

Tourism Management

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Abstract

Tourism is a service industry, which has been growing very fast to be one of the biggest industries in the world. According to world Travel & Tourism Council (WTTC) estimates that tourism generates 12% of the world total GNP with studies predicting continued growth, tourism is an increasingly important factor in the planning & management. Tourism in India is an integral part of Indian tradition & culture. Tourist also participate in meals, fairs & festival in different parts of India with such as background developed a cultural tradition where 'Atithi Deo Bhava', Vasdhaiva Kutumbakam & today Incredible India became by words of Indian Social behavior.

Introduction

Tourism is one of the largest industries. The world Travel & Tourism Council (WTTC) estimates that tourism generates some 12% of the world total GNP. Tourism is considered as smokeless industry'; it more environmentally friendly than other industries. It brings immense benefits to a country. Foreign exchange earnings, tax earnings for government employment opportunities, development of local economy of tourist centre, perpetuation of cultural heritage, creation of social assets, preservation of arts & handicrafts, broad based investment in transport etc. are some of the salient advantages derived from tourism. As a means of education & cultural exchange, tourism is an excellent instrument for the promotion of national integration & international understanding. Tourism is now well recognized as an engine of growth in the various economies in the world. Several countries have transformed their economies by developing their tourism potential.

On the down side, tourism spawns well-know problems. Managing repaid tourism growth is a time-consuming process demanding clear policies, ongoing dialogue with stakeholders & constant monitoring. Tourism activities require environmental impact assessment & procedure for minimizing impact. Today tourism that is invisible trade is increasing rapidly & therefore it is necessary to manage tourist & tourist centre it is not only a duty of government but stakeholder also.

Objectives of the Study

For the study purpose following objective are kept in mind to express views on "Tourism Management" with reference to India.

- (1) The importance of hotel & transportation in the growth of tourism industry.
- (2) Major challenges to tourism.
- (3) Involvement of stake holders to manage tourism.
- (4) Strategies & solution to tourism management problems.

Accommodation constitutes a vital & fundamental part of tourism. The provision of accommodation facilities & their growth is regarded in a broader context as it contributes to the economy as a whole. In the promotion of tourism, of all the constituents of tourism industry, accommodation sector plays an important role in the development of this expanding industry. The United Nations conference of International Travel & Tourism held in Rome in 1963 considered the problems relating to means for accommodation & acknowledged the essential importance of both traditional & supplementary facilities for promoting the international tourism. India is known as a friendly place for guest. There were no hotel in the ancient time & needs of travelers for food & shelter were taken care by householders. The historical records are replete with references of vihars, dharamshalas, Saris, Musafir Khanas etc. Therefore the demand for same kind of accommodation away from home is an important function of travel.

Today tourists are demanding & constantly looking for new variations in the products & newer destinations. Tourists are always looking for a better transportation facilities whether they are travelling by roads, rails, cruises, metro railways, aviation etc. Hence the progress of tourism industry normally depends on accommodation & transport & how efficiently it is managed by the Governments or private owners.

There are various challenges in front of tourism industry like quality services, Globalization, role of media, terrorism, sustainability, sex tourism, global warming, water deficits, etc. Indian tourism industry can be called as the “Industry of big paradoxes”. First on one hand it has almost unbeatable competitive advantages, huge potential & high growth rates in terms of generating foreign exchange & employment generation & on the other hand, in spite of above mentioned positives, Indian Tourism & Hospitality Industry is still way behind even from its small neighbors in South-East Asia. This industry needs the co-operation of both public & private sector players but there is cut-throat competition exists between the two. A basic understanding of the tourism industry, its market & trends is useful to site managers in several ways. Any sustainable tourism programme must work in concert with stakeholders, including government agencies, non-government organisations, developers & local communities. Their participation in the planning & management process is of paramount importance.

