

# Responsible Tourism For Sustainable Growth

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**Abstract - Tourism from creature regarded as a activity activity for the leisured little in culture has grown into a multi-billion industry and a multi faceted activity. Worthily on account of its phenomenal socio-economic magnitudes and prospects tourism has also become the subject of scholarly interest. Hence our present research in the area of tourism in general and Indian tourism, in particular. The objective of the present paper is to understand the prospects of tourism industry in India in the era of liberalisation, privatization and globalization (LPG). Indian tourism industry today is on the threshold of a big change for large economic gains. However, tourism is much more than an economic activity; it has become a way of life. Without ignoring the troubles of tourism industry and its implications on the future growth of tourism industry in India, we make an attempt to identify the potentials of tourism industry in the present liberal environment. The paper analyses the key changes and challenges in the path of revolutionising the tourism industry in the new millennium. By making use of appropriate secondary data, the authors try to understand the interactivity between tourism enterprise and its stakeholders, including consumers. The quest for alternative tourism or newer forms of tourism like health tourism, rural tourism is examined. The essentiality of promoting sustainable tourism is underscored.**

**Index Terms - multi-billion industries, socio-economic magnitudes, cholarly interest, liberalization, privatization, Globalization, economic gains, revolutionizing.**

## INTRODUCTION

More than the decades, tourism has experienced continued growth and deepening diversification to enlarge into one of the fastest growing economic sectors in the world. Tourism has developed into a thriving global industry with the authority to shape developing countries in both positive and negative ways. No doubt it has become the fourth largest industry in the global economy.

Similarly, in many countries like India tourism has turn into one of the major parts of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the greatest growing service business in the country with great potentials for its additional development and diversification. However, there are pros and cons occupied with the expansion of tourism industry in the country.

## DEFINITION

The Macmillan Dictionary defines tourism as the business of providing services for citizens who are travelling for their festival. Wikipedia defines it as travel for recreational, leisure or business purposes. The OECD glossary of arithmetical terms distinct tourism as the actions of persons travelling to and staying in places external their usual surroundings for not more than one successive year for leisure, business and other ideas not related to the exercise of an activity rewarded from within the place visited.

## DEVELOPMENT OF TOURISM IN INDIA.

### A. *Early Development*

The primary aware and prepared pains to promote tourism in India were completed in 1945 while a committee was set up by the Government below the Chairmanship of Sir John Sargent, then Educational counselor to the Government of India (Krishna, A.G., 1993). Later, the development of tourism was full up in a planned manner in 1956 coinciding with the Second Five Year Plan. The advance has evolved from isolated preparation of single unit amenities in the Second and Third Five Year Plans. The Sixth Plan noticeable the opening of a new era when tourism began to be careful a major device for social integration and economic development.

But it was only subsequent of the 80's that tourism movement gained momentum. The Government took a number of significant steps. A National Policy on tourism was declared in 1982. In 1988, the National Committee on Tourism formulate a inclusive plan for achieving a National Strategy for support of Tourism was drafted. In 1997, the New Tourism Policy recognizes the functions of Central and State governments, public sector happenings and the private sector in the growth of tourism were. The need for association of Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth in the conception of tourism amenities has also been recognised.

### B. *Present Situation and Features of Tourism in India*

Tourism is the most important service industry in India, through an expense of 6.23% to the national GDP and provided that 8.78% of the whole employment. India witnesses' more than 5 million annual foreign visitor arrivals and 562 million domestic tourism visits. The tourism industry in India produce about US\$100 billion in 2008 and that is predictable to increase to

US\$275.5 billion by 2018 at a 9.4% annual development rate. The Ministry of Tourism is the nodal group for the growth and sponsorship of tourism in India and upholds the "Incredible India" campaign.

According to World Travel and Tourism Council, India determines to be a tourism hotspot from 2009-2018, having the maximum 10-year enlargement potential. As per the Travel and Tourism Competitiveness Report 2009 by the Global Economic Forum, India is ranked 11th in the Asia Pacific section and 62<sup>nd</sup> generally, moving up three places on the register of the world's attractive purposes. It is ranked the 14<sup>th</sup> greatest tourist objective for its natural funds and 24th for its cultural wealth, with numerous World Heritage Sites, both ordinary and educational, rich fauna, and strong inspired industries in the country. India also bagged 37<sup>th</sup> rank for its air transport system. The India travel and tourism trade position 5<sup>th</sup> in the long-term (10-year) development and is predictable to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are anticipated to considerably boost tourism in India advance.

