

TOURISM IN INDIA: A PROMISING CONTRIBUTOR TOWARDS OUR PROLIFERATING NATION

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Abstract: Indian Tourism Sector has been indispensable in terms of delivering the best towards an exponential growth in employment opportunities and a considerable rise in gross domestic product of our country. However, with so many hospitality organisations including foreign players, the opportunities have increased manifolds. If we look back in the time-zone before 2010, a lot of hotels and lodging establishments started so as to fill the gap of rooms for a large number of foreign tourists along with domestic ones for the Commonwealth Games. This also paved way for a considerable rise in opening of various hospitality institutes across the country. This paper is review-based and the data used is purely secondary to highlight progressive tourism sector including hospitality as a promising contributor towards proliferating India.

Keywords: Tourism, Hospitality, Employment, Proliferating.

Introduction

If it comes to demystifying the inclusions of tourism sector, hotels have a crucial role to play. In fact, the HRACC has given classification in the form of Star-category hotels and Heritage properties. Further, on other basis of classification like the location, we have downtown hotels, motels, rotels, floatels, boatels etc. Then, the clientele also determines the various categories like economy, mid-range and luxury hotels. E.g.: Hotel Rambagh Palace, Jaipur is a Luxury-cum-Grand Heritage hotel and so on.

However, merely hotels or equivalent cannot be summed up as hospitality; instead, tour operators and travel agents are substantially the active components hospitality industry. Adding to these, the various states in our country are known for specialities in context of tourism-type, like Uttarakhand is known for Wildlife Tourism, Pilgrimage Tourism, Ayurveda Tourism; similarly, Goa is famous for the 3S, i.e., Sun, Sea and Sand along with great scope for water sports.

Statistical data reveals that the tourism industry in totality has made a good contribution of 2.3% to our country's gross domestic product which may be counted as approximately ` 2.21 trillion. Moreover, in next seven years from now, a stupendous rise by ` 2.23 trillion is expected which would make a total of approximately ` 4.44 trillion by 2024 as per WTTC. In 2013, a comprehensive report by the World Economic Forum says that India has been recognised as 11th in Asia-pacific and surprisingly, 65th in the World Travel and Tourism Competitiveness which is commendable as a developing nation.

Review of Literature

Luo and Zhong (2016), made an attempt to fathom and find the relationship between the labelling done to the menu which can be identified as a corporate social responsibility-based activity and consumers

responded to it positively. **Mc Guire (2015)** in her study investigated the latest prevalent in the hospitality industry and iterated that emotional experience and exploration are symbolic towards the industry. **Kotari (2011)** in his research paper observed that for a produce from the tourist point of view to be improvised and be valued, the elementary raw inputs are the country's geographical attractiveness, climatic features, historic information, cultural characteristics and the citizens. **Petermann and Revermann (2010)** in their research paper stated that in the tourist system the social and demography-based shift and particularly the advancement in the maturing of society-would consequentially lead to long-lasting variations, specifically on the demand behavior. **Budhwar (2004)**, conducted the research to evaluate the crucial factors that would impact the restaurant's success or failure. **Challan and Kyndt (2001)** highlighted several variations with respect to what British travellers expected and what expectations were seen in foreign travellers.

Objectives

1. To depict various categorical classification of hotels in India
2. To show the substantial rise/fall in important statistical aspects of India tourism in past 3 years, i.e., 2013 to 2015.
3. To highlight Foreign Tourist Arrivals and Foreign Exchange Earnings in 2016
4. To throw light on futuristically developmental aspects of India Tourism

Research Methodology

The study is purely review-based and hence, only secondary data from text books, journals and internet sources has been taken for various references.

Findings and Analysis

1. Various categorical classifications of hotels in India

The *Concise Oxford Dictionary* defines a hotel as a 'house of accommodation of paying travellers, etc.' According to the Webster's Dictionary (1978), 'a building or institution providing lodging, meals and service for the people' is termed a hotel.

During throwback, it can be lured that Chandragupta Maurya built Inns and Guesthouses that were referred to as *sarais* and *dharmashalas*. During the British Raj, circuit houses and *dak banglas* came into being in India.

In India, the first commercial hotel, the Taj Mahal, Mumbai, was built in 1903. With the growth of transportation-roadways, railways, waterways, and airways-people became even more mobile. Inns, motels, hotels, resorts, and the like have kept place with the developments, and have been refurbished to meet the quality demands.

An organisation named Hotels and Restaurants Approval and Classification Committee (HRACC) awards the Star category and Heritage classification to hotels. I must iterate that before classification, there is pre-step called Approval. Under this step, the project for the construction of a hotel has to be approved by HRACC which comprises a team of highly experienced and qualified professional including evaluators from both government as well as private sectors.