Significance of the Research Topic & Data base:

Few countries in the world can boast of as rich a cultural heritage as India our ancient civilization, our long established traditions in the performing arts & our craftsmen who celebrate

this rich heritage. Throughout history, foreigners have had a special fascination for India. India is a country of many ancient cultures, like Indus valley civilization during 2500 to 1500 B.C. was one of the earliest civilization in the world. India has enjoyed unprecedented growth in tourism in last few years with foreign arrivals crossing 1.3 million mark at the end of 1989. Then during 1989-90 tourism industry earning were projected US \$ 1.45 billion in foreign exchange. Tourism presently accounting for 2.2 percent of net national income. & 2.1 percent employment, the government has realized the importance of the industry & is engaged in tourism planning, policy formulation & support at greatly increased levels. Planning & Management of modern tourism industry is key of development & success, as people not only at India but foreigners like to visit India's rich culture & heritage.

This study focuses the management of tourism with reference to India. The study is based on secondary information. The data has been furnished from, Annual Report, India tourism statistics, India, MTDC, Manual for world heritage site manager published by UNEP & from well know books.

Tourism & Globalization:-

Tourism is a major world industry that is well established component of the most recent pattern of globalization. Developing countries have been able to use tourism in their policies as a viable economic sector to facilitates development. As a result of the rapid fall in the real costs of long-distance travel, developing regions worldwide have been able to participate in the growth of international tourism.

According to the International Labor organization, although tourism is a global industry, its structural characteristics show that the majority of tourism receipts still accrue to the America & Europe, because major destinations in these regions, have had the time, resources & demand needed to develop their tourism industries. The globalization of travel & tourism services, including information technologies, as well as the internalization of hotel & other tourism related enterprise, has been driving recent developments in the tourism industry. The changing global market for educational progress in the tourism industry has influenced employment & human resources development, even in countries with a large number of small & medium-sized local tourism enterprises.

“New Tourism” is the term used to define the transformed tourism product. The concept of new tourism includes ideas & practices related to responsible, green & sustainable tourism. Globalization has transmitted these ideas & practices world wide, thus making the tourism industry more diversified & putting, niche markets. The transformations that have created new tourism put pressure on basic ways of doing business & on government strategies & plans for national tourism development.

Tourism Industry in India:-

Tourism in India is a rapidly evolving industry that has become increasingly competitive in the global arena. It is gaining universal acceptance as a potent engine for inclusive socio-economic progress because of the jobs created & infrastructure developed. It has the operational to stimulate other economic factors through its forward & backward linkage & ability to create more employment due to its multiplier effects on the economy.

Tourism in India is a rapidly evolving industry that has become increasingly competitive in the global arena. India's contacts with other civilizations are reflected in the rich cultural diversity of its people through its language, traditions, customs, music, dance, religious practices & festival, its holistic healing traditions, art & craft. Despite an impressive growth in Foreign Tourist Arrivals (FTA) witnessed in the recent year. It is felt that India still has a vast untapped potential in tourism.

Table No. 1

Foreign Tourist Arrivals & Foreign Exchange Earnings From tourist in India During 2005 to 2014.

Year	Foreign Tourist Arrival		Foreign Exchange Earning	
	Arrival in lakh	Growth (%)	Fees in Crore Rupees	% change over Previous year.
2005	39.18	13.3	33123	18.5
2006	44.47	13.5	39025	17.8
2007	50.81	14.3	44360	13.7
2008	52.82	4.0	51294	15.6
2009	51.67	-2.2	53700	4.5
2010	57.75	11.8	64889	20.8
2011	63.09	9.2	77591	19.6
2012	65.77	4.3	94487	21.8
2013	69.67	5.9	107671	14.0
2014	77.03	10.6	120083	11.5

[Source- India Tourism Statistics 2014, Ministry of Tourism, Govt. of India].

Table No.1 Shows that the year 2014 witnessed a growth of 10.6% in Foreign Tourist Arrival in India, Which is higher than the medium growth rate of 4.7% witnessed in International Tourist Arrivals, globally (UNWTO Barometer January 2015) Foreign Tourist Arrivals during 2014 were 77.03 lakh as compared to the FTAs of 69.68 lakh during 2013. The Foreign Exchange Earnings from tourism in rupee terms during 2014 were Rs. 1,20,083 crore with a growth of 11.5% It means tourism in India increasing rapidly but proper management of tourism industry is necessary.