Also, India has been location the "best country variety for value-for-money" in the Country Brand Index (CBI) survey conducted by Future Brand, a important global brand consultancy. India besides claimed the second position in CBI's "best country variety for narration", as well as emerges among the top 5 in the greatest country products for accuracy and art & culture, and the fourth most excellent new country for commerce. India made it to the listing of "rising stars" or the countries that are possibly to become main tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

### HERITAGE OF INDIA

In 1972, the General Discussion of UNESCO accepted a resolution with overwhelming eagerness generating thereby a 'Convention concerning the protection of the World Cultural and Natural Heritage'. The major purposes of the gathering were to classify the World Heritage in together cultural and natural parts; to enlist Sites and Monuments starting with the associate countries which are of outstanding interest and universal worth, the defense of which is the concern of all mankind; and to endorse co-operation amongst all Nations and people to contribute for the safety of these universal treasures intact for future generations.

The authentication sites on the World Heritage directory at present stands at 830 which contains both cultural and natural spots, .and endowment that is mutual by all mankind and the guard of which is our primal anxiety: India is an active part State on the World Heritage from 1977 and has exist working in close co-operation with additional International organization similar to ICOMOS (International Council of Monuments and Sites), IUCN (International Union for the Conservation of Nature and Natural Resources) and ICCROM (International Centre for the Study of preservation and Restoration of Cultural Property).

- THE WORLD HERITAGE HAS 22 CULTURAL AND 5 NATURAL SITES FROM INDIA

#### *The Cultural Sites*

- Agra Fort, Agra (1983)
- Ajanta Caves (1983)
- Ellora Caves (1983)
- Taj Mahal, Agra (1983)
- Mahabalipuram Group of Monuments (1984)
- Sun Temple, Konark (1984)
- Group of Monuments at Hampi (1986)
- Churches and Convents of Goa (1986)
- Fatehpur Sikri, Agra (1986)
- Khajuraho Group of Monuments (1986)
- Elephanta Caves (1987)
- Great Living Chola Temples (1987, 2004)
- Group of Monuments at Pattadakal (1987)
- Buddhist Monuments at Sanchi (1989)
- Humayun's Tomb; New Delhi (1993)
- Qutb Complex, New Delhi (1993)
- Mountain Railways of India (1999, 2005)
- Mahabodhi Temple, Bodhgaya (2002)
- Prehistoric Rock Shelters of Bhimbetka (2003)
- Champaner-Pavagadh Archaeological Park (2004)
- Chhatrapati Shivaji Terminus, Bombay (Formerly Victoria Terminus) (2004)
- Red Fort Complex, Delhi (2007)
- Jantar Mantar, Jaipur (2010)

#### *The Natural Sites*

- Manas Wildlife Sanctuary (1985) (Endangered Site)
- Kaziranga National Park (1985)
- Keoladeo National Park (1985)
- Sundarbans National Park (1987)
- Nanda Devi and Valley of Flowers National Park (1988, 2005)

#### A. *Unique factors of tourism development*

Socio-economic attributes like income, mobility, period, teaching and cost are innermost in the evolution of authority.

Mutually with autonomy, these are responsible for influential the amplify of international tourism. The mainstream to entire list of issues authority the expansion of tourism, though, comes from Louis Erdi of the Swiss Federal University.

The list includes;

- (i) Better affluence and extra leisure for raising an amount of people mainly, in the residential countries.
- (ii) The liberation of the youthful, and the moderately higher wages they acquires (when they have no relations responsibilities), enabling them to voyage.

A huge expansion in international business, necessitating travel. Package tours permit people, not used to creating their individual arrangements, to travel with a simple brain and are good quality because of mass buying of transport and hotel accommodation. Respite from difficult climatic situations in the house country can be establishes abroad. Travel has developed into a position symbol. Conferences and business gathering are proliferating. Superior teaching has interested a great part of the public in educational tourism. World exhibitions, trade fair include becomes very popular. Publicity has become extra and more violent, whetting the hunger of even those most averse to travel. Ideological stress groups (Political, Cultural, Scientific, etc.) arrange more and more annual conventions and conferences, etc

A statement by the US Federal Reserve (March 2012) establish that 21 percent of mobile phone holders had used mobile banking in the history of 12 months.[5] Based on a study conducted by Forrester, mobile banking will be smart mainly to the younger, more "tech-savvy" client section. A third of mobile phone user says with the purpose of they may believe performing some type of financial business during their mobile phone. But the majority of the users are interested in performing essential transactions such as querying for account balance and making bill payment.

