

Importance of Tourism in Make in India

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ABSTRACT

Tourism is an indwelling tower of strength of the ambitious Make in India programme. Tourism plays an important part in the economic development in the country. Tourism is one of the fastest growing industries of the world. It also leads to the national integration and international brotherhood. Tourism has been emergence as an agent of development and economic growth. Tourism is enriched to develop and grow considering the historical heritage and rich culture, terrains and beautiful places spread across the country. By considering the advantages of tourism like growth in service sector, economic growth, generation of employment and cultural exchange which put tourism in the limelight of ambitious Make in India campaign. This paper discusses the importance on tourism in make in India. This paper also explore that there has been a tremendous growth in tourism in India.

Keywords - Tourism, Economic growth, development.

I INTRODUCTION

We all know that few years back our government of India has launched the 'MAKE IN INDIA' campaign. It's an open initiative showcasing India's potential to the world. The major objective behind the initiative is to focus on job creation and skill enhancement in 25 sectors (including tourism sector) of the economy. After initiating the programme, India emerged as the top destination globally for foreign direct investment. Tourism has emerged as one of world's largest industry and one of the fastest growing sectors of the world economy. Tourism is an enriching and dynamized activity. Travel and tourism is an activity where a person travels to and stays in a place that is outside his/her usual environment for more than 24 hours and not more than one consecutive year for leisure, business and other purpose. Tourism provides the right platform and opportunities for a developing country like India which is in the race to become a developed nation. Tourism has become a thriving global industry with the power to shape developing countries. Now a day's tourism has become one of the major sectors of the economy by contributing large proportion to the national income and generating huge employment opportunities. Entrepreneurship and innovation are major factor in tourism and both focused on continuous success and development of the industry. Tourism sector plays key role in development of entrepreneurship. Tourism industry has become one of the most important economic sectors and also plays an important role in business development.

II METHODOLOGY & OBJECTIVES

(a) Justification

- (i) Today by contribution 6.77% in the national GDP providing 8.78% of the total employment, 5 million annual foreign tourist arrivals and 562 million

domestic tourism visits, tourism has become the largest service industry in India.

- (ii) Travel Industry consists of different kinds of business like transportation business, accommodation business, food and beverage business retailing, entertainment business etc. That supports travel industry and also help country to develop contributes in national Income and creates job opportunities.
- (iii) India is expected to become 5th fastest growing business travel destination from 2010-2019 and its tourism sector is expected to be the second largest employer in the world.
- (iv) Tourism enterprises play an important role in the success of tourism sector. Tourism enterprise refer to the various types of tourist related business venture involving accommodation, catering, transport, natural resources, entertainment and other services such as bank, shops and tour operators.
- (v) Recognizing the potential for tourism development, the government of India has given importance to tourism sector by considering its advantage and put tourism industry in the focus of attention in the ambitious 'Make In India' campaigning.

(b) Research Method

The research design is descriptive in nature. The method of data collection is mainly based on secondary data.

(c) Objective of Study

- (i) To get knowledge about tourism.
- (ii) To find out impact of tourism in India.

III LITERATURE REVIEW

Archana Bhatia (2013) mentioned that tourism today is a leisure activity of the masses. People today travel to international destinations to break the regular monotony of life. They are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination. But every destination has some internal strengths and weaknesses that either enhance its capacity to attract foreign visitors or diminish it. Similarly from the external environment can originate various opportunities or threats as well.

Anushree Banerjee (2014) stated that the major issues that are restraining the industry from achieving high economic value are shortage of qualified personnel, shortage of tourism training institutes, shortage of well qualified trainers, working conditions for the employees. Policies which can help the employees to work in supportive environment are also a point of concern. The paper is an attempt to judge the work done by the HRD team of the tourism industry with special reference to Jet Airways India Ltd. This in turn can enhance the capabilities and motivate them to work more efficiently.