Problem & Impacts of Tourism:-

All tourism & recreation activities lead to environmental, cultural & Social change. Knowledge of the causes of tourism impact & problem aids decision making & fosters more effective management actions. A basic knowledge of the range of impact can also aid planning & generate a useful checklist for developing tourism monitoring indicators, essential for determine whether management objective are being met.

Tourism Management-Indian Context:-

Tourism in an invisible trade& is a service industry, which has been growing rapidly & is a biggest industry in the world. As seen in the table No.1 shows that tourism arrival in India is increasing day by day & for that Government, NGO's, private sector & other stakeholders should make planning to retain & increase more tourist arrivals by satisfying them by giving proper attention to their needs. Modern tourism is enthusiastic & wants to learn many more thing of culture, heritage history etc. for the proper management of tourism following points should be taken in to consideration.

Setting policy goals & management objective

Goals & objectives give direction to management & set the agenda for defining the experiences that will be offered to visitors as well as for determining the limits of tourism development. It is collectively responsibility of all stakeholders.

- Generate & sustain local employment, revenue & development.
- Ensure that all activities permitted at the site are in harmony with nature & with the history of the area.
- Provide opportunities for research that will benefit Society.
- Educate visitors & the local community to enhance of the site's values & inspire positive attitudes towards the natural & cultural environment.
- Provide infrastructure for visitors safety, the protection of the site's natural environment.
- Provide good transport & Communication Facilities.

Involvement of Stakeholders:-

Involvement of Government, NGO's, hotel owners, guides, etc is necessary for proper management of Tourism at a whole. Success of tourism industry is normally depends on the participation of all the related stakeholders, will give further benefits.

- Involving stakeholders, saves time & money.
- They can inform managers about easily misunderstood local cultural differences.

- They can help identify problem areas that may have been overlooked by experts.
- Participatory techniques such as rural appraisals allow local people to describe their environment.
- An advisory group can play a crucial role in the success of management objectives.
- Local NGO's can serve as a liaison for more effective & sustained participation.

Transportation & Communication:-

Transport is key factor for the development of tourism which facilitates the movement at holidaymakers & businessmen. It provides the essential link between origin & destination areas. The industrial revolution brought about significant changes in the modes of transport used by people . Now a days travel become faster due to new technology emerged in railways, aviation, roads, metro transport etc.

Communication technologies, have opened doors for tourism & have made availability of information only with the press of a button with the help of serveral new information technologies. Proper planning & use of trasportation & communication technology by government & private sector, involved in this process of tourism is necessary.

Tourism Marketing:-

The Marketing in tourism has evolved as part of the process initated by the desire for travel in people. The marketing problems in tourism is quite different from marketing problem in other industries. Marketing research of tourism provide data to various questions. Proper publicity should be given through social media, Publications, trade information, press by the state & central government & also private sector, who involved in the process of tourism.

Conclusion:-

Tourism has been one of the most dynamic, economic & social activities & become a popular global leisure activity. Globalization & liberalizations has set the wheels of the hospitality & tourism industry, into motion & the last few years have seen the phenomenal growth of this industry. In India International arrivals have increased from 39.18 lakh in 2005 almost 77.03 lakhs in 2014 an average annual rate at growth of over 7 percent.

Since tourism is a multi dimensional activity & basically a service industry, private sector & voluntary organization become active partners in the endeavour to attain sustainable growth in tourism. In the International cooperation, Ministry of Tourism government holds consultations & negotiations with other countries for signing of agreements & MOU for bilateral cooperation in the field of tourism, organizes joint working group meetings in co. ordination with the Ministries of Government of India viz Commerce, Culture, Civil Aviation, External Affairs, Finance, Petrol use for development & promotion of tourism.

Despite an impressive growth in International Tourism Arrivals in the recent years, but it is felt that India still has a vast untapped potential in tourism. Government of India is doing better job,

but other sectors like, Hotels, Transportation, Communication, Promotion of tourism are not properly planning & managing the tourism industry. Suitable training should be given to all stake holders related to this industry. In future India will be fore front in the tourism Industry.

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