#### *Factors*

1. Travel Motivations
  - Physical Motivators
  - Interpersonal Motivators
  - Status and Prestige Motivators
2. Pleasure
3. Relaxation, Rest and Recreation
4. Health
5. Participation in Sports
6. Curiosity and Culture
7. Ethnic and Family
8. Spiritual and Religious
9. Status and Prestige
10. Professional or Business

#### *B. Role of Government*

The Department of Tourism is the nodal association for the formulation of general plans and programs and for the organization of behaviors of a variety of Central Government Agencies, State Governments/UTs and the Confidential Sector for the expansion and support of tourism in the nation. This Ministry is start by the Union Minister of status for Tourism.

The managerial leader of the Ministry is the Secretary (Tourism). The Secretary also proceed as the Director General (DG) Tourism. The workplace of the Director General of Tourism which is now compound with the office of Secretary (Tourism) gives executive information for the completion of a variety of policies and plans. Directorate General of Tourism has a ground formation of 20 offices inside the country and 14 offices abroad and one sub-ordinate office/scheme.

The overseas workplaces are mainly responsible for tourism promotion and marketing in their individual areas in India are accountable for providing in sequence service to tourists and to observe the development of field projects. The behaviors of IISM/GWSP have at the present been re-energized and a variety of Ski and other paths are being conducted in the J&K valley. The Ministry of Tourism has under it's accuse a community sector responsibility, the India Tourism Development Corporation and the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

#### *C. Role and Functions of the Ministry of Tourism*

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in the development in tourism.

The functions of the Ministry in this regard mainly are,

All Policy Matters, including

- Development Policies.
- Incentives.
- External Assistance.
- Manpower Development.
- Promotion & Marketing.
- Investment Facilitation.
- planning

Regulation

- Standards.

- Guidelines
- Infrastructure & Product Development
- Guidelines
- Human Resource Development
- Institutions.
- Setting Standards and Guidelines.

Publicity & Marketing

- Policy.
- Strategies.
- Co-ordination.

Research, Analysis, Monitoring and Evaluation

International Co-operation and External Assistance

International Bodies

Bilateral Agreements

External Assistance

Foreign Technical Collaboration

Legislation and Parliamentary Work

Establishment matters

Vigilance matters

Implementation of official language policy

Budget co-ordination and related matters

Plan-coordination and monitoring

Additional functions

The Functions of Attached Office viz. Directorate General of Tourism is as under [The office of DG (T) has now been merged with the office of Secretary (Tourism)]:

Assistance in the formulation of policies by providing feedback from the field offices.

Coordinating the activities of field offices and their supervision.

Regulation

- Approval and classification of hotels and restaurants.
- Approval of travel agents, Inbound tour operators and tourist transport operators, etc.

Inspection & Quality Control

- Guide service
- Complaints and redressal.

Infrastructure Development

- Release of incentives.
- Tourist facilitation and information.
- Field publicity, promotion & marketing.
- Hospitality programs.
- Conventions & conferences.

Assistance for Parliamentary work.

*D. Establishment matters of Directorate General of Tourism*

Impact of Tourism in India

Tourism industry in India has more than a few positive and negative forces on the economy and society. These impacts are painted below.

Positive Impacts

- Generating Income and Employment
- Source of Foreign Exchange Earnings
- Preservation of National Heritage and Environment
- Developing Infrastructure
- Promoting Peace and Stability

Negative Impacts

- Undesirable Social and Cultural Change
- Increase Tension and Hostility
- Adverse Effects on Environment and Ecology

**CONCLUSION**

Indian tourism has huge possible for produces employment and make a large sums of foreign substitute as well generous a flip to the country's overall financial and social growth. Much has been accomplish by method of rising air seat ability, increasing trains and railway connectivity to significant tourist destinations, four-laning of infrastructure connecting central tourist cores and greater than ever availability of spacing by adding inheritance hotels to the hotel industry and cheering paying visitor adjustment.

Other than a lot of remains to be completed. While tourism is a multi-dimensional action, and essentially a service business, it would be needed that all sections of the Central and State managements, classified sector and voluntary associations develop into active partners in the effort to attain sustainable development in tourism if India is to suit a world participant in the tourist business.

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