



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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**Contributions to books**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**Journal and other articles**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**Conference papers**

- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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**TOURISM IN INDIA: VISION 2020****VISHWANATH V SIDDHANTI****FACULTY - OPERATIONS MANAGEMENT****BLDEA'S A S PATIL COLLEGE OF COMMERCE, INSTITUTE OF BUSINESS MANAGEMENT****BIJAPUR - 586 103****DR. RAMESH AGADI****PROFESSOR OF MANAGEMENT****CHAIRMAN, DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT****GULBARGA UNIVERSITY****GULBARGA****ABSTRACT**

Dr A P J Abdul Kalam in his book *INDIA 2020 – A Vision for a new millennium* (co authored by Y S Rajan) has quoted that " In the year 2020 the driving force for economic growth and employment will increasingly come from the services sector like tourism, construction, retailing, education, health, entertainment. These sectors will expand more rapidly than ever before". Tourism and Travel is one such sector which is expected to contribute Rs.850000 Crores to the Gross Domestic Products (GDP). The World Travel and Tourism Council (WTTC) has named India along with China as one of the most fastest growing tourism industries for the next 10 to 15 years and is expected to grow by 6.7 per cent annually between 2009 – 2020 and is expected to create 1,31, 27,000 employments (Source WTTC). These figures may look very lucrative but making them turn into reality is a daunting task which we need to realize. Terrorism, epidemic diseases, rising fuel prices, lower consumer spending in the light of the economic down turn, policy and infrastructural issues are some of the factors which may keep the Vision 2020 an unrealized dream. This research report gives an analysis of the present scenario, key indicators which may have positive and negative implications on the future of the Indian tourism industry in context of India Vision 2020. In addition to this it also looks into the Indian tourism industry in detail with the focus on different types of tourism markets within India.

**KEYWORDS**

Indian Tourism, Vision 2020, Industry, GDP.

**INDIA VISION 2020**

The vision document identifies a number of high employment potential sectors, including commercial agriculture, agro-industry and agri-business; forestation for pulp, fuel and power; retail and wholesale trade; **tourism**, housing and construction; IT and IT-enabled services; transport and communications; education, health and financial services. For growing economy like India the economic importance of the tourism sector should not be underestimated. Tourism-related occupations presently employ only 5.6 per cent of the Indian workforce, compared to 10.8 per cent globally. (Dr A P J Abdul Kalam with Y S Rajan, *India Vision 2020*)

**TOURISM AN OVERVIEW**

When we think of tourism, we think primarily of people who are visiting a particular place for sight seeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading or simply enjoying the environment.

The officially accepted definition by World Tourism Organization (WTO) of tourism is "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (*TOURISM Principles, Practices, Philosophies* by Charles R. Goeldner and J R Brent Ritchie). Tourism is the worlds largest industry because tourism is alive with dynamic growth, new activities, new destinations, new technology, new markets and rapid changes.

**TOURISM INDUSTRY: THE ECONOMIC VALUE CREATOR**

Tourism Industry has always crated strong economic value by earning foreign exchange, by providing jobs, and also by means of boosting of related businesses for any country. The economic value is created through vigorous sales which is combined sales of all the components of Tourism Industry. But, a common perception is that the tourism industry is just made up of little more than hotels, and travel and tour operators. But this perception is wrong; this industry comprises numerous other businesses which offer their products and services which form a part of the industry. Some of these businesses are listed below-

**INDIAN TOURISM INDUSTRY ON THE WORLD MAP**

The reason why India has been doing well in tourism is because, India has always been known for its hospitality, uniqueness, and charm attributes that have been attracting foreign travelers to India in hordes. Being a country with tremendous diversity, India has a lot to offer in terms of tourism and related activities. The diversity that India is famous for ensures that there is something to do for all tourists in India, no matter what their interests are. Tourism industry in India is being utilized as a powerful tool to facilitate international understanding and enable building of broader cultural horizons.