IV TOURISM ENTREPRENEURSHIP

- (a) India is a country with population of 1.34 billion people including uneducated, educated, skilled and unskilled people.
- (b) Tourism sector has the opportunity for people of different age group and educational background.
- (c) Tourism offers employment to all groups of people to earn and leads the country to country development.
- (d) Tourism is an important instrument for entrepreneur as this sector employs the maximum number of people and covered all the activities which include transportation, travel agencies, accommodation and amenities. Tourism enterprises are large in number and diverse. The entrepreneurs in this sector are engaged in various activities of tourism.

V SWOT ANALYSIS FROM GOVERNMENT FOR TOURISM DEVELOPMENT

- (a) **Strength**
 - (i) Proper laws and orders in the county by the constitution.

- (ii) Rich and diversified culture, heritage and colorful festivals, customs and celebration.
- (iii) Scenic beauty of the country.
- (iv) Well known Hospitality, warmth nature of people and values where guests are treated as god.

(b) **Weakness**

- (i) Lack of safety and slow legal actions.
- (ii) Inadequate infrastructure and problem in mobility.
- (iii) Poor hygienic condition and excess of slum area.
- (iv) Lack of professional management.

(c) **Opportunities**

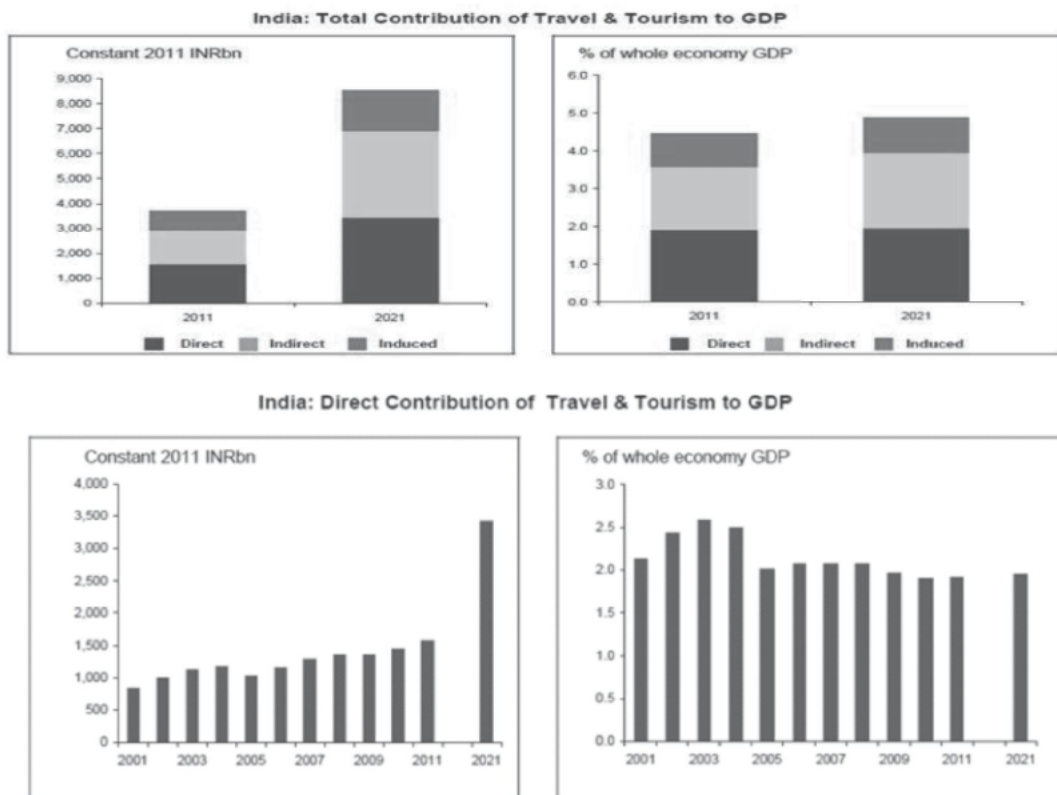
- (i) Government supports and good policy system.
- (ii) High quality human resources.
- (iii) India has become a medical hub which results in accelerating tourism industry.
- (iv) Increasing privatization.

(d) **Threats**

- (i) Terrorism in the major setback of the region.
- (ii) High level of competition.
- (iii) Unorganized tourism development.
- (iv) Global warming and unstable environment factor.

