

OPPORTUNITIES AND CHALLENGES OF TOURISM

Durgesh¹, Dr. Vipul Kulshrestha², Dr. Dinesh Kumar³

¹Research Scholar, Singhania University, Pacheri Bari, Jhunjhunu (Rajasthan)

²Assistant Professor, Singhania University, Pacheri Bari, Jhunjhunu (Rajasthan)

³Associate Professor, Pt. J.L.N. Govt. College, Faridabad (Haryana)

ABSTRACT. The purpose of Script writing this article is to explain the issues and constraints of the tourism industry. The approach used in the writing of this article is to use a range of materials collected from the study of books, journals and similar web sites. A section on the results achieved through a concise review of the data obtained by the Department of Tourism and partner institutions. Specializing in the production is achieved using graphs or tables. Obstacles are presented on the basis of a research consideration of different publications on tourism.

Keywords. Employment; Challenges; Opportunities; Tourism and Hospitality.

1. Indian Tourism Sector Current Scenario

Tourism is among the increasing and fast-growing in the world Industry. In the 21st century, the global economy was powered by three. Key industries involve electronics, telecommunications and tourism[1]. Tourism is a range of events, facilities and industry which provide cultural experience, which include attractions, transportation, Accommodation, food and drink establishments in retail stores, Entertainment, industry and other hospitality facilities offered Individuals or parties moving away from home[2]. Industry of tourism in India has increased by 4.5% in terms of foreign tourists (FTA) and 820 million visitors in 2015 has increased by 4.1% 21.1 billion in revenue in foreign currencies (expenses). In 2016, there were 890 million 10.7% of costs and of the FTA (US\$ 231 million) are in the growth of 9.8%. In 2015, domestic tourism to visit the country in 2015 is fixed on the AS/143 crores

- The opening of the tourism infrastructure, two main of the execution of the Program - Thematic darshanswadesh (line overall tourism development) and Accra (Rehabilitation and escalations mental). Pilgrimage
- The government in the promotion of the tourism industry of niche and to promote India as a destination, including the 365 days of adventure, cruise, medical, infirmary, golf, polo.
- Other important initiatives, including the signing of the memorandum of understanding and agreements with different countries - in order to promote tourism and the promotion of research on the tourism as pakhwada Alliance, Bharat Alliance mission.
- As a result of these efforts that can improve their status, India Travel and Tourism Competitiveness Index 2017 12. Both the annual indexation of the World Economic Forum in India has been developed 40 Bit in 136 countries.

2. Indian Tourism Sector Opportunities

2.1 Scenic beauty

India is very tourist potential. The Kashmiris to Gujarat Arunachal, Kanyakumari, from each region has its own and original, if it is a warm/cold/Ladakh Rajasthan desert () (), the Brahmaputra and Ganges (niligiri& North forest-IS), Islands (Quebec) nicorbar each landscape will fascinate tourists. In addition, the diversity of faces a variety of options for tourists in India and abroad. In addition to the natural landscape of the spread to the national scale of the cultural heritage also provides a huge potential in the development of the tourism industry.

2.2 Birthplace of Religions

India is Hindu and Buddhist and three major religions - the cradle of Jainism. The vast landscape with many tourist attractions and sacred religious is to attract tourists from the whole of south-east Asia and in East Asia. The full potential of the Dilwara Jain Buddhist temples in the west, sites in the east and the north-east and the famous Hindu temple in the South has not to explore the work up to now.

2.3 Domestic Tourists

India is the second most populous country has more than 125 million population. In other words, they can provide at least 125 billion visits if the policies and the infrastructure is in place. A recovery from the Cayman Qi authors, decision makers should consider the "for" and to propose appropriate strategies to exploit the potential of the internal tourism.

2.4 Challenges for Indian Tourism Sector

In spite of these attractions for tourists, India and well developed, the tourism industry faces many challenges.

2.4.1 Lack of Infrastructure

This is a difficult task in the tourism sector in India. Tourism, economic and social infrastructure, including restaurants, connectivity, human resources, health , health facilities in the most developed countries of India. The poorly made of the infrastructure is also mirrored in the 112th rank of India in communication and information and the preparatory component 104 in the healthcare industry and the remediation of the World Economic Forum in the Travel and Tourism Competitiveness Index 2017. The main reason for this is the apathy of the poor management of economic resources.

It should be noted that in his budget speech that the government has allocated 18.4 billion RS only 2017-2018 of one of the promising sectors such as tourism.

2.4.2 Safety and security

The safety and security of foreign tourists in particular on the development of the tourism industry is a major obstacle. The attacks against foreigners, in particular for women, in India, the capacity to accommodate visitors coming from far away. In more than 130 countries have conducted investigations that India is placed in 114-bit and the security aspects of the WEF 2017 index.

2.4.3 Accessibility

Many tourist destinations are not open to the poor, women and the elderly. It is due to increased cost, poor communication and a number of services and licenses needed for a number of reasons. This is the fact that more than 2 per cent of the population have no access to many of the tourist attractions in the country.

2.5 Indian Tourism Revenue in World Scenario

The travel and tourism sector in the world ranked No. 7 on the GDP allocation programme, the proportion of which is seen in a latest study by the United Nations World Tourism Organization (WTTC). According to the new data and to tourism has generated \$14.1 billion US dollars (US\$) in 2016 208.9 million Indian rupees, it is one of the 7 largest absolute size is the equivalent of 9.6% of total GDP and that India. In addition, the sector in 2016 40.3 million jobs in support of the India World Ranking, total employment has increased by tourism. The sector accounted for 9.3% of all the possibilities of national employment. The tourism industry is also one of the strongest growth of the countries, the growth of 8.5 per cent, 20 g in 2016. A growth of 6.7 per cent is expected in 2017. India strong tourism figures are primarily by domestic travel, which accounted for 88% of the sector in 2016 contribution to the gross domestic product (GDP). Exports and Visitors Foreign tourists spend the money in India, only 12 per cent of the total income from tourism in 2016 and INR1.5 000 billion (US\$). It is a 22.8bn of the total exports of the country. 5.4%, compared to a world average of 6.6%. From the World Tourism Organization (UNWTO) of the data shows that India in 2016 that 9 million international visitors, the will receive in the world to 40 and 10 have been at the forefront in France. However, there is a large potential to increase their exports of Indian visitors during the last months, India has begun to fill this gap and to achieve a significant change that will help to increase the facilitation of visas of international tourists. The data show that visitors to the growth of exports to 5.4 % of WTTC in 2017.

2.6 CONCLUSION

Despite the recent developments in the country, the growth of tourism to participate jointly in the Indian international tourists is very little in the overall share of 0.50%, the receipts

from international tourism is approximately 1.30%. The tourism industry in the tertiary sector, it is not only the creation of employment opportunities and encourage the growth of elementary and secondary sector in the industry. It is therefore high time that the government encouraged the private sector to invest in the overall development of the tourism industry, which has the potential to serve as a key driver of sustainable development.

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