxe hotels.

Table 1: Number of Approved Hotels and Rooms in India

Category of Hotels	Number of Hotels	Number of Rooms
One Star	7	209
Two Star	23	688
Three Star	527	17518
Four Star	419	19652
Five Star	205	25278
Five Star Deluxe	178	40080
Heritage Hotels	64	1919
Total	1423	105344

Source: Ministry of Tourism, Government of India

Number of recognized operators in country is shown in Table 2. During 2018, there were around 1000 recognized travel and tour operators in India. The number of operators has significantly increased in 2020. Out of total tour and travel operators, in-bound tour operators and travel agents were recorded high.

Table 2: Number of Recognized Operators in Country

Operators	December, 2018	April, 2020
Travel Agents	215	209
Inbound Tour Operators	485	523
Tourists Transport Operators	109	123
Adventure Tour Operators	50	53
Domestic Tour Operators	140	154
Total	999	1062

Source: Ministry of Tourism, Government of India

Number of approved hotels and availability of rooms in India is shown in Table 3. There were 2333 hotels in India and out of them about 1/4th hotels were categorized as Three Star while about 6 per cent hotels were Four Star category and about 5 per cent hotels were unclassified. About 30 per cent rooms were reported in Five Star Deluxe hotels while about 28 per cent rooms were reported in Three Star hotels.

Table 3: Number of Approved Hotels and Availability of Rooms In India

(As On 31st December, 2014)

S.No.	Category of Hotels	No. of Hotels	No. of Rooms
1	One Star	41	1193
2	Two Star	80	1902
3	Three Star	554	22724
4	Four Star	134	7969

5	Five Star	92	11744
6	Five Star Deluxe	113	23907
7	Apartment Hotels	3	249
8	Guest House	5	77
9	Heritage Hotels	42	1237
10	Silver Bed & Breakfast Establishment	52	242
11	Unclassified	117	8323
	Total	2333	79567

Source: Ministry of Tourism, Govt. of India, 2016

Number of operators recognized by Ministry of Tourism in India is shown in Table 4. As per information available from Ministry of Tourism, Government of India, there were 402 travel agents, 391 inbound tour operators, 89 domestic tour operators and 70 tourist transport operators in India during 2015.

Table 4 : Number of Operators Recognized By Ministry of Tourism in India
(As On 31st December, 2015)

S.No.	Operator	Nos.
1	Travel Agent	402
2	Inbound Tour Operator	391
3	Tourist Transport Operator	70
4	Adventure Tour Operator	38
5	Domestic Tour Operator	89
	Total	990

Source: Ministry of Tourism, Govt. of India, 2016

There has been concentration of recognized tour operators and travel agents in India as slightly less than half of tour operators and travel agents were found working in New Delhi. Other states were recognized tour operators and travel agents are concentrated were reported to be Maharashtra, Tamil Nadu, Kerala, Haryana, West Bengal, Uttar Pradesh, Rajasthan and Karnataka. The main segment of the tourism business is the lodging sector. It is also the most crucial because travellers need a place to remain the night while travelling or visiting a location. As a result, the lodging industry is a crucial component of both the tourism economy and the tourism experience. One of the most dynamic segments of the travel and tourism industry is the lodging sector. In India, accommodations for visitors include hotels, rest homes, dharmashalas, guest houses, retiring rooms, etc. Depending on the sort of facility and the amenities provided to guests, lodging and its rates can come in a variety of forms. India has a variety of lodging options, including: I hotels (ii), motels (iii), travelers' lodges (iii), youth hostels (iv), cottages (v), dak bungalows (vi), circuit houses (vii), camping grounds and vacation camps (viii), guest houses (ix), railway retiring rooms (x), dorms (x), and dharmashalas (xii). However, because they offer more services and amenities, hotels are becoming more popular. Hotels come in

a variety of categories, from one star to five stars, with the super deluxe hotel being the most luxurious. Government-run rest houses, guest houses, dak bungalows, and circuit houses, however, are only available to government officers at subsidized rates and can only be reserved by the relevant departments for a brief period of time with the approval of higher authorities for those who qualify. Similar to this, only people who have already taken a train and have tickets that are still valid are permitted to stay in dorms and retiree rooms. These rooms are only offered for a limited time, no more than three days.

Conclusion:

The backbone of the tourism sector is its infrastructure. It makes it easier for tourists to move around in a comfortable way, offers them a selection of accommodations that fit them, and effectively coordinates their mobility and stay. To conduct their businesses and assist travellers, travel agencies, tour operators, tour promoters, transport operators, and other service providers have emerged. With the escalating pace of life and the pressing need for faster and more frequent travel, India's profitable travel agency industry is expanding significantly. The basic duties of a travel agency are to guarantee a straightforward, comfortable, and planned journey by handling all reservations-related duties and aiding the guests with all necessary travel-related paperwork. IATA (International Air Transport Association) and the relevant government ministries must approve a travel agency in order for it to get commissions and credit facilities from its principles, the airlines, hotels, and transporters. This division of a reputable travel firm is extremely important in increasing tourist traffic to India and generating significant foreign cash for the nation. This unit's primary responsibility is to welcome visitors from overseas and arrange for their hotel accommodations, sightseeing, and ground transportation needs around the nation. In the creation and dissemination of travel and tourism, tour operators have long dominated. Independent travel has increased as a result of increased Internet usage and a more self-assured and seasoned travelling audience. It is important not to undervalue the role and effect that tour operators still play. There are several options available to travel sector principals for delivering their goods, including hotels and airlines. They might sell through a travel operator, interact directly with customers online, or employ other strategies. Hotels may offer their goods via a system for group reservations. Principals and tour companies have typically sold their goods through travel shops, or more specifically, travel agents. The most important thing to keep in mind about travel brokers is that they are not ordinary sellers. In today's tourism, tour guides play a significant and diverse role. When all three elements of a guided tour interact at the same moment in space and time, it results in a safe and high-quality experience for the guide, the visitor, and the environment. Today, it is difficult to imagine organised tourism without the assistance of guides, including both tourist guides and tour managers/leaders (who follow the group during travel) (who welcome the group at the destination).

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