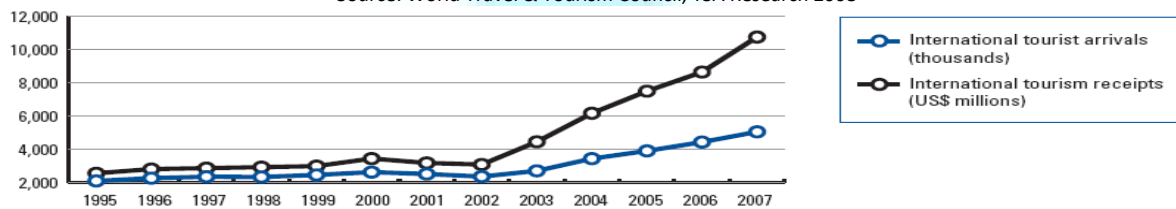
According to the *Travel & Tourism Competitiveness Report 2009* brought out by World Economic Forum, India is ranked 11th in the Asia-Pacific region and 62nd overall in a list of 133 assessed countries in 2008, up three places since 2007. In terms of travel, India stands 9th in the index of relative cost of access (ticket taxes and airport charges) to international air transport services, having almost the lowest costs in the world. The contribution of travel and tourism to gross domestic product (GDP) is expected to be at 6.0 per cent (US\$ 67.3 billion) in 2009 rising to US\$ 187.3 billion by 2019. The report also states that real GDP growth for travel and tourism economy is expected to be 0.2 per cent in 2009 and to an average 7.7 per cent per annum over the coming 10 years. Export earnings from international visitors and tourism goods are expected to generate 6.0 per cent of total exports (almost US\$ 16.9 billion) in 2009, growing (nominal terms) to US\$ 51.4 billion in 2019.

TABLE 1: GEARS OF TOURISM INDUSTRY

<b>GROUP I (Accommodation)</b>
Hotels, Resorts, Lodging and boarding, Hostels, Guest House, Camps, House Boats, Restaurants, Dhaba's, Road side food joints, Cafeterias
<b>GROUP II (Transportation)</b>
Airlines, Railways, Roadways, Ships, Cruises, Car rentals, Auto rickshaws, city buses, Ferries, Local trains
<b>GROUP III (Tours and Travel Operators)</b>
Government agencies, International / National Tour operators, Local tours and sight seeing, Adventure Tours, Religious Tours, Educational tours, Special Interest Tours (Business, Event etc)
<b>GROUP IV (Industry)</b>
Hospitals, Retailing, Art and Handicrafts, Books, Luggage, Garments, Pharmacy, Exploring new business possibilities, and all the industries the tourist is directly or indirectly related
<b>GROUP V (Other services)</b>
Packaging agents, Guides, Tour Managers, Ticketing Agents, Holiday Sellers, Industry Associations, Machinery and equipment hiring and leasing, Insurance (travel, life, medical, luggage etc), Recreational services, Communication Services (Phone, fax, Internet, Postal services etc), Banking Services

2009-18	2008 estimates	% of total	Annual growth	(% forecast)
<b>T&amp;T industry,</b>				
GDP (US\$ millions) .....	28,143	2.3	6.7	
Employment (1,000 jobs).....	13,127	2.8	2.3	
<b>T&amp;T economy, 2008 estimates</b>				
GDP (US\$ millions) .....	73,558	6.1	7.6	
Employment (1,000 jobs).....	30,491	6.4	2.7	

Source: World Travel & Tourism Council, TSA Research 2008



Source: United Nations World Tourism Organization

**PARADIGM CHANGE IN CONCEPT OF TOURISM IN INDIA**

Of late the traditional concept of tourism has become obsolete. Modern day tourist expects something more and different. They travel not merely to eat, drink and make merry, but to learn more about the people they meet and the places they visit. In short we can call it 'cultural' or 'knowledge oriented' tourism. Some of the types of tourism are explained below (<http://www.incredibleindia.org/newsite/atithidevobhava.htm>):

**ADVENTURE TOURISM**

Adventure tourism has recently grown in India. This involves exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in India, tourists prefer to go for trekking, skiing, whitewater rafting.

**WILDLIFE TOURISM**

India has a rich forest cover which has some beautiful and exotic species of wildlife some of which that are even endangered and very rare, where a foreign tourist can go for wildlife tourism.

