

Overview of Tourism in India

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Abstract – Today, tourism has been a multi-dimensional, pollution-free and fast-growing sector worldwide with limitless direct and indirect jobs potentials. It is not only a valuable source. The tourism industry, in the opinion of the 'Industry,' consists of a clearly defined grouping of companies which mainly sell or serve tourists. Hotels, restaurants, transport and entertainment are examples of the types of companies in the tourism sector. Tourism provides tremendous opportunities for foreign exchange, tax revenues, employment, the growth of auxiliary industry and the creation of economically backward regions.

Key Words – Tourism, Environmental, Heritage, Phenomenon, Historical

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1. INTRODUCTION

The worldwide recognition of the trend of tourism is rising at leaps and bounds. Previously viewed as a past and thus insignificant practice, it has become a highly complex phenomenon, with numerous and multidimensional fiscal, socio-cultural and environmental impacts. It has emerged as one of the largest industries in the world with tremendous potential for growth, and has developed itself as the world's third largest industry after petroleum and automobiles. As an important aspect of socio-economic development, it has become an important concern not only for the nations, but for the entire international community. Tourism is an important facet of economic and social development in most countries. They use their historical, social, cultural and environmental resources to achieve this. Today, tourism is an integral part of all planning plans and is also among the 'hierarchies of goals' in the national 100 of focus areas.

The host country's trade made this industry the focus of all states, policymakers, businessmen and the general public. Consequently, countries worldwide pump money for an effective, organized industry development. This chimney-free industry is a core product of the company and its tertiary service sector. The pace of demand growth is such that tourism is like a Cinderella. In addition to the economic benefits it brings, it has received worldwide recognition for various social, political and developmental benefits. Today tourism is considered to contribute to peace and development, image-

building, the mixing of people and culture, international relations development, infrastructure creation, and environmental trends. Environmental change, socioeconomic upliftment and economic integration.

1.1 Tourism- The Concepts

In the economic and cultural development of the human race, tourism plays an important role. Tourism is a combination of events, facilities that offer travel opportunity for individuals or groups moving away from their homes: accommodation, restaurants, entertainment and other hospitality services. This includes all service providers and is the regional airline, hotel, transport and other sectors, like advertising, which meets the needs and wishes of travelers. England's tourism society defines tourism as the temporary shortcut.

Terms moving people outside the places they normally go to:-

Live and work and their activities at each destination during their stay. This covers hotel facilities, pubs, shops, bars and cantinas as well as tour operators and travel agencies.

Tourism today is not only an entertainment practice, but has also been accepted as an enterprise in the nation. It has considerable opportunities for foreign exports, employment, tax collections, and industries such as tourism, fruit processing, forestry, handicrafts, the restaurant,

entertainment and profitable services. The immense tourism scale indicates from the reality that more than 1500 million citizens, i.e. more than one third of the world's population, travel from their residential areas every year. It is estimated that more than 750 million people on vacation both in their countries and abroad are on a global scale. In industrialized and developed countries worldwide, tourism is gaining importance not only, but also in developing countries like India. Specific strategic measures in tourism have contributed to a steady growth in tourism and thus in foreign-exchange revenue. Revenues from international tourists in India is placed in 1991-1992 at 3,400 crore as compared to 1,189,10 in 1985-86 and 2.440 crore were registered between 1990 and 1991. According to the National Applied Council.

Economic research, tourism has generated almost 64 lakhs of employment in 1978, of our compatriots. In 19903, these figures increased to approximately nine and a half crore.

Tourism is a multi-sector activity characterized by a range of providers. It is the country's largest service industry. Its significance is that it is a tool for economic growth and job creation, particularly in remote and backward areas. It contributes to overall socio-economic improvement and accelerated economic growth. Economic benefits are flowing to the economy through tourism growth in the form of higher national and state revenues, business income, jobs, wages and wages. Tourism is an industry of private sector players, predominantly, and the public sector plays a significant position either directly or by public-private collaborations in transportation.

Tourism is one of the economic sectors in India that can expand at a fast pace and ensure the subsequent growth of the destinations' infrastructure. This will promote other economic sectors by backwards and forward-looking strategies, such as forestry, horticulture, crafts, shipping, building, etc. The particular importance of India's tourism industry is its contribution to the national integration and preservation of natural and economic conditions and financial and cultural development.

People's lives want the protection of landmarks and history. This sector also supports traditional forms of art, crafts and culture.

Tourism is unmistakable. It requires smoke-free business, classroom schooling, incorporation without regulations and diplomacy without formality. Tourism is not an industry, but an activity is better to call it. It's an experience when people travel to another location for recreation or for pleasure.

Tourism is the greatest peacetime movement of citizens in the world.

Human history. Human history. Millions of people fly every year, both globally and domestically, rendering tourism one of the world's biggest and fastest developing economic sectors.

