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Future Prospects of Tourism in India and its issues

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ABSTRACT: Travel and tourism is considered one of the most important and fastest growing sectors of the economy. Our contribution to the world's international products and operations has never been greater. Tourism in India has become a major growth driver for many tourist destinations in the country. Tourism in India is a growing industry that creates employment, generates significant foreign exchange earnings for India and supports local communities and property owners. Income growth and social change, foreign trade and policy developments and non-governmental support play an important role in India's economic, travel and tourism development. However, the industry faces many challenges, including a lack of good business models, international trade related to health and safety, passenger transport/operations in many countries, and lack of adequate training and funding for military deployments. Cooperation among all stakeholders, including the central and state governments, the private sector and society at large, is essential for the sustainable development and conservation of tourism and tourism in the country.

KEYWORDS: Infrastructure, inclusive growth, Skill development.

I. INTRODUCTION

Travel and tourism has become one of the largest and fastest growing financial sectors in the world. According to UNWTO (2013), the total contribution of tourism to global GDP is estimated at 9%. In 2012, tourism exports reached \$1.3 trillion, representing 6% of global exports. New tourist destinations, especially in emerging markets, began to attract attention and traditional markets also matured. The Asia-Pacific region recorded the highest growth rate of international tourists in 2012 at 7%, followed by Africa at 6%. Travel and tourism is becoming an increasingly important service export category worldwide.

II. TOURISM INDUSTRY IN INDIA

The travel and tourism industry is of strategic importance in Indian frugality and provides several socially profitable benefits. Provision of employment, income and foreign exchange, development or expansion of other livelihoods such as agriculture, construction, handicrafts, etc. are some of the important profitable benefits brought by the tourism sector. In addition, investment in infrastructural facilities such as transport, accommodation and other services related to tourism leads to the overall development of the structure in frugality. According to the World Economic Forum and Tourism Competitiveness Report 2013, India ranks 11th in Asia and 65th encyclopedically out of one hundred and forty holdings ranked by the Tourism Competitiveness Index. Many times in the past, India kept growing as a destination. Total visitor numbers increased by 16.3, increasing each time from 577 million vacationers in 2008 to 1.057 billion vacationers in 2012. The travel and tourism industry directly contributed INR 1.92 trillion to India's GDP in 2012, reflecting a projected annual emulsion growth rate (CAGR). It has increased by 14 since 2007. It is expected to grow at a CAGR of 12 from Rs 2,222 billion in 2013 to Rs 6,818 billion in 2023. In 2012, travel and tourism zones simultaneously supported 25 million jobs. The reason is the tourism sector. The number of jobs, which represented 4.9 of total employment in the United States in 2012, is expected to reach 31 million in 2023. Tourism capital support in 2012 was projected at INR 1,761. This amounts to \$4 billion or roughly 6.2 of the total investment in India's fiscal system. It is expected to grow to 14.2 cents in 2013 and reach INR 5,459 trillion by 2023 at a high regular growth rate of 10.5 cents

[Number of Foreign Tourist Visits to all States/UTs in India during 2011-2022](#)



Year	Domestic Tourist Visits (in Millions)	Foreign Tourist Visits (in Million)
2011	864.53	19.50
2012	1045.05	18.26
2013	1142.53	19.95
2014	1282.80	22.33
2015	1431.97	23.33
2016	1615.39	24.71
2017	1657.55	26.89
2018	1853.78	28.87
2019	2321.98	31.41
2020	610.22	7.17
2021	677.63	1.05
2022	1731.101	8.59

III. GROWTH OF TOURISM IN INDIA – KEY DRIVERS

The rise in sophistication of Indian travel and tourism is influenced by several demanding motorists.

3.1 Healthy economic growth and rising income levels

Favorable growth in Indian frugality, increase in middle class population (National Council for Applied Economic Research (NCAER) study number of middle class homes expected to increase from 31.4 million in 2010 to 113.8 million by 2025-2026) and increasing situations of disposable income with an increased affinity for rest are some of the driving forces.

3.2 Changing consumer lifestyles

With more than 65 percent of India’s population falling in the age group of 15-64 times, Indian travellers are more open-minded and interested in exploring newer destinations.

3.3 Diverse product offerings

The growth of tourism drives various tourism offerings in India such as pastoral, medical, transit, adventure and other colourful forms.