**MEDICAL TOURISM**

Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US\$ 2 billion by 2012. The city of Chennai alone attracts around 45% of medical tourists from foreign countries ([www.indianmedicaltourism.com](http://www.indianmedicaltourism.com))

**PILGRIMAGE TOURISM**

India is famous for its temples, shrines and that is the reason that among the different kinds of tourism pilgrimage tourism is increasing most rapidly.

**ECO TOURISM**

Ecotourism have grown recently. Ecotourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological development of all regions that have tourist value.

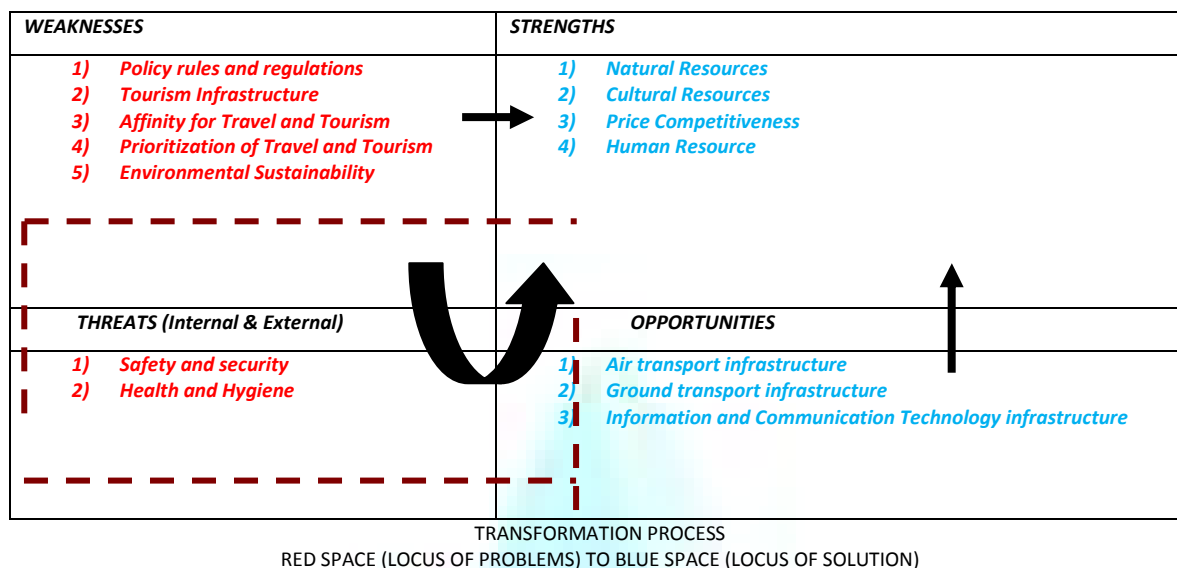
**CULTURAL TOURISM**

India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves.

**KEY PERFORMANCE INDICATORS FOR INDIAN TOURISM**

The data quoted above may seem very lucrative but making them turn into reality by the year 2020 is a daunting task which we need to realize. Terrorism, epidemic diseases, rising fuel prices, lower consumer spending in the light of the economic down turn, policy and infrastructural issues are some of the factors which may keep the Vision 2020 an unrealized dream. The World economic forum (Tourism and Travel Competitiveness report) evaluates countries competitiveness on the basis of 14 indicators which decides the competitiveness of a country in terms of tourism. These indicators are treated with SWOT (strengths, weaknesses, opportunities and threats) to analyze the external and internal environment.

SWOT analysis matrix shows red space which is the locus of problems and the blue space which is the locus of solution. We must take the weaknesses space of working and by consistent hard work transform it into strengths. Take opportunity as a challenge and transform it into greater strengths. We must block the threats or rather change the threats.



