

Scope of Tourism in India

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ABSTRACT

The various scope and aspects of travel and tourism industry in India are emerging day by day. Tourism is one of the prime industries for the foreign exchange earnings, enhancing employability and for imparting socio-cultural relations. There is infinite scope of tourism in India be it related to economic terms for the country or in terms of upliftment of the society. As a broad and rising industry, there are a wide number of different forms of tourism which are growing in India like health and wellness tourism, rural tourism, adventure tourism, farm tourism etc. these are some emerging trends which are creating more scope for the government and for locals to gain some profit through it and for making it more effective, the government need to encourage all the stake holders of tourism industry to promote it in different areas which are less known to the potential customer, for doing so a strategic plan needs to be develop for the marketing of the product and to explore the needs and wants of the target market.

Keyword: Tourism, Adventure Tourism, Eco Tourism, Rural Tourism, Cultural Tourism, Yoga Tourism

INTRODUCTION

Tourism is the movement of people from their general place of environment for not more than one successive year for the purpose of leisure, pleasure, sports, adventure etc. and it is a non-remunerative activity. Generally, tourism is perceived as a multi-dimensional, social, cultural, economic and political based characteristic. Globally tourism is the second most revenue generating industry. For making the industry more profitable it is important to understand the different aspects of the tourists, and for this it is necessary to analyze the purpose of tourist. Apart from the basic form of tourism there are a lot of new forms of tourism emerging, which attract both the domestic and foreign tourist at a place. Like there is a huge potential market for rural tourism in India particularly for foreign tourist. As it is the most revenue generating industry for any country, it has the potential to make a massive change in the economy

Objective of the Study:

- 1) To draw a light on current scenario of types of tourism in India.
- 2) To identify the scope of tourism in India.

RESEARCH METHODOLOGY

The present study is based on exploratory in nature and purely based on secondary data which incorporates various books, article, magazine, research papers, websites and newspaper.

Scope of Tourism in India:

1. **Yoga Tourism:** For a tourist to India, Yoga basically stands for both Physical fitness and mental exhilarate. But once he or she is involved in the yoga, he or she becomes aware regarding fact that yoga is not only meant for physical fitness but it also helps in concentration of mind and it is a medium by which he or she can achieve self awareness (S.P Gupta et al. 2002).Yoga tourism implies a drive of Knowledge and enlightenment adaptation of both physical and spiritual (Smith, 2003). Yoga is India's gift as a contribution to the world which holds the promise of self- realization. Yoga has drowned followers from all over the world over the years. Yoga has the potential to draw the attention of number of travelers (Draft Indian Tourism Policy (2015). India needs to change its approach of traditional marketing to one that is more competitive and modern. It needs to build up a unique

market position, image and branding. India is in an beneficial position to tap the global opportunities in the sector of yoga tourism and can thus be marketed as the idyllic destination.(Pardeep Kumar 2015).

2. **Medical Tourism:** Now a day's India is becoming the global health destination. India is a perfect destination for medical tourism because of the superlative medical care, advanced equipment and facilities that India offers. Rao (2005) in their study stated that the cost of the medical treatment are very low and quality is at its best all over the world as compared to other countries, due to which large number of foreign tourists are approaching India to gain from medical services, mostly in the field of cardiology, joint replacement, cardiac surgery, pathology, ophthalmology. (Mohanty and Madhav 2006) highlighted that the Indian health care businesses as compared to other countries all over the world began to come out as a major destination for tourists coming for medical treatment is just due to that Indian Industry is improving its knowledge, skill, fasting better awareness of various advanced medical practices.(Saptarshi Dutta, Mukul Sengupta and Susanta Kumar Rout 2010) revealed in their study that India is currently earning revenues of \$333 millions. To give brighter prospects for the industry, hospitals should also get international certification, integrate traditional and clinical treatments and offer end- to end value added service by collaborating with tour operators, airlines and hotel industry. Hospitals should also allow online payment system and credit card facilities for foreign patients. Government of India should also reinforce its support through quick visa processing, improving flight connectivity and infrastructure development.
3. **Adventure Tourism:** Manzoor Ahmad Khan (2015), highlighted in their study that adventure Tourism is mainly seen as breathtaking activities such as mountaineering, trekking, sailing, white water rafting, angling, ballooning, parachuting and so on. Adventure Tourism is a kind of tourism which attracts younger generations, who want to risk into and experience the thrill. Adventure tourism plays a very significant role in promotion of tourism in India. Adventure Tourism holds lot of future potential and also promotes the Tourism Industry by offering valuable product and services to the customers who want something thrilling and adventurous. The Government and as well as entrepreneurs should also focus in that way to promote and encourage this segment of tourism which has remarkable potential to fuel Indian economy.
4. **Rural tourism:** Rural Tourism is one of the important forms of tourism that showcases the rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. Rural tourism means actively participating in rural culture and lifestyle. Most of the villagers are very hospitable and always eager to welcome the tourist that's why they facilitate tourism. Agriculture is highly based on season as well as mechanized these days which requires minimum labor . This creates economic pressure on villagers which results urban transformation from rural areas. However rural tourism is a segment which is helpful in reducing urban transformation as well as improving the lifestyle of the villagers by providing opportunities as well as help in preservation and conservation of natural, cultural and historical heritage and sites.
5. **Agri Tourism:** World Tourism Organisation (1998) defines Agri Tourism as “involves accommodation being offered in the farm house or in a separate guesthouse, providing meals and organising guest's activities in the observation and participation in the farming operations.” Agri tourism has stupendous potential and vast scope for enhancing the farm's income. Agri tourism relates to providing accommodation in the farm house; include meals and various activities of the farming operations. It is something more a new and creative method for farmers to earn and make things more interesting with available resources and it will give tourist a pleasurable time at the village side in an affordable price. With this type of tourism not only the farmer will grow but the whole village or the surroundings will develop by the time, which will bring a lot more extra services at the place.
6. **Wildlife tourism:** India is a home to an enormous variety of animals and one of the most bio diverse regions of the world. India is the only country in the world where lions and tigers live together in the wild. Largest population of deer as well as tiger are also found in India. India is a home to Asiatic lions, leopards, snow leopard, various species of deer such as hangul, Chital, barasigha; great Indian rhinoceros and Indian Elephant and many others. Wildlife tourism is considered one of the significant and specialised features of tourism. Wildlife tourism is rising speedily in India. The main purpose of visit wildlife tourism is to observe local fauna. This consequently indicates that wildlife tourism comprises other niche markets such as bird watching and exploration of marine life.
7. **Cultural tourism:** According to UNWTO(1985), movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments. India is very rich in its cultural heritage and culture of India is one of the important motivational