(e) **Government Initiatives**

- (i) The government of India has earmark Rs500 Crore for the National Heritage City developed and augmentation Yojna. This scheme was launched on 21 January 2015, with the objective of preserving the heritage character of each heritage city. This scheme work for the period of 4 year to focus on the development of heritage infrastructure projects such as temples, monuments Ghats, etc. It also leads to the development of sanitation sources like public convalesces, streetlight with the use of latest technologies.
- (ii) Government also introduces National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation drive (PRASAS) with this aim to create spiritual centers for tourism development. This schemes focus on the development of pilgrimage destination. Along with it government has also launched Swadesh Darshan scheme to develop the theme based tourism in the country.
- (iii) Swachh Bharat Abhiyan is a campaign by the government of India, launched on 2 October 2014, to clean streets, roads and infrastructure of country. It is a massive movement aim to achieve Swach Bharat by 2019, by improving they level of cleanliness in both Rural and urban areas.



VI IMPACT OF TOURISM IN INDIA

(a) Positive impact

- (i) **National economy** : tourism directly contributes to the economy of the country as tourists spend a lot of money in transportation, hotels and resorts while staying, coming and visiting.
- (ii) **Employment generation**: tourism in India has emerged as a major source of income and employment generation, poverty alleviation and sustainable human development. People can be employed as tourism officers to earn a livelihood.
- (iii) **National and cultural integration**: it helps in developing peace, oneness and unity among the people of the nation and also promotes stability in developing countries like India by providing job opportunities, facilitating a source of income and promoting cross-cultural awareness.
- (iv) **Environmental awareness and preservation of national heritage**: tourism helps in conserving the natural habitats of many endangered species and helps people become aware about environmental cleanliness, protection and peace and stability in order to develop tourism.

- (v) **Developing infrastructure**: tourism tends to encourage the development of infrastructure including various means of transport, health care facilities and sports centres, hotels and restaurants. The development of infrastructure leads to the development of other productive activities. Tourism also helps in regional development.

(b) Negative Impact

- (i) **Pollution**: Air, Road, and Rail transports are continuously increasing which leads to air and noise pollution. Noise pollution from air planes, cars, buses, as well as recreational vehicles is an ever-growing problem in India. Construction of hotels, recreation and other facilities leads to increased sewage pollution. Moreover, habitats can be degraded by tourism leisure activities.
- (ii) **Jobs are often seasonal and are poorly paid**: Cultural and traditional changes occur as outsiders arrive. Damages to the natural environment, e.g. footpath erosion, litter, habitats, destruction to build hotels. Overcrowding and traffic jams. Prices increase in local shops as tourists are often more wealthy than the local population.

- (iii) **Environmental hazards:** tourism industry because environmental pollution due to use of chiggers and plastic bags and order to earn profits thousands of tress cited down to creates resorts hotels and buildings. However tourism is a leisure activity and good for mind and health but if the trip is hectic it may cause stress and effect health.
- (iv) **Due to immense changes:** pollution and dirt the landscape may lose its natural beauty and tourism also has damaging socio cultural effect.

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VII CONCLUSION & SUGGESTIONS

- (a) **Conclusion-**Tourism one of the revenue earning Industry generating employment and offering chance to micro, tiny, small and large enterprises to grow and run successfully. Tourism holds a lot of potentials for young entrepreneur who are willing to setting up their own business. Tourism is a booming industry in India. India with its rich heritage and diverse culture has lot to offer to foreign tourist. As the rate of tourists (including both domestic and international) is increasing, its scope for entrepreneur is also increasing. Tourism is an important instrument for peace and harmony, economic development, employment generating and entrepreneurship development.
- (b) **Suggestions**
- (i) Tourism in India should be developed to a way that it causes less destruction to the environment. Tourism must be done in a responsible manner it should promote environment awareness and sustainable use of natural resources. This can be achieved by minimizing the negative impact of tourism and by promoting sustainable tourism.
- (ii) Non- availability of adequate infrastructure faced by tourist. Inadequate infrastructure facilities, inadequate accommodation, inaccessibility to tourist destination, poor hygienic condition and untrained manpower are some of the reasons of poor visitor experiences.

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