Following is the table which depicts the classification of hotels on various bases

Location	Target Market	Size of Property	Level of Service	Length of Stay	Themes
Downtown hotels	Commercial hotels	Small hotels	Budget hotels	Transient hotels	Heritage hotels
Suburban hotels	Convention hotels	Medium hotels	Mid-scale hotels	Residential hotels	Ecotels
Motels hotels	Resort hotels	Large hotels	Luxury hotels	Semi-residential hotels	Boutique hotels
Airport hotels	Suite hotels	Very large hotels			Spas
Resort hotels	B & B hotels	Mega hotels			
Forest hotels	Extended-stay hotels	Chain hotels			
Floatels	Casino hotels				
Boatels	Timeshares				
Rotels	Condominiums				
	Service apartments				

Table 1.1: A wide range of hotels in terms of their types available in India with the approval of Ministry of Tourism, Government of India

2. Substantial rise/fall in important statistical aspects of India tourism in past 3 years, i.e., 2013 to 2015

Thankfully, our esteemed Ministry of Tourism, Government of India has provided such comprehensive reports which are very useful for researchers and academicians. During 2015, India witnessed a progress rate of 4.5% in Foreign Tourist Arrivals. Further, India's ranking is 14th globally in terms of world tourism receipts with a share of 1.67% and 7th rank in the Asia-Pacific region for tourism receipts. If we see the domestic front, a growth of 11.6% has been observed countrywide with respect to Domestic Tourists visits.

Comparative Highlights (2013-15)

a) Number of Foreign Tourist Arrivals in India (2013) = 6.96 million

Annual Growth Rate = **10.2%** leading to

Number of Foreign Tourist Arrivals in India (2014) = 7.67 million

Annual Growth Rate = **4.6%** leading to

Number of Foreign Tourist Arrivals in India (2015) = 8.03 million (rise)

b) In INR terms

2013 Foreign Exchange Earnings	₹ 1,07,671 Crore
Annual Growth Rate = 14.53% leading to	
2014 Foreign Exchange Earnings	₹ 1,23,320 Crore
Annual Growth Rate = 9.62% leading to	
2015 Foreign Exchange Earnings	₹ 1,35,193 Crore

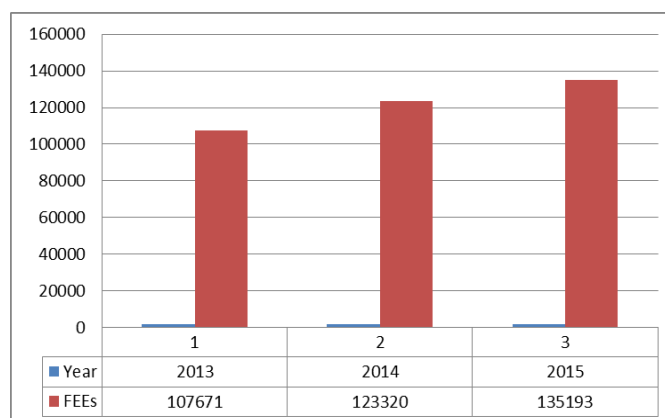


Chart 2.1: Foreign Exchange Earnings (in Crore)

Chart shows subsequent increase in Foreign Exchange Earnings, with a downfall in growth rate between 2014 to 2015

c) India's Position in World

1. Share of India in International Tourist Arrivals

In 2013: 0.64%

In 2014: 0.68%

In 2015: 0.68% (no change)

2. India's rank in International Tourist Arrivals

In 2013:	42nd
In 2014:	41st
In 2015:	40th (rise)

3. Share of India in International Tourism Receipts

In 2013:	1.59%
In 2014:	1.58%
In 2015:	1.71% (great rise)

4. India's Rank in World Tourism Receipts

In 2013:	16th
In 2014:	15th
In 2015:	14th (rise)

d) India's Position in Asia Pacific Region

1. Share of India in Tourist Arrivals

In 2013:	2.81%
In 2014:	2.92%
In 2015:	2.88% (fall)

2. India's rank in Tourist Arrivals to Asia & the Pacific

In 2013:	11th
In 2014:	12th
In 2015:	11th (rise)

The share of India in international tourist arrivals in 2015 was 0.68%. India accounted for 2.88% of tourist arrivals in Asia Pacific Region in 2015, with the rank of 11th; Tourism has been phenomenal in contributing significantly and playing a pivotal role as a foreign exchange earner for the country. In 2015, foreign exchange earnings (FEE) from tourism were US \$ 21.07 billion being considerably high with respect to US\$ 20.24 billion in 2014, projecting a progress of 9.6% and Number of domestic tourist visits in India during 2015 was 1432 million (Provisional) as compared to 1290.12 million in 2014, with a growth rate of 11.6 %.