3.4 Easy finance availability

Another growth driver is the increased abandonment of credit culture and void in Equated Yearly (EMI) inaugurations.

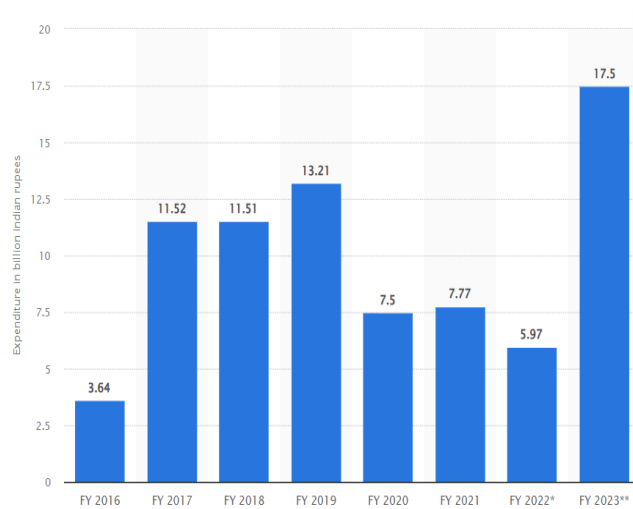
3.5 Rich natural/cultural resources and geographical diversity

With 28 world heritage sites, 25 memoir geographical zones along with a 7000 km long bank, India abounds in natural treasures and offers rich artistic heritage through numerous persuasions, traditions, exhibitions and carnivals.

3.6 Government initiatives and policy support

The growth of foreign direct investment in the tourism sector (the sector attracted the alternative highest foreign direct investment in 2013 at USD 3.2 billion as of February 2013) is contributing to its growth. A policy similar to 100% FDI, plans to expand the visa regime to more countries and five-time leave for 2, 3 and 4-star order hospices located around UNESCO World Heritage sites, among others, are expected to be implemented. unborn growth.

Tourism Sector Infrastructure Spending Across India from Financial Year 2016 to 2021, with Estimates to 2023
(in billion Indian rupees)



IV. KEY ISSUES IN TOURISM SECTOR IN INDIA

4.1 Training and Skill Development

India's travel and tourism zone, which includes inbound tour operators, tour vendors and inn and catering staff, is facing a shortage of trained manpower. Between 2011-2016, the zone is expected to grow at a price of 12 percent, but insufficient education and infrastructure to improve capabilities are no longer keeping pace with this increase. The hospitality sector alone has a shortfall of 0.5 million employees by 2022, with a projected demand of 2.8 million for food service, 4.1 million for resorts and 0.3 million for the travel exchange segment. This requires formal training and proper selection of hotel management students and standardization of curricula in private institutions.

Real-time database: Firebase provides a real-time database service. It is a cloud database platform and uses JSON format to store data. Using the option of firebase as a database, we can provide real-time instances to users and automatically receive updates with the latest data. Applications can use the data while the user is offline and when he connects, his application displays the updated data from the database.

4.2 Safety and Security of Tourists

The safety and security of tourists is essential as it significantly affects the inflow of foreign tourists and domestic tourist movements. India, which ranks low among the world's 140 economies in terms of safety and security parameters, has sought to boost this status by setting up special tourism police in various states. The tasks of the police include providing information about safe accommodation and transport, dealing with inquiries and complaints and ensuring regular supervision. The Ministry of Tourism is also raising awareness among stakeholders through electronic and print campaigns, providing funds for the establishment of tourism and safety organizations, and issuing guidelines for adopting codes of conduct for safe tourism. The Ministry of Tourism has launched the 'I Respect Women' sensitization campaign to raise awareness about sensitive behaviour towards women and provide more security. The guidelines issued at the 2012 APEC Tourism Ministerial can also be implemented to ensure the safety of tourists.

4.3 Healthcare for Tourists

India's tourism industry faces significant challenges, ranking a low 109 in health and hygiene standards compared to 140 global economies. Measures such as providing information on vaccinations, raising awareness about food and water consumption, timely information on travel advisories and screening tourists at airports are needed to prevent diseases. Only 34% of the population has access to improved sanitation services and 8% still lack clean drinking water. Rural areas lack medical facilities, which hinders the growth of rural tourism. The Ministry of Tourism is working to improve hygiene facilities and provide quality medical facilities in tourist destinations. The central government prioritizes healthcare and infrastructure investment through the National Rural Health Mission.

