

# A Study on Role of Tourism Industry: Challenges and Opportunities in India

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## ***Abstract***

*The number of foreign tourists visiting India is increasing by at least ten per cent every year. Apart from Goa and Kerala, Maharashtra, Tamil Nadu and Uttar Pradesh are the major tourist destinations in the state. Some foreign tourists come for medical treatment. These tourists who come to take advantage of our excellent medical services go a long way for you. Therefore, Indian medical services are well-known in the world and it benefits India financially to a large extent. We can use the fact that Mumbai, the financial capital of Maharashtra, is good for the growth of tourism. By inviting tourists to India, they can do economic activities by giving a unique view of their culture. The tourism sector in Konkan has been neglected for the last several years. Due to the importance of tourism and the growing popularity of tourists, the United Nations decided to celebrate World Environment Day on September 27, 1980. Many states in India have tried to increase their per capita income by providing special facilities for tourists. According to researchers, in developing and agrarian democracies like India, it is important to take advantage of the economic potential of the tourism business as it is a huge opportunity.*

*Key Words: Tourism, Role, Challenges, Opportunities, Importance etc.*

## **Introduction**

Tourism is an employment oriented business in today's developed and developing countries. The importance of tourism is increasing. Tourism is a major source of foreign exchange for a developing country like India. Tourism is one of the most important business in modern times and it can grow well in India and contribute to the economic development of the country. India is rich in natural diversity and has a long historical, cultural and religious tradition. In particular, these various features have given impetus to the development of tourism in India. India's tourism business has gained momentum mainly after the Second World War. In recent times, modern tourism has started developing in India and many tourist destinations have started developing in various states of India, including Jammu and Kashmir, Delhi, Uttar Pradesh, Maharashtra, Goa and Kerala. In the 19<sup>th</sup> and 20<sup>th</sup> centuries, tourism means economic activity that has far-reaching social and international implications. In recent times, India has become an important destination for tourism. According to Josh, the concept of tourism has been interpreted differently by different thinkers in the same way that cycling, hiking, camping, boating, sports, etc.

## **Review of Literature**

Information on the schemes implemented by the Ministry is given on the website of the Ministry of Tourism Development. In this, the Ministry is emphasizing on developing various tourist destinations across the country, and efforts are being made to provide up-to-date facilities and better services to the tourists. In order for foreign tourists visiting India to get acquainted with Indian culture, to understand Indian culture and to be primarily respectful of the country's cultural traditions, to combine tradition with modernity in tourist destinations and in these places; Extensive efforts are also being made by the Ministry of Tourism to maintain cleanliness in the cities concerned. Such resorts are being developed to provide a place for tourists to stay and dine in the midst of state-of-the-art and natural beauty, replacing the negative sentiments towards government resorts so far. Asked if the current recession across the country has affected the region, Harne said the recession has had no effect on the region. He said that a tourist center would also be developed at Leh-Ladakh in the near future.

## **Problems of the Study**

Since tourism is a human business, this tourism business affects the surrounding environment. If tourist centers are places of natural beauty, then conscious efforts should be made to enable tourists to enjoy nature in such places. Planting trees to create a natural environment in a tourist place creating a garden helps in maintaining the balance of the environment by enhancing the beauty of the tourist places. The major problem of this research is that environmental degradation is on a large scale. While developing a tourist destination, excavation of land, deforestation etc. causes damage to the environment and changes the environment. It is necessary to plan tourist destinations to solve the environmental problems created by the environment. While developing tourist destinations, it is important to take care that they do not cause a lot of pollution. Pollution is on the rise in tourist places in Maharashtra in the same manner as in rivers or wells.

The development of the tourism sector is crucial for the ecological balance and sustainable development of the country as a whole, but deforestation on a large scale does not seem to be happening along with tourism.

### **Objectives of the Study**

The main topic is to study the role of tourism in India and the challenges and opportunities ahead for tourism and some specific features are given by the researcher as follows.

1. To Study the role of tourism Industry in India.
2. To Study the Challenges before tourism Industry in India.
3. To Study the Opportunities in tourism Industry in India.
4. To suggest the remedies.

### **Significance of the Study**

In the current situation, many countries of the world are striving for tourism development. Tourism leads to economic development of the country and overall development of tourism. Tourism is a very important business, economically, socially and politically. As tourism is an economically important business, it contributes to the economic development of the country and also attracts a large number of foreign tourists. As a result, the country receives a large amount of foreign exchange and the country's economy gets a boost. Due to tourism, a large number of jobs are created and accommodation and meals for tourists as well as guidance, entertainment, transportation, etc. are developed and employment is increased. Tourism provides employment to all types of people, educated and uneducated, skilled and unskilled. Due to tourism, the business of travel agencies, guides, taxi drivers, etc. is very important and the tourism business is very important as a means of subsistence. The tourists who come for tourism buy goods so that there is economic turnover and trade flourishes. Tourism promotes the development of small and cottage industries which make various handicraft spirits and increases the number of industries as well as the national income. The environment provides employment opportunities to the people through various service industries, small cottage industries, trade etc. which helps in reducing unemployment to some extent. So this topic is very important. Studying this subject will be useful for researchers in the country as well as research institutes abroad.