Tourism is one of the world's most vibrant, growing and economically useful activities with a broad social and cultural impact. Since the end of the Second World War, tourism has grown to one of the world's largest.

Worldwide manufacturing with a development average of 5 % annually over the last 20 years. The idea that tourism is a global power and an industry of global relevance and value is generally recognized worldwide. As an economic activity it will lead to poverty alleviation in virtually all regions of global GDP and generate employment for 200 million citizens. The travel and tourism industry is projected to produce 2 percent of GDP and 1,14,04,000 jobs in India, while the wider travel and tourism economy will generate 4.9 percent of GDP.

The second highest net foreign exchange is tourism profit by invisible exports. For every rupee spent, tourism generates more employment than every other business. The government of India is dedicated to achieving a sustainable increase of tourism facilities in the private sector and ensuring good quality performance in its services.

2. TYPES OF TOURISM

There are fourteen types of tourism. Major types of tourism are analyzed below.

2.1 Leisure Tourism

Visiting tourism centers for recreation is a significant tourist category. The woods, coastal resorts, waterfalls, zoological parks, sanctuaries and botanical / horticultural gardens are typically crowded.

2.2 Pilgrim/religious tourism

Pilgrims are another important group of Tamil Nadu tourists. You visit worship places according to your faith. But they also visit places of other religions sometimes.

2.3 Business Fairs / Festivals

Large tourist inflows are usually seen in the major festival seasons such as Deepavali, Christmas, Ramzan and Pongal. The exhibits, fairs (such as India Tourist & Industrial Fair held each year at the island ground in Chennai) often attract large numbers of tourists.

2.4 Cultural Tourism

Cultural tourism concerns, in particular its arts, the culture of a country or region. It usually concentrates on traditional communities with different customs, art and social practices that distinguish them from other cultures. Since the Grand European tours of the 16th century, aristocrats and nobility traveled to Europe to educate themselves, culture has always been a major object of travel. Because of globalization and technology, traditional cultures decline as youth embrace modern forms. Those countries that preserve their culture have great tourism opportunities. The advantages and disadvantages of tourism to traditional centres. Unique on the positive side, cultural practices and arts attract tourist curiosity and offer opportunities for economic development. On the negative side, tourists can leave traces of their culture that young people can emulate, while the community is violated general feelings. Cultural tourism includes tourism in urban areas, especially in historic or big cities, and cultural venues such as museums and theaters. In the rural areas it can also involve tourism highlighting the customs and practices of indigenous cultural communities (e.g. celebrations, ceremonies, etc.). Cultural tourists generally spend more than standard tourists. Cultural tourism is the most rapidly growing segment of tourism due to globalization and a better informed population who are internet-exposed to common cultures.

2.5 Tourism Heritage

Assets tourism is a traditional tourism sector that displays the cultural heritage of the past. Heritage attractions play a significant part of tourism, because people were most certainly exposed to them in kindergarten. The Seven Wonders of the World has drawn thousands of visitors to the Taj Mahal, the Chinese Great Wall or the Babylonian Hanging Gardens. Ancient cultures, such as India, Egypt, China or Iraq, have rich cultural heritage. Countries with a rich cultural heritage have used it to draw visitors as an effective marketing device. Heritage travel consists of trips to heritage places such as temples, forts, battlefields etc.

2.6 Adventure Tourism

New Delhi, p.19 Preserving ecology or the environment is now an increasingly important concept. Similarly, green conscious travel tours are gathering popularity. Tourists searching for adventure are primarily young men. They want to create trips by trekking, hang-gliding, ballooning, boating and fishing. The Madras Hang Gliders Association aims to make this sport famous. Now motorized hang gliders are given by the Madras Hang-Gliders Association to train those interested in these adventures. The Mount St. Thomas is a hillside in the suburbs of Chennai, the Kodaikanal and Udthagamandalam hills.

2.7 Tourism of Business

Senior executives that go at lectures, events, events and board meetings blend leisure and corporate trips. As part of an Indian market environment familiarization, the community might mix education programs with factory tours. Those traveling for work now name corporate tourism.

2.8 Eco-Tourism

The national Eco-tourism policy and Guidelines aim to preserve, retain and enrich natural resources and to ensure regulated growth of eco-tourism with its positive impacts on environmental protection and community development. The World Trade Organization (WTO) decided to comply 2002 as the eco-tourism world year. "Eco-tourism is responsible for traveling in natural areas that preserves the environment and improve the welfare of local people" is the definition given by the eco-tourism company. Ecotourism is about developing and fulfilling a passion for beauty, leveraging the protection and growth ability of tourism and avoiding its negative effects Ecological, economic and esthetic effects.