4.4 Infrastructure

According to the World Economic Forum and Tourism Competitiveness Report 2013 for 140 world breeds, India's air transport structure, land transport structure and tourism structure were independently ranked at 39, 42 and 95 respectively, indicating considerable scope for improvement. Another cause for concern is other building conditions such as the



emptiness of quality and affordable hostel apartments, parking spaces, sightseeing buses, etc. Some of these have been belted out below.

4.4.1 Air Transport Infrastructure

While the overall structure of the field in India is rated well, the quality of the structure, the viscosity of the field per million population and the number of departures along with the rising fares are cause for concern. The statistical comparison reflects a large difference between Maharashtra and Delhi leading, more than 0.25 million aircraft movements in 2010 compared to Punjab, Manipur, and Jharkhand with less than. The trend towards Maharashtra's dominance in aviation marks a significant disparity in movement figures, showcasing the growing gap between the leading states and their counterparts than 0.01 million aircraft movements.

4.4.2 Road Transport Infrastructure

While India ranks high (30) in road viscosity per million population, road quality is poor, especially in pastoral areas. In addition, there is a real lack of contiguous stations on proper roads with a lack of pick-up stops. National and regional roads account for two percent and 4 percent independently of the total roads in India. Simply 6 in accordance with the cents of the total number of roads in India, which is eighty in accordance with the cents of the total number of calling points, expresses the need for improvement in the nationwide road and binary highway network. Another cause for concern is the lack of parking facilities, police stations and visitor information centres near tourist destinations. The lack of public amenities, such as clean toilets and alcoves with clean drinking water, pose health concerns for hikers. The lack of proper road markings (visibility, language, etc.) causes difficulty in locating places, especially for road trippers.

4.4.3 Rail Transport

Structure India enjoys a quality railway structure, but there is still a compass for state improvement. While northern countries similar to Delhi and Punjab enjoy road routes of 12.3 km and 4.2 km per 100 (VOLUME 2 I ISSUE 4 IOCT. – DECEMBER 2015) E ISSN 2348 – 1269, PRINT ISSN 2349- 5138 IJRAR Impact Factor 3. 215 Research Paper IJRAR- International Journal of Research and Analytical Reviews 15 square km, countries in the eastern part of India have negligible lengths of road routes. In addition, there is a significant gap in the demand for road tickets on major routes. India's hostel room vacancy rate is indeed low in terms of the number of entrenched hostel apartments per 100 population (136). With just over 68,800 rooted flats for the country, India has only two rooted flats per 100sq km of area, which is concentrated in high-end metros and civic areas. Apart from this, there is a dearth of budget hospices offering quality services at reasonable prices The government recognizes the need to modernize the tourism structure in India and has proposed disbursement of INR 152.2 billion for the tourism sector under the 12th Five Time Plan. This includes creating an initial structure similar to improving road connectivity and on-road facilities, developing airstrips, airfields and airports, modernizing passenger platforms and creating a tour structure in partnership with the private sector. Effective implementation of such plans is material for achieving overall infrastructure development in the country.

V. IDEAS FOR BOOSTING TOURISM SECTOR IN INDIA

5.1 Projection of India's Image as a Safe and Secure Tourist Destination

The Tourist Police Task Force was set up by the coloured state governments for the safety and protection against icing for the excursionists. Special sensitization giant piers can be promoted for women travellers and promote these giant piers on global platforms. Health businesses for tourists visiting India also need to be mitigated.

5.2 Attract Private Investment

Private sector actors can be encouraged to participate in the development of the tourism industry structure by providing financial and non-financial incentives. PPP systems and adaptation of special vehicles for mega tourism systems may be needed.

5.3 Infrastructural Development

Investments in the tourism structure can include the development of both the tourism industry and the municipal structure. This may also include the provision of equipment on the way, a monument information department and a website to provide the necessary information for visitors. Roads can also be strengthened to improve the overall transport structure in the form of quality roads, rail network, airports, airstrips, void of sightseeing vehicles, etc.