factors which attract the tourist attention to travel in India. Some important elements of cultural tourism in India are fairs and festivals, dance and music, art and handicraft, cuisine, costumes and rituals etc.

8. **Cruise Tourism:** cruise tourism is one of the most dynamic and fastest growing forms of tourism leisure industry at global level. For the cruise tourist vast and beautiful coastline, islands, virgin forest and rich cultural and historical heritage are the fabulous tourist destination to visit in India. Cruise line is similar a small city inside the ship. A cruise tourism package includes all food and accommodation facilities inside the ship or on board. With various entertainment facilities such as casino, swimming pools, sauna, Jacuzzi, sports facilities, theatre, movies, cafe, live concerts and shows, shopping complex, library, internet cafe, child care centre, discotheque, bar, pubs, lounges and many more.
9. **Eco Tourism:** Ecotourism introduced in 1980s as an inspired strategy for conservation. Ecotourism as a segment of the travel business that appeals to the environmentally aware and has low impact on the surrounding area whereas contributing to the native economy (Freedman, 1995). generally, ecotourism is considered as a type of sustainable tourism through the promotion of environmental conservation, community development and profit making for tourism industry. In spite of, this is not necessary because although net effect of ecotourism might be positive for nature, local communities, tourism industry and consumers in the end, actual process of ecotourism is not free from its negative impacts (Sirakaya et al, 1999). Main aim of ecotourism should be promoting the tourists for becoming active contributes in the health and possibility of their visiting environment in place of starting their negative environmental effects normally (Orams, 1995).

On the other side, main goal of ecotourism should be empowerment of host communities (Scheyvens, 1999). Whereas some people considers the contribution of eco tourism to biodiversity conservation to be most important factor out of all (Brandon and Margoluis, 1996).

10. **Heritage Tourism:** heritage tourism is one of the important forms of tourism which helps in shaping our society. Heritage Tourism is considered as one sector that contribute in nations economy growth by foreign exchange, enhance employability and community development. Cultural exchange is one of the most important dimensions of heritage tourism among various people that visit the country. As on one hand tourism is seen as an economic opportunity and on the other side the greater social and human effect. In India there is huge scope of heritage tourism. For the promotion of heritage tourism government should inspire private enterprises in less popular areas. For the growth and enhancement of heritage tourism in such areas, we need to recognize the environment, socio culture, and demography, political and economic background of any destination for making it an attractive tourist spot. (The National Trust for Historic Preservation in the United States 2014) defines heritage tourism as "travelling to experience the places, artefacts and activities that authentically represent the stories and people of the past", and "heritage tourism can include cultural, historic and natural resources".

CONCLUSION

As the wider aspects show the various benefits of tourism industry in a country, so as per the observation it is a full-fledged package for the upliftment of a society and for a nation. Working on the quality infrastructure is the important success factor for the country to meet the demand of its potential tourist. The coming time of tourism in India is undoubtedly vivid but there is lot more to do to achieve this milestone and for this it is necessary for all the center & state governments and private organizations to come forward for setting up the essential goals and objectives to achieve the sustainable growth of tourism in India.

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