**KEY STRATEGIES FOR INDIAN TOURISM INDUSTRY TO ACHIEVE COMPETITIVE ADVANTAGE BY 2020**

**BLOCKING THE THREATS**

Tourists always look for a country which is safe. India as a country has witnessed one of the worst chapters of terror attacks, epidemic diseases in past one decade. Some of the major cities of India like Delhi, Mumbai, and Bengaluru have witnessed the face of terror. The economic down turn, terrorism and conflicts within India, increasing number of natural disasters and epidemics diseases (SARS, Dengue, Bird flu, Swine flu, Chicken Gunya) have hampered the structure of tourism in the country, because the tourism industry is a very sensitive to environmental changes and it gets affected and reacts very fast to them. Another critical constraint in Indian tourism is poor sanitation and drinking water problems. And in the event that tourists do become ill, the country’s health sector must be able to ensure they are properly cared for, as measured by the availability of physicians and hospital beds. Though, India can boast of modern, well equipped, cost effective medical expertise in urban areas, but the hospitals (civil hospitals) in semi urban and rural areas still suffer from lack of basic medical services, because majority of the tourist spots in India are in semi urban or rural areas. In addition to this the internal security is still a cause of concern.

**STRENGTHENING THE INTERNAL SECURITY**

The internal security scenario of the country is a complex web of terrorism, violence, separatism, crime, drug trafficking, naxalites activities. An entirely police and security oriented approach is not enough. While it is necessary to conduct proactive and sustained operations against the extremists and put in place all measures required for this. Some of the strategies to strengthen the internal security are:

- a) Successful execution of UIDAI
- b) Development of Integrated check posts
- c) Construction of Border out posts
- d) Construction of border fencing
- e) Operations of interceptor boats
- f) Installation of crime and criminal tracking network system
- g) Modernization of immigration check posts
- h) Setting up regional hubs of NSG

With a well structured security in place, there is no doubt that the Indian tourism industry will be resilient and bounce back as it did post September 2001. If we see the situation from another perspective, present crisis may prove as an opportunity for other states to attract tourists as it did in case of Kerala

**CASE OF KERALA TOURISM**

Till mid 1990’s very few knew Kerala as a tourism destination. The diversion of the tourist traffic was mainly due to the terror affected northern states like Jammu and Kashmir, Punjab etc. Kerala took this as an advantage and was ready with new products like back water tourism, ayurveda, boutique resorts and to support the quality infrastructure was in place. The “Gods own country” campaign was an out an out success. In short the learning for other states is the need to emerge as tourism destinations by enhancing the quality of experience and creating sub brands.

**TRANSFORMING WEAKNESSES INTO STRENGTHS**

**INDIA’S TOURISM POLICY**

India is very slow on tourism policy. The Government of India announced the first Tourism Policy in the year November 1982. It took ten long years for the Government to feel the need to come up with a tourism policy and the possible improvement. Thus, tourism was perceived as a restrictive activity in India and the result of it was high tax rates and less budgetary provisions. In spite of increasing provisions for tourism industry (like - provision for building tourist infrastructure increased from Rs.423 crore in 2006-07 to Rs.520 crore in 2007-08), India is one of the lowest spenders on tourism with tourism getting 0.72% in the 10th plan (India ranks 153rd in 160 countries in investing in tourism).

**TOURISM INFRASTRUCTURE**

Another critical issue is hotel accommodation. There are approx 1700 hotels in the country and are having about 120000 rooms and around 140000 restaurants in urban India which are insufficient to meet the existing demand, let alone catering to new demand. The star category hotels accounts to merely 7% which is about 80000 rooms. Moreover, concentration of hotels and restaurants (approximate 7000 rooms are in Delhi itself and 15% of the restaurants are in Delhi and Mumbai) is causing an acute shortage of rooms in remaining areas which are no short of tourist destinations and attract a lot of tourists, thus further aggravating the problem. Tourism industry needs more hotels particularly budget accommodation. The existing hotels cater to only 30 percent of the medium segment markets. India needs another at least 150000 rooms in the next 3 years to sustain tourism growth and penetrate large volume markets like China. But, high land prices, land laws, high operating cost has confined the hotel sector.

On the other hand there are approximately 6000 travel and trade companies/ firms in the country. But majority of these firms are suffering from intra channel conflicts and the reason being profit margins and operational issues

**COMMUNITY INVOLVEMENT**

Community is an important stakeholder in tourism industry of any country. Community can play a vital role in boosting its competitiveness. The community can act as responsibility centers in providing sustainability and in managing the destination to a greater extent, but unfortunately, in Indian Tourism Ministry this important stake holder of tourism industry has been rarely been involved and sensitized. Community at large can organize events, conduct advertising campaigns and frame public relation programmes with significant support from the ministry in terms of funds.