5.4 Development of Tourism Destinations

Extensive examination and evaluation of requirements may be undertaken to identify desired destination attributes and major requirements and parts. linked tourism destinations can also be created through flagship schemes involving state



governments and private sector entities. These can be developed either as 'products' akin to religious, cordial, adventure, naturalistic, pastoral or pastoral tourism or as 'gestures' akin to the Rama Trail planned in Gujarat or the Spice Route planned in Kerala.

5.5 Development of Tourist Circuits across States

Crucial tourism circuits across the country can be linked through basic interviews with key stakeholders such as state governments, original tour business partners, etc. Key attributes, tourism eventuality, present and unborn connectivity and community within the destinations can be studied.

5.6 Seamless Travel within Circuits

It is possible to choose a way to improve the travel experience for callers across countries. Payment of road tax, risk etc. when entering each country can be replaced by linked tax administration. This can be further supported by the development of a connected public transport system in a public place on the Eurail network lines in Europe.

5.7 Joint Marketing Programs

As tour circuits go across coloured lands, cooperative marketing may be required to create the same

- I. concentrated branding and promotional colossus can be designed.
- II. Marketing materials such as flyers, print creative, audio-video tape donations, short films, radio jingles, web spot creation, online creative, announcements through media channels such as print, radio or internet etc. may be used.
- III. Involvement of original business colleagues may be encouraged. passes to involved destinations, instructional sessions, fiscal support and impulses may be given.
- IV. Direct and furious outreach marketing programs can be done through social media spots like twitter, Facebook etc. to reach the young tech savvy global population.
- V. A concentrated website with overall content, stone-friendly and seductive visual appeal can be created in multiple languages of the target countries.
- VI. Participation in multinational events may be increased and fewer domestic tourism events and road shows may be organized to neutralize the seasonality of tourist inflow. Events can be based on innovative themes of music, cotillion, sports, food, fruits, crafts, Indian culture and traditions, Indian towns, carnivals, etc.
- VII. It is possible to develop tailor-made service packages keeping in mind the caller profile, budget and travel conditions. After analysing other available travel packages and products, the relative prices of tourism products may also need to be considered.

5.8 Differentiated Tourism Offerings for Repeat Travelers

Repeat travellers can be provided with tailored packages with different tourism products and discounts to provide a different and rewarding experience on each visit.

5.9 Partnership Oriented Marketing

Travel business partnerships can be extended beyond travel agencies, guides, etc. to partners from other industries such as international hotel chains, airlines or credit card companies.

5.10 Human Resource Development

The provision of new training institutions, increasing the capacity of being bones together with the preface of short-term courses providing specific cuttings aimed at workers in the hospitality and travel trade may be needed to saturate the increased strength and skill conditions. There is a need to develop basic skill sets for casual workers, especially those who are members of the tourism industry. pastoral youth can be given vocational training through special institutes that will provide them with job opportunities.

5.11 Inclusive Growth

There is a need to spread awareness and awareness of the importance of the tourism sector and increase the participation of stakeholders including the government, the private sector and the community at large. Marketing giants like 'Atithi devo Bhava' may be promoted at regular intervals. Tourism programs and shops can be organized to increase the sensitivity towards the tourists and tourist destinations and for the sustainable development and conservation of the tourist sites in the country.



VI. CONCLUSION

The demands of travel and tourism have encyclopedically proven to be one of the largest and fastest growing profitable industries. Its contributions to global gross domestic product and employment have grown significantly. Indian tourism has emerged as one of the key drivers of growth in the services sector in India. Tourism in India is persistent, creating jobs, a significant source of foreign exchange for the country and a profitable endeavour that helps the native and host communities. A tourism product unequalled in its beauty, unity, rich culture and history, India is aggressively seeking to create tourism both internationally and domestically. With the addition of visitor surges over once many times, it is a major contributor to Indian frugality as well. Rising income situations and changing cultures, development of various tourism victims and policy and non-controlling support from the government play a vital role in shaping the tourism industry in India. the sector nonetheless faces challenges akin to lack of quality tourism structure, global traveller health and safety businesses, remote passenger/road service structures across varied countries and space of adequately trained and qualified forces. While several plans and programs have previously been prepared to dive into these challenges, successful execution would be critical to accelerate growth. the collective perspiration of all the stakeholders such as the central and state governments, the private sector and the community at large are material for the sustainable development and preservation of the country's tour and tourism sector.

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