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Tourism industry: The cash cow industry for fostering the economic development of India

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Abstract

Tourism feeds the economies of many countries in the world. The scope of tourism industry extends to areas such as hospitality, transportation, travel facilitation and attractions and entertainments of various kinds. As per the report of United Nations World Tourism Organization, tourism is firmly established as the number one industry in many countries and the fastest-growing economic sector in terms of foreign exchange earnings and job creation. However, India needs to go a long way in this direction to make the country as the most demanded tourist destination in the world.

Keywords: Tourism, tourism products, marketing of tourism products

Introduction

All processes including the short-term movement of people to locales apart from their habitual apartment is referred to as tourism. Tourism feeds the economies of many nations across the world. It supplies a wide range of benefits, containing revenue generation for nations that attract a lot of guests, on account of the money they give for their stay and buying. It creates employment opportunities to a lot of people in miscellaneous fields such as conveyance, hospitality and other related segments. The scope of tourism industry extends to areas such as transportation, restaurants, travel agencies and entertainments of various kinds. Addressing the 51st Annual conference of the Pacific Asia Travel Association in 2002 Mr. Atal Bihari Vajpayee, the then Prime Minister of India pronounced that "terrorism feeds on intolerance and arrogance but, tourism breaks such barriers. Terrorism detests pluralism, whereas tourism pays tribute to it". Tourism is considered as the largest industry in the world. It facilitates the flow of people from one nation to the other. It is accordingly a major power of change in the modern world and people view it as the apparent expression of globalization. Tourism and travel industry critically influence every country. They produce impacts on world economies, societies and cultures, some of that are advantageous and so forth that maybe a cause of concern. At the same time tourism is a beginning of huge indulgence and pleasure for a great number of heaps of community and creates contact and ideas middle from various regions and civilizations.

United Nations World Tourism Organization & Tourism

As per the report of United Nations World Tourism Organization (UNWTO), a specific organization of the United Nations, tourism is firmly established as the winner industry in many nations and the fastest growing sector on the basis of foreign exchange generation and job creation. The UNWTO plays a catalytic function in advancing technology transfers and worldwide aid in encouraging the implementation of the Global Code of Ethics for Tourism. This would help the adjunct nations and tour destinations to attain maximum economic and social benefits out of tourism. The UNWTO's participation is encompassed of 150 nations and around 300 affiliate members who belong to different industrial sectors, educational organisations, tour travel organisations and tourism authorities.

Global vista of tourism

Tourism industry is the world's biggest export industry and a vital component in the balance of payment position of most countries. Tourism has ended up as one of the world's most imperative sources of business. It fortifies the volume of investment in infrastructure development of nations and results in drastic improvements in the living conditions of citizens. It gives governments with significant tax revenues. Tourism related occupations and trade help nations to offer better economic opportunities to their people and keep rural inhabitants from moving to urban areas in search of job and livelihood. Intercultural development and individual relations cultivated through tourism facilitates a progressive worldwide understanding that contributes to peace among all the countries of the world. The UNWTO recognizes that tourism can have a negative social, natural and social impact if it is not properly organized, managed and monitored.

The UNWTO hence empowers national governments to play a imperative part in tourism, in association with the private sector undertaking in the field of tourism, travel and tour specialists and non-governmental organizations. As per UNWTO, tourism can be viably utilized to address the issues of destitution, UNWTO made a commitment to contribute to the United Nations Millennium Development Goals by introducing the concept of sustainable tourism as a crucial approach for poverty alleviation. The program, known as ST-EP (Sustainable Tourism-Eliminating Poverty), centers the longstanding work of both organizations on empowering sustainable tourism with a view to reducing poverty and was introduced in 2003.

The tourism product

A product can be "thoughts, ideas, or services." Since tourism is fundamentally a service oriented industry, the products offered by Recreation/Tourism (R/T) businesses are recreational experiences and allied services. These are intangible items and are difficult to market like tangible goods. The intangible nature of services makes quality control issues and makes it more troublesome for potential clients to assess and compare service offerings. Besides, rather than moving the item to the client, the customer must travel to the item (area/community). Travel may be a noteworthy portion of the time and cash went through in affiliation with recreational and tourism encounters and could be a major figure in people's choices on whether or not to visit the destination or community. As an industry, tourism has numerous components comprising the general travel experience. Besides transportation, it incorporates such things as accommodation, food, shopping and special events. It is difficult for one firm to supply the entire services required by the clients. Therefore, tourism related businesses, agencies, and organizations ought to work together to package and advance tourism openings in their regions and adjust their endeavors to guarantee consistency in service quality. The nature of the tourism product is an experience of locations, events and individuals at a specific time. Tourism products emerge from 3 Zones they are;

1. **The tourist originating zone:** It is the geological aspect and is decided by the capacity of the tourist or person concerned to travel.
2. **The host zone:** It is governed by the geological characteristics and is influenced by the social, political and economic environment along with the attitude of the people towards tourists.