2.9 Tourism of medicine

Medical tourism must offer a proposal for business and value. In medical tourism there is a risk as we can deliver medical care at a one-tenth the rate relative to other western countries. Furthermore, India is exceptional in providing comprehensive therapeutic services and we provide a special array of services for individuals with yoga, meditation, ayurvedics and other medical facilities which are difficult to compare in other countries. The increase for medical tourism in India was 120.30 million in 2001 and the amount of foreign exchange earned through medical tourism was 312.918 million. Tamilnadu has some of the best in India Health services (Ayrverda, Allopathy, Siddha and Unani). That is paired with the traditional hospitality of Tamil Nadu attracts patients from other countries and even from nearby countries. Nearby countries. The patients and their attendants visit places of tourist interest after a full recovery. The government of India has introduced a new medical visa category (M-Visa), which can be given medically to international tourists coming to India for a specific period. By 2012, foreign patients in India are expected to spend \$2.3 billion and if that is true health care, the Indian economy could become a major driver, just as.

2.10 Health Tourism

While health tourism existed long before, during the eighteenth century it acquired significance. This tourism is linked to spas, safe mineral waters, diseases from gout to liver disorders and bronchitis. As several physicians have discussed

the benefits of salt water swimming and sun diving, this is also part of the wellness tourism.

2.11 Winter Tourism

Winter sports support snow tourism. Many water sports vacation packages are available in many countries, apart from annually organized skiing and snow festival tours. Skiing in the mountainous areas is incredibly common. Snow festivals include numerous activities such as hiking and sledding.

2.12 Social Functional Tourism

People visit friends and relatives with social activities such as engagement, new home dedication and ear-born ceremony and visit places of tourism before or after the event.

2.13 Tourism with Cruises

The Government has formed a powerful steering group to implement cruise shipping policies in the region. The group's proposals include the setting up of working groups to tackle concerns such as immigration, identification of ports, customs clearance, infrastructural infrastructure, quarantine restrictions, taxation problems, communication, tourism-related concerns and the establishment of cruise shipping policy on India. Tuticorin port and Chennai port were located in the eastern part of the country. Alongside the rise in the arrival of cruise visitors in India, the number of domestic travelers is also a big leap. While the transportation of water is deemed cheaper. It is less affordable for the commoner to travel on a cruise.

2.14 Rural Tourism

Rural tourism is primarily all rural activities, multi-faceted and could involve farm or agricultural tourism. And is based on practice. The sites are mainly in natural environments and are interconnected with seasonal and local events and are based on the preservation of culture, patrimony and traditions. The rural region draws visitors because of its mysticism and its distinctive spiritual, architectural, ethnic and geographical aspects.

3. TOURISTS

The Oxford Encyclopedic English Dictionary notes that "tourist" means "an individual on a vacation; a traveller, particularly abroad." The WTO, Apex International Tourism Organisation, has described 'tourist' as: 'Tourists - visitors spending at least one night in one Tourist Organization.

3.1 Inbound Tourists

Tourism is well-known in the service sector as a successful foreign exchange owner and the biggest. It is the third largest exporter of gems and jewels and

readymade garments in India. Effect of incoming visitors and remembered for the following reasons:

1. More foreign tourists mean more national image abroad, India's political divide and regional awareness.
2. It will create more economic activity and therefore more jobs in the host country.
3. This leads to the growth of remote regions.
4. Global visitors such as Indian handicrafts.
5. Inbound tourism criteria include the construction of strong tourist destination infrastructural facilities. This triggers the diversification and growth of other associated industries automatically.
6. Our hotels are fully occupied throughout the year by the expansion of business tourism in the cities.

3.2 Outbound Tourists

Indians going abroad is increasing for the following reasons:

1. Business
2. Higher studies
3. Pilgrim
4. Pleasure
5. Family movement is another important part of outbound move in the recent years

4. TOURIST ATTRACTIONS

Planners must know what makes a tourist destination click. The following are few factors which would create tourist attraction:

4.1 Entertainment and Amusement

- Theatre, cinemas
- leisure, Healthy food
- Night life
- Health resort, spa, springs
- Recreational/Amusement parks
- Zoo
- ocean marinas

- Sports, adventure sports

4.2 Scenic

- Wildlife, flora and fauna
- Natural beauty
- Attractive coastline/long beaches
- Wildlife safari parks
- Mountain location, rivers

4.3 Climatic

- Mild temperature
- Duration of sunshine

4.4 Cultural

- Ancient buildings, archaeological sites, history and culture
- Religion
- Customs and traditions

4.5 Way of life

- Folk arts
- Handicrafts
- Traditional music

5. CONCLUSION:

The tourism sector is one of the growing. Whilst India has rich religious traditions which promote pilgrimage as one mode of salvation, tourism is becoming more and more relevant as a modern concept and conscious efforts are being made to promote it. Tourism is also important to preserve the ecosystem from areas of natural and cultural significance. Tourists are drawn in areas of beauty where nature stays unchanged. Many governmental and non-governmental organizations interested in promoting tourism will not misrepresent the unique nature of tourist destinations in order to draw tourists.

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