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REVIEW ARTICLE

ECONOMIC GROWTH IN INDIA – TRAVEL TOURISM & HOSPITALITY

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Economic Growth in India – Travel Tourism & Hospitality

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INTRODUCTION

Travel Tourism is concerned with pleasure , holidays, travel and going or somewhere. Tourism involves the movements of people to and their stay at various destinations. This involves a journey and services like transport, accommodation, catering and viewing etc. The activity or practice of touring ,the business of industry of providing information, accommodations, transportation and other services to tourist and the promotion of tourist travel , especially for commercial purposes.

Travel tourism is the purposeful travel to natural areas that benefit tourists, society, economy and environments , to understand culture, and natural history of the environment, which does not alter the integrity of the eco-system and which produces economic opportunities beneficial to people. It means achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destinations, together with the actions of the servicing businesses, can continue into the force see able future without damaging the quality of the environment on which the activities are based. It is the quality of natural resources such as landscape, air, seawater, fresh water, flora and fauna, and the quality of built and cultural resources judged to have intrinsic value and be worthy of conservation, Tourist who promote tourism are sensitive to these dangers and seek to protect tourist destinations and to protect tourism as an industry.

Hospitality is derived from Latin word hospital item which means 'friendliness to guests'. It refers to the relationship between a guest with goodwill, including the reception and entertainment of guest, visitors. Hospitality is defined as taking care of our guests and anticipating their needs. Incrliable India, Atithi Devo Bhavah are the slogan of travel tourism of India.

OBJECTIVE OF THE STUDY

- Provide excellent customer service & build customer loyalty.

- Environment Conservation
- Tourists behavior and attitudes
- Destination is an unpolluted pristine natural areas.
- Main attractions are natural landscape, and freshness flora and fauna.
- Collateral Eco-Tourist Sports to be discovered.
- Advice customers on passport and visa requirements as well as on travel insurance options.
- Plan and reserve travel itineraries using standard industry coding.
- Sell rail travel, cat rental, hotel accommodation, cruises and pre-packaged tour products.
- Book and sell travel products using global distribution systems.

METHODOLOGY USED BY CHECKLIST TECHNIQUES

Research is an original contribution to the existing stock of knowledge making for its advancement it is the pursuit of the truth with the help of the study, observations, comparison and experiment.

The study is based on both primary and secondary data. The primary data will be collected through the personal interviews using instrument as questionnaire and unstructured interviews will also be conducted to elicit first-hand information with the theme of the research work.

- Market Analysis and Projections.

- Environmental Considerations.
- Marketing and Promotion Recommendations.
- Plan Implementation and Monitoring.
- Research and Analysis of Eco-tourism Markets.
- Tourist attractions and Activities, and their Improvements.
- Tourism development objective.

PURPOSE OF TRAVEL TOURISM AND HOSPITALITY

Sun, Sea, Sand and Sex (4 S formula) Sea bathing with access to a beach (sandy) and good weather (sun shine) is an expectation of tourists who want to escape from temperate to tropical climates. New fashion concepts dictate the craze for a sun tanned skin over the pale complexion. They are determined to enjoy themselves and to relax.

- Leisure, Touring, Sightseeing, Culture

This is a kind of cramming or, monuments, people, place and culture. The motivation is both self-education and self-esteem. The camera or mobile phone is an essential ingredient of such tourists whose touristic lens view is considered to be more authentic than reality. Ujjain is famous for Mahakal Shiv Temple, Agra (Taj Mahal), Delhi – Red Fort, India Gate.

- Visiting Friends and Relations (VFR)

It is a strong motivation for domestic tourism in India. This Segment is of great importance to the Transport sector. But it is not significant by the providers of accommodation, food and beverage services. The VFR Tourist makes use of the surface Infrastructure for tourism as the business traveler and participates in linear or modal itineraries along with domestic and international tourists. Tourists use friends and relations as hosts to visit areas of interest the cost of transport and accommodation so that there will be enough money to spend on sightseeing, leisure, recreation and shopping

- Business and Incentive travel

A business traveler needs overlaps with those of the holiday maker. A special area of interest to tourist destinations is conferences, fairs and exhibitions the number of corporate conferences is on the increase An area of emerging importance to the tourism industry is incentive travel as reward for special achievements or contribution of an employee to the firm. The firm's incentive is always of a higher quality and standard than what an employee can afford on his own budget terms of services, distance and the length

of stay at a resort. The Indian Association of Tour Operators (IATO) considers the incentive tour market an important segment for a long haul destination like India

- Meetings, Workshops, Seminars, and Conferences

A meeting is an assembly or coming together of people, a workshop is a place or meeting for concerted activity, a seminar is a specialist gathering and a conference meeting for discussion. According to International Association of Conference Centres (IACC), there are four types of conference centres as follows 1 Conference centre 2 Resort Conference centre 3 Nonresidential Conference centre 4 Ancillary Conference centre The meeting industry is bound to grow worldwide more so with the advent of multinationals that have spread their tentacles wide. Technology has come to play a big role in the meeting industry and this role is to grow in the future.

FACT FINDINGS

- Documentation and release of booklets for tourists.
- Preparation of a report on the Justification of cost benefits
- Educational analysis, flora, fauna, and ethnic group
- Total Local biodiversity including human diversity
- Easy to preach but difficult to practice.
- Not practicable at all tourist destinations.
- Law makers occasionally turn as law breakers.
- Economic benefit to the country by way of earning foreign exchange and employment generation.
- Trade fair, Artisans and crafts, souvenirs are attract tourist.
- Economic Impacts: National, Regional, Local, Wildlife, Hills and Mountains.
- Cultural heritage, monuments, Islands and Beaches are attractive tourists.
- Economic Cycle.

CONCLUSION

Travel Tourism is one of the fastest growing industries of the world. Tourism in India is expanding faster and generates foreign exchange. The tourism industry

employs a large number of people, both skilled and unskilled. To study growth and development of tourism in India. To know the growth and development in the services provided by these tourism in the context of changing socio economic and business scenario and technological development. A business where the rate of growth in profits is for higher than the rate of growth in sales A Business which can grow relatively independently of economic cycle. Provide excellent customer services and build customer loyalty. Trade fair, artisans and crafts, souvenirs are attracting tourist. Documentation and release of booklets for tourist. The economic impact in tourism industry by National, regional, local, wild life, hills and mountains, cultural heritage, monuments, islands and Beaches are attractive tourists.

SUGGETIONS

In the travel tourism industry, the documentation and release of booklets. Preparation of a report and the Justification of cost benefits. Educational analysis, flora, fauna and ethnic group. Total Local biodiversity including human diversity. Easy to preach but difficult to practice With technology advancing every day transport industry needs reorientation accordingly and this is an essentials pre-requisite for the development of tourism.

KEY WORDS

- Flora and Fauna
- 4 S formula
- VFR
- Pristine
- Global Distribution Systems