### **Scope of the Study**

Tourism needs to be considered in this regard. The tourism business not only brings about social, economic and environmental development but also changes the living standards of the people living in the tourist area. Along with the accommodation, meals, transportation, information, entertainment, etc., which the tourist needs, there is also a demand for products from the area. The topic of sustainable tourism is a wide one, so in a nutshell, the combination and implementation of tourists' sensitivity and passion for tourist destinations is the perimeter of sustainable tourism. Sustainable tourism means that tourism should have a minimal impact on the natural, cultural and economic condition of the tourist destination.

## **Limitation of the Study**

In a developing and agrarian country like India, there are many areas for sustainable economic development, including socio-religious, environmental, political, cultural, etc. Employment is created by setting up many kinds of industries in our society but to write this paper the researcher has mentioned that tourism is a business. There are many opportunities and challenges ahead for the tourism business to boost the economic development of the country. But the limitations of this research are that the researcher has chosen the topic for research on the role of tourism in India and the issues and opportunities that lie ahead.

## **Research Methodology**

The researcher has used secondary resources to write this research paper. This includes the use of secondary resources such as research papers, research articles, reference reviews, government reports, annual reports, news papers, internet, reference books, textbooks, research papers and articles of research students, government printed materials, school, college, college published literature etc.

## **Data Collection:**

The researcher has used secondary resources to write this research paper.

## **Research method:**

The researcher has used descriptive analysis method to write this research paper.

## **Results and Discussions:**

The researcher has used resources like graphs, charts, photos, tables, tools and techniques, statistical information etc. to write this research paper.

## **Opportunities in Tourism Industry in India:**

The tourism sector includes various departments such as accommodation, transportation, food, events, conferences, adventure tourism, commercial tourism, tourism services. Depending on your interests and available skills, you can travel to your area of interest. Working in the tourism sector requires effective communication skills, linguistic skills, enthusiasm to mingle with people, social etiquette, business skills, excellent knowledge of places and knowledge of local traditions. Students who want to work in the tourism sector may have job opportunities in hotels, restaurants, airlines, retailing, transportation and travel companies. It can provide opportunities for staff working on reservation and similar topics, sales and marketing staff as well as guides. Through competitive examinations like UPSC, MPSC, one can apply as an officer in the Directorate of Tourism and Tourism. These officials are responsible for planning and implementing tourism related projects In order to get a job at the executive level in tourism, it is necessary to have a degree in Travel and Tourism. Persons working as Information Officers in the Tourism

Department are selected through a competitive examination of the Staff Selection Commission. In the last 15-20 years, tourism has become one of the basic needs of many sections of the society which has developed through economic liberalization. People started enjoying tourism by gathering sugarcane all year round. Today the whole world is in the throes of recession. Although industries like motor manufacturing have had to stop production for some time, the tourism business has not suffered such a setback.

### **Challenges before Tourism Industry in India:**

On the occasion of World Tourism Day, I started writing about the impact of Corona on tourism; the challenges posed in Konkan, and realized that the scope of this topic is very wide. In a play, the actors on stage give the play a standing ovation. But for that, the behind-the-scenes hands of the actors on the screen, the 'behind-the-scenes actors' who handle all the parts of the play, have to work just as hard. Tourism said that even if a simple list of amenities for tourists is brought to the fore, it will be understood that through tourism, many people get direct and indirect employment opportunities. The sudden corona crisis has hit Kollam due to the sudden onslaught of tourist accommodation, vegetable-fish-chicken-meat-eggs, milk and milk products as well as groceries, bakery products, room service providers, cleaning staff and many more. Investments in tourist amenities are currently a source of concern for investors due to the uncertainty of the lockdown. Although Chakarmani, who is currently coming to Konkan, is a member of the family, he has to live in isolation as per the government rules. Today's picture shows that when the tourism business starts tomorrow, the mentality of the incoming tourists as well as the tourism service providers will be under the shadow of fear for some time.

### **Role of Tourism Industry in India:**

Tourism plays an important role in the economy of any country. Tourism is the third largest business in the world after chemicals and fuels. The basic premise of tourism is to spend a few moments enjoying the beauty of nature as well as exploring new places to learn about new arts and culture. Tourists mainly visit religious and historical places. Every tourist has a latent desire to see the heaven on earth, that is, Kashmir at least once, the sound of Niagara Falls, its gigantic form in the eyes at least once. Singapore attracts the attention of tourists from all over the world. According to the World Tourism Organization, 120 crore tourists visited various tourist destinations around the world last year. From a business point of view, new places are being developed by the government or private businesses for the growth of tourism business, and the sector is constantly expanding. Therefore, the number of tourists is estimated to be 130 crore by 2030.

