

TRAVEL AND TOURISM MANAGEMENT: A STUDY INDIA

Sunil Kumar, Research Scholar

Department of Tourism and Hotel Management,

Kurukshetra University, (HR) India

E-mail: sk.research05@gmail.com

Abstract

Humans have a fundamental need for mobility. The term "tourism" refers to the practise of visiting a foreign nation or area for recreational reasons. The importance of the tourist sector has grown in recent years. The Taj Mahal, a number of forts, India's natural wonders, etc., are just few of the many cultural landmarks that make up India's rich history. Since the turn of the millennium, India has reaped several rewards thanks to the tourist sector. The influx of tourists has provided India with much-needed monetary aid. The Indian tourist sector is the topic of this essay. We also did a cause-and-effect study of India's tourist sector to see how it contributes to the country's GDP growth. India is a renowned tourist destination, attracting a large number of foreign visitors each year. There is no faster-growing market than the tourist sector. It's a kind of "invisible export" that brings in a lot of cash from abroad without putting too much strain on the economy. It generates income and helps to create new jobs. Some nations' economies rely heavily on foreign travel. India has a great deal of untapped potential as a tourist hotspot. Museums, parks, beaches, and mountains draw visitors from all over the globe who want to learn about and experience the country's illustrious past and vibrant culture. The Indian Tourism Development Corporation is a government-owned enterprise that works to enhance India's tourism infrastructure. Since opening in 1966, the Corporation has matured into a global powerhouse. The variety of services offered to visitors is unparalleled. The growth of facilities catering to tourists has quickened noticeably. There are now 15,300 available rooms in recognised hotels, an increase of over 100 from before. Fourteen brand-new youth-oriented hostels have opened their doors this year. Seven more tourist cottages were purchased to accommodate visitors on a lower budget. In 1975, the World Tourism Organization designated that year as "South Asia Tourism Year." Tourism officials responded to the change by boosting their efforts to market South Asia as a tourist destination outside. India's reputation as "a true paradise on earth" to Max Mueller is well-deserved. The nation enjoys the full complement of natural resources, power, and splendour available in certain parts of the world. This is the India that we're a part of. Visitors will feel like they've stepped into a storybook.

Keywords: Travel , Tourism, Natural Treasures, Tourism Sector In India, Social, Political

Introduction

India is home to several architectural and natural treasures in addition to the Taj Mahal. The Himalayas rise above the rest of the world, encapsulating its beauty within themselves and giving rise to the mighty Indus, Ganges, and Yamuna. Its fame and remarkable wealth drew worldwide visitors like Alexander the Great and the great Mughals. It's the kind of place where magic and science and love can all coexist. Many tourists visit India every year because of its popularity as a tourist destination. Jaipur, the capital of Rajasthan, is a great starting point. It is often referred to as the "City of Pink." The City Palace Museum, the City Place, the 18th-century observatory Jantar Mantar, and the intricate façade of hundreds of airy windows that make up the iconic Hawa Mahal are all must-sees for every tourist. Aside from the world-famous Taj Mahal and the Red Fort, India is home to many more great landmarks, such as the Qutab Minar, the Red Fort, Fatehpur Sikri, the Victoria Memorial, the Lingaraja Temple, the Gateway of India, beautiful churches, and the beautiful beaches of Goa. Hill stations like Ooty, Kodaikanal, Mussoorie, Nainital, Almora, Shimla, Kulu, and Manali are another example of India's natural beauty. From Mussoorie, you can view the Himalayas in all their splendour. Just 65 kilometres away in the Kumaon Hills lies the equally beautiful lake resort of Nainital. Almora is located far away from Nainital. Located on a ridge five kilometres away, this hill station provides a stunning view of the Himalayas. These are the most popular features, so expect large crowds (Gartner, 2013). The Taj Mahal, however, is one-of-a-kind and stands as a symbol of Mughal love. Due to its high prestige, it attracts many tourists every day. Due to its impeccable design, it was hailed as one of the Seven Wonders of the World. The Taj Mahal has come to symbolise everything that is Indian in people's minds. Gol Gumbaj and Lucknow's own Bhool Bhulaiya were musical treats that few people will forget. Who could forget the great Nalanda of the Gupta dynasty, a place where knowledge and wisdom flourished? Visitors still flock to visit the ruins of the once-great Nalanda University. Eco-tourists will enjoy the forests, wildlife, and scenic vistas; adventurers will enjoy the snowy mountains and high peaks; those interested in science and technology will enjoy the technological parks and science museums; those interested in spirituality will enjoy the pilgrimage centres; and those interested in history and culture will enjoy the heritage trains and hotels. Because of this, tourists to India have a lot of options. (Hughes, 2015)

Objectives of The Study

1. To Study The Standard Operating Procedures of India's Tourism Industry
2. To Analysis Procedures Commonly Used in India's Tourism Industry
3. To Offer Suggestions Based on The Findings

Importance of Tourism

"Athithi devo bhava" means "Guests are God" in the Indian language. The tradition of generous hospitality shown by Indians throughout history is alive and well in modern India. A guest is given courteous service. There is a great deal of work that goes into hosting holiday guests. The hosts have taken great care in ensuring that their visitors enjoy their stay. In the grand scheme of things, visitors visiting India often perceive our country to be strange. While part of their job, they must watch as the locals engage in nighttime rituals including the traditional dance, rope walking, and the consumption of buttery rotis. Foreigners think highly of India because it is so rich in artistic traditions, such as music, dance, and theatre. Many people who like the pastime of collecting trinkets and more important artefacts are attracted to the clothing because of the ethnic culture's presence in it. Responsible tourism includes ensuring that visitors have the right mindset before, during, and after their trips. Their accommodations, whether in government lodges or private hotels, are always top-notch (**Garlick, 2012**). Their value to the tourism sector is paramount because of the impression they provide of our kind and inviting society. How we treat others reflects who we are as people. Foreign currency that is brought into India as a result of tourism might help the country's economy. While many popular tourist spots have steady business all year round, peak seasons can see much more travellers from abroad. A visitor shouldn't have any issues throughout their tour. The network's reliability has made it much easier for visitors from other countries to have a nice experience. Taking cabs, reading translation books, and having a trustworthy guide all make for an interesting trip. Cleanliness is improving, hotels are well-maintained, and exciting attractions can be found in the area, all of which encourage more visitors. The Indian government is looking for new ways to market the country's tourist attractions. A tourist's stay may be made more enjoyable by the provision of services like public transportation, tour guides, and comfortable lodgings. Since many international visitors