3. **The interaction zone:** It is the nature and type of interaction among hosts and tourists.

Tourism products in India

Tourism is the fastest growing industry in India. The turnover of the tourism industry in the country was 16.91 lakh crore in the year 2018 as per the report of the World Travel and Tourism Council. The industry has generated employment for 42.673 million people in the country. The key areas of tourism in India are;

1. **Heritage Tourism:** According to the National Trust for Historic Preservation (United States of America) heritage tourism is referred to as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past." It includes places, objects, buildings and monuments that are important in cultural, historic and natural perspectives. There are several heritage sites in India where large number of domestic and international tourists visits every year to explore history.
2. **Cultural Tourism:** India is popular for its unique culture and traditions. Different states, different languages, food varieties, festivals and rituals are major attractions in India. People within the country and from different parts of the world conduct tours to experience the diverse culture of the nation.
3. **Scenic Tourism:** It refers to tourism in destinations well known for scenic beauty due to the unique geographical characteristics. There are several places in India internationally famous for scenic tourism.
4. **Health Tourism:** In the case of health tourism, people in a nation move to another nation for availing advanced medical care necessary for protecting their life and preserving health. It requires all the services in a typical tourism process like conveyance, lodging facilities and hospitality. People from neighboring countries visit India for medical aids and India's unique and native system of medicine and treatment called 'Ayurveda'.
5. **Adventure Tourism:** According to the Adventure Travel Trade Association (ATTA), "adventure tourism is a tourist activity that includes physical activity, cultural exchange, or activities in nature." So in adventure tourism, tourists primarily focus on physical activities and adventures in a site rather than visiting places and sightseeing. Few important adventure tour segments in India are Skiing, River rafting, Trekking and Para gliding and Water sports.

Problems faced by tourism industry in India

While there are many positive factors, possibilities and opportunities, there are many adverse conditions that are crippling the tourism industry in India. The most important of these are the basic facilities required by tourists. We are not able to market many tourist locations properly due to the inadequacy of world class roads, transport facilities and accommodation. Another major problem is dirty and unpleasant conditions in tourist destinations. Many tourist places do not have scientific systems for timely disposal of wastes. This prohibits foreign and domestic tourists from visiting such tourist places. Traffic jams are another major problem that is holding back tourism. Due to this, it takes a lot of time to travel from one tourist destination to another. It also increases the overall tour expenditures. It is

imperative that a tourism culture should thrive in the country. Indigenous people in every tourist destination should learn to treat tourists with respect. Misconduct and delinquency of local people towards tourists prevents them from visiting many tourist destinations in the country. Exploitation by the travel agents and other intermediaries is a major setback for tourism industry in the country.

Measures for fostering the marketing of tourism products in India

If the problems in the tourism industry are meticulously studied and the necessary remedial measures are taken can this industry can be developed in a way that is conducive to the economic progress of the country. The country will be able to play a leading role in the field of international tourism, if such constructive initiatives are jointly formulated by the Central and State Governments. Some of the key measures necessary for fostering the marketing of tourism products in India are;

1. Vibrant Tourism Marketing Strategies

As with any business activity, the effectiveness of strategies determines the success of tourism industry. Economic, social and political conditions have a significant impact on the tourism industry. The tourism strategies should address the economic and social interests of the nation. India does not have a tourism policy that is in line with the global tourism scenario. We are still following the tourism policy announced in 1992. The Ministry of Tourism has prepared a draft tourism policy for 2021. A clearly drafted tourism policy is highly essential for leading the tourism industry in the country to international standards. The tourism marketing strategies should be in conformity with the national tourism policy.

2. Creation of a Tourism Culture and Cordial Tourism Environment

In the changed global scenario, it is imperative for India to develop a tourism culture that does not harm the country's socio-cultural heritage. The tourism industry can play a significant role in leading the country to economic growth and self-sufficiency. But, the tourism industry can move forward efficiently if people are aware of the prospects and scope of tourism. Government should formulate plans to inculcate in the people an attitude conducive to respecting and promoting tourism. Only then, we can transform India into a world-class tourism hub.

3. Setting up of Best Connectivity and Infrastructure Facilities

Best infrastructure is essential for good tourism to thrive. The tourism sector can only survive in the years to come if we can set up express ways, high-speed railways, more rail routes, air services and transportation links to tourist destinations at par with international standards. In anticipation of tourism growth, the country needs to implement premium infrastructure development projects

Conclusion

The visits and revisits of people to a tourist destination depend on the positive experiences and pleasures they derive from such destinations. Unlike other products, the products of tourism are consumed at the time of production and hence visits of tourists to tour destinations depend on

the quality of the tour experiences and services received. The geographical, social, cultural characteristics of the tourist destinations critically influence mood and mental state of the tourists. Besides, the infrastructure and background facilities are the other major factors that fascinate the tourists to certain locations. Therefore, tourism is a bunch of these core elements which require due attention of the authorities and agencies who engage in the promotion of tourism.

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