Chart No. 1  
Popular Tourist Centers in India



Chart No. 2  
Tourist Places in Maharashtra

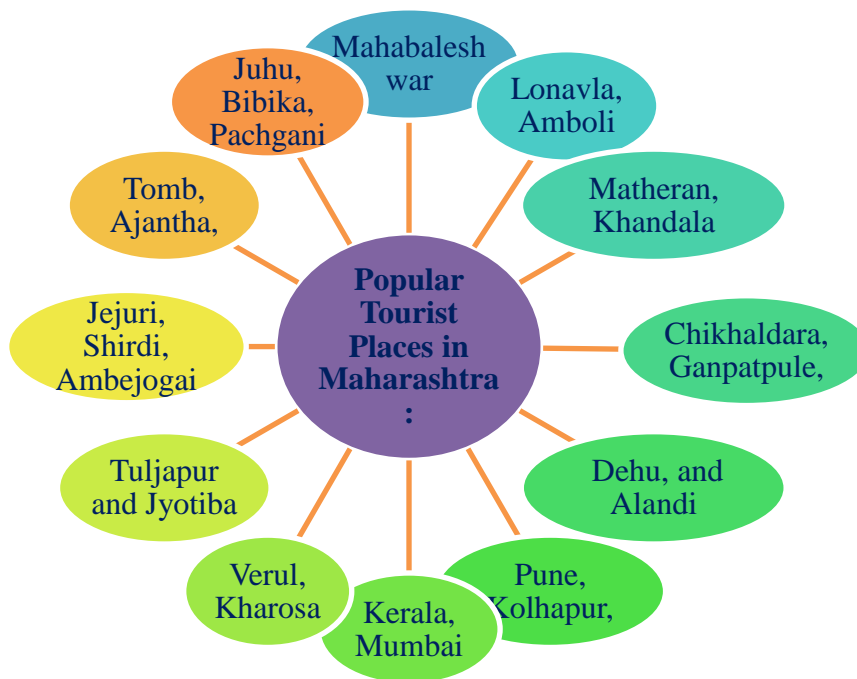
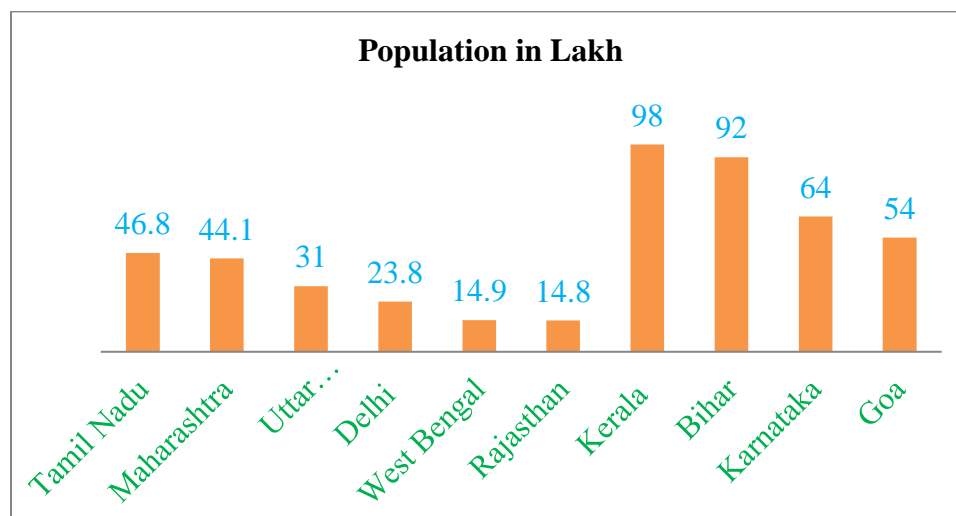


Table No. 1  
States that attract the most foreign  
tourists to India (Popular States)

Sr. No.	States	Population in Lakh
1.	Tamil Nadu	46.80
2.	Maharashtra	44.10
3.	Uttar Pradesh	31
4.	Delhi	23.8
5.	West Bengal	14.9
6.	Rajasthan	14.8
7.	Kerala	98
8.	Bihar	92
9.	Karnataka	64
10.	Goa	54

Source: Estimated



The Indian tourism sector is developing rapidly. A large number of foreign tourists are visiting India. According to the available data, foreign tourists are now attracted to Tamil Nadu, Maharashtra, Uttar Pradesh and Delhi.

### Suggestions

- 1) To streamline the transport system.
- 2) Arranging accommodation, food and drink for tourists.
- 3) Placing signs on the side of the road that will show the way of tourist places will make it easier for tourists to find the place.
- 4) Sanitation program should be started in the polluted area of tourist place.

5) Security facilities should be provided in all tourist places.

### **Conclusion:**

In the tourism business, a large number of trees are cut down for the accommodation of tourists, parking arrangements, hot water for bathing etc. As deforestation is increasing day by day, the environmental conditions are beginning to be threatened. Tree felling has been started to meet the daily needs of human and economic red woman. Therefore, if the work of environmental protection is not done in the places of such tourist places, the natural beauty of such tourist places will become extinct in the course of time. Characteristic animals and plants attract tourists, which is a great economic opportunity for tourists. In the policy of the government, alternative measures should be taken by conducting in-depth research of wildlife in tourist places. The tourist area should be kept clean as tourists come. If the tourist is healthy then the development of tourism will be possible so tourism must be used for protection and development of environment.

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