3) Foreign Tourist Arrivals in India from different Regions, 2013-2015

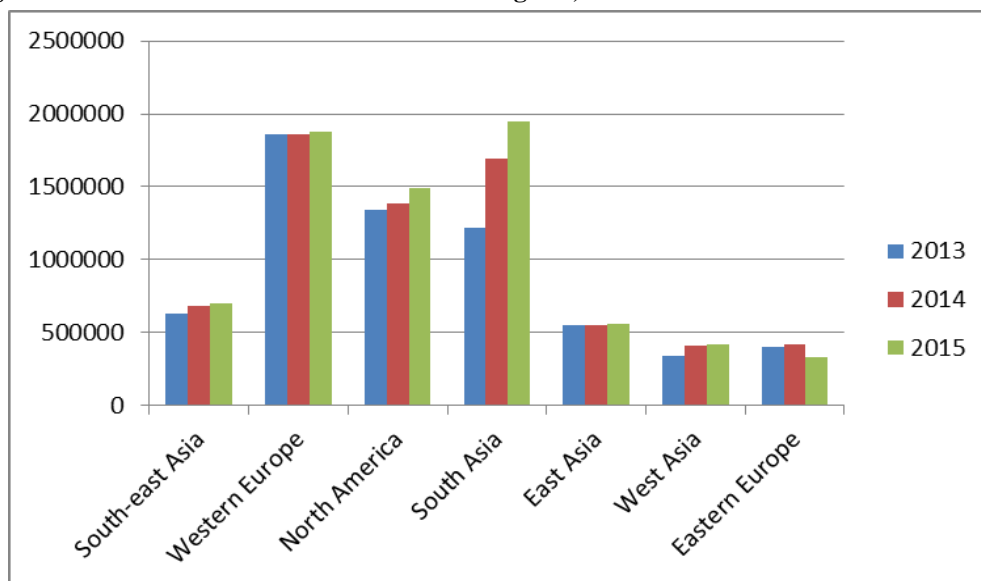


Chart 3.1: Foreign Tourist Arrivals in India from different regions.

The above chart statistically projects rise in figures with respect to all countries in 2015 except Eastern Europe.

Furthermore, Indian Tourism sector through its hospitality units has played a pivotal role in generating large amount of employment opportunities, alleviating poverty and is significantly working towards sustainable development. Its contribution has been 6.77% to the national GDP and 8.78% of the overall employment in India. Nearly 20 million people are employed in Indian tourism/hospitality industry.

Strengths and Weaknesses of India Tourism

Strengths: Union Ministry of Tourism launched 'Incredible India' mobile application that will serve as a great help to tourists of both domestic and international origins in terms of accessing all kinds of information about government registered tourism service operators. In 2014, a travel-based planning website 'tripigator.com' was launched in Ministry of Tourism in New Delhi with collaboration of Incredible India.

Weaknesses: We have lagged behind in marketing India as a destination, we are still focusing on mystical charm, ancient civilization, but India has a lot more to offer better than any south-east Asian nation. We need to work a lot on our Infrastructure which is seemingly the biggest bottleneck and acts as a roadblock. It encompasses condition and maintenance of roads, problems of electricity, communication facilities, hygiene factors, pollution and litter on the roads create an annoying situation for the tourist. Moreover, correctness of the information being depicted to the tourists has to be ensured and if that is not the case, linguistic obstruction exists for non-English speaking individuals.

4. Futuristically developmental aspects of India Tourism

This information has been gathered from the source hallmarked with CII revealing important details about Incredible India Tourism Investors' Summit held on 22nd September, 2016.

Honourable Minister of State (I/C) - Tourism and Culture addressed during the event, through which it can be interpreted that by way of this summit, expectations are for attracting ` 50,000 crore from around 700 investable projects. The Government has been committed to take our share of tourism to 1% by the year 2020 and aiming for its rise to 2% by 2025.

Adding to the above, process is on for adding another 25 countries for e-visa facility, which is currently available to 150 countries. Moreover, the government will envisage new civil aviation policy and is working towards 60 more airports in the coming times for enhanced and improved connectivity.

Apart from the above, the foreign exchange earnings in India are anticipated to rise to US \$ 275.5 billion by 2018 at a substantial growth rate of 9.4% annually which is quite remarkable as a part of service sector.

Conclusion

From the above information, it can be interpreted that there has been a considerable rise in Foreign Tourist Arrivals and the consequent increase in Foreign Exchange Earnings; tourism sector in India is a likely to be a big employer for the trained youth. In fact, India is being recognised as an attraction for foreign tourists due the increase in the inbound tourism as compared between years 2013, 2014 and 2015.

Therefore, we can optimistically conclude that with few more concentrations to work on, we can be among the top most tourism running countries with a magnificent rise in our GDP in coming years.

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