## TRANSFORMING OPPORTUNITIES INTO STRENGTHS AIR AND GROUND TRANSPORT INFRASTRUCTURE

The increasing number of airlines has resulted in increased the number of passengers. But this has resulted in a virtual collapse of facilities at majority of Indian airports. Moreover, there is no supervising authority, maintaining and monitoring the quality and standards of services delivered by airlines making an unpleasant experience a rule, rather than an exception. Indian Railways, on the other hand another popular mode of transportation suffers from conditions worse than the airlines (in terms of reservations, punctuality, cleanliness, facilities etc). Since India welcomes tourists mostly from developed countries these problems convert their trip into a 'mission' resulting in low customer satisfaction.

### TECHNOLOGY - A KEY DRIVER OF CHANGE

A key driver for sustainable development of travel and tourism in next 10 years will be technology. The Internet has already had a phenomenal impact on the way people travel. Further hand held devices and the use of digital technology will enable travelers to book and travel with out intermediaries. Because technology always reduces cost, enables faster travel and leads to successful emergence of low cost carriers. Other supportive ICT infrastructures like information booths, online reservation counters especially for rail and road needs to be made available.

### TRANSFORMING STRENGTHS INTO GREATER STRENGTH

#### NATURAL AND CULTURAL RESOURCES

The natural and cultural resources are critical drivers of tourism competitiveness of a country. A country which offers travelers access to the natural and cultural assets clearly have a competitive advantage. Although India's USP is its heritage sites and diversified cultures on the ground the experience of tourists is suffering. The 'Incredible India' branding cannot be isolated from the ground realities. The 'customer satisfaction' is getting totally neglected. Though looking at the campaign tourist inflow may likely get increased but whether the customer goes back as a satisfied customer with good traveling experience. Whether the tourist has actually found India as it is being show cased in promotional campaigns and probability of them recommending 'India' to their family and friends back home.

#### HUMAN RESOURCE

The travel and tourism industry is expected to raise a demand of 10.48 millions of jobs through inbound traffic for medical, educational and leisure tourism. The manufacturing and services sector are capitalizing on the 'manpower' which has been a blessing in disguise. Even tourism industry should not be an exception, more so because it has earning and paying capacities and it is rapidly growing, so an obvious strategy to enhance its competitiveness is to equip it with the talent it requires, but unfortunately almost all components of Indian Tourism Industry are suffering from an acute shortage of skilled manpower. India prepares approximately 18000 hotel management graduates annually which is very less than what is required, and more importantly only 5000 of these actually join the core industry and rest leave for more attractive avenues (Report: *Hindustan Times Horizons April 2007*). Similarly, the demand for pilots is growing rapidly with the growth in number of airlines but a pilot training course which takes 9 months to complete in US takes around 3 years in India because of lack of adequate training infrastructure. India not only lacks in training and development infrastructure. But, the real hardship to train and develop these people is a hurricane task because people associated with this industry vary significantly in their background, education, occupation and experience etc (an hotelier is totally different from a taxi driver), so having a 'common program' addressing every human resource in this industry will lead to failure. Also it is not so easy to have so many different / customized programs. Finally, it is a big challenge to sensitize such a large number of diverse people simultaneously. Although efforts (like – "atithi devo bhava" campaign) have been made to train and groom the human resource associated with this industry, but they have not been as successful in achieving significant and measurable results as they were expected to, and neither much research has been done to measure and evaluate the impact of such efforts.

## CONCLUSION

Tourism has emerged as a major industry in Asia, acting as wealth distributor and employment creator over last 50 years. The tourism industry provides employment to almost 8 percent of global employment. The World Travel and Tourism Council demonstrate that between 2008 to 2018 the highest annualized real growth of travel and tourism demand world wide, at 9.4 percent, will occur in India.

In the context of India, tourism as a vast potential employment creator and wealth distributor still remains untapped. The size of tourism industry world wide is \$ 4.6 trillion where as the software industry accounts just over \$500 billion. The tourism industry globally generates over 250 million jobs where as the software industry generates only 20 million jobs. As India grows and expands its base in travel and tourism, it will generate many more jobs and the sector will become a major catalyst for India's growth as a preferred tourist destination.

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