find Indian food too spicy, many hotels provide a variety of different cuisines. Tour operators are known for their meticulous planning and attention to detail. Comprehensive information about the local temperature, the kinds of apparel advised, and the facilities available is supplied to help travellers fully prepare for their excursions. (Durbarry, 2012)

Tourism Is A Business

Because tourists spend money on necessities like food and lodging while they are away from home, the tourism industry is one of the areas of the global economy that is growing at the fastest pace. As a consequence of this factor, the tourism industry is of critical significance to the overall economic well-being of a significant number of countries. Even though it had a fall in the first half of the century as a direct consequence of the two world wars, tourism was already starting to flourish as a business when this century began. This is despite the fact that it had a drop in popularity during the first half of the century. As a result of these difficulties, the practise of travelling from one location to another in order to earn money and satisfy one's need for material goods, which was a consequence of economic growth and technical advancement, came to be known as "tourism." The term "tourism" evolved to mean the practise of travelling from one location to another in order to satisfy one's need for material goods. Because to tourism, new habits, as well as alternative patterns of behaviour and models of life, as well as a novel understanding of the passage of time, have emerged as a consequence of human interaction with the natural world. (Blanke & Chiesa, 2013)

Tourism In India As Upcoming Industry

Because it is the birthplace of Buddha and Gandhi and the site of the Dalai Lama's seat, India has always been a popular destination for pilgrims from throughout the world. However, there are numerous additional attractions that bring visitors to the country, including nearly 4,000 miles of coastline, a chunk of the Himalayas, and megalopolises such as Bombay and Delhi. India is still in the process of perfecting, growing, and extending its tourist business and marketing as a result of the fact that it is still a relatively young nation, having just earned independence from Britain in 1947. (Tourism, 2014)

Social And Political Concerns

New social and cultural difficulties have emerged as a result of globalisation in the travel industry as well. Now that we have a global footprint, we understand the need of "thinking globally and doing locally." Because of the delicate nature of the relationship between globalisation and tourism, it poses a significant challenge to the growth of environmentalism. Can high-tech tourism and more conventional forms of travel coexist? How well do you think rural tourism and online travel go together? How can India improve its conditions so that it is a safe and healthy place for tourists to visit? New measures at the micro, macro, and meso levels are required to improve tourism while simultaneously accounting for incidents of communalism, deforestation, pollution, and so on. Isn't it funny that we have to pause and consider the challenges facing our communities in this era of globalisation, while we are utilising technology to overcome time and distance? It would seem that the tourism business in Kashmir is competing with the terrorist industry, which is unfortunate. It's been more widespread throughout the South in recent years. Some other aspects of the current paradigm of "geo-politics of tourism" include the following. Without a doubt, the number of non-physical tourist choices is expected to grow as technology improves (such as cyber tourism). Our tourism industry has to immediately begin preparing for these and other emerging problems.(Becker, 2015)

Liberalization And Tourism

The Uruguay Round of discussions led to the creation of GATS, which went into effect on January 1, 1995, along with the founding of the World Trade Organization. GATS is a component of the suite of WTO agreements that India signed under the single undertaking rule. Previously non-tradable services like transportation, banking, insurance, tourism, etc. became more so. Hotels, restaurants (catering included), travel agencies, tour operator services, tourist guide services, etc. are all protected by GATS for free trade and foreign direct investment. This shifts the focus of the industry from production to consumption, and the movement of visitors from commodities to individuals. In accordance with GATS's "National Treatment" concept, "each Member should accord to services and service suppliers of any other Member, in respect of all measures affecting the provision of services, treatment no less favorable than that it affords

to its own like services and supplies." The liberalization of education services might have a negative effect on quality, standards, equality, and costs without effective domestic regulation and enforcement, and on the competitiveness of domestic providers and the upgradation of infrastructure and facilities of top domestic institutions. **(Baldacchino, 2009)**

Ministry of Tourism, Govt. of India

Coordinating the activities of several Central Government Agencies, State Governments/UTs, and the Private Sector, the Ministry of Tourism acts as the focal point for the development and promotion of tourism throughout the nation. Ministry of Tourism, Union of India is headed by Union Minister of State for Tourism (Independent Charge). The Secretary is the Ministry's top official (Tourism). The Secretary of Tourism also acts as the "Director General" of the agency (DG). The Director General of Tourism, whose role has been "merged with that of Secretary (Tourism)," offers strategic leadership for the industry as a whole. Among the Directorate General of Tourism's twenty domestic and fourteen international field offices is the Indian Institute of Skiing and Mountaineering (IISM)/Gulmarg Winter Sports Project. The overseas offices are primarily responsible for tourist promotion and marketing in their respective countries, while the field offices in India are responsible for providing information service to visitors and monitoring the progress of field activities. The IISM/GWSP has just resumed operations and is now providing a wide range of ski and non-ski courses to the J&K valley. The Ministry of Tourism oversees the following autonomous entities in addition to the public sector enterprise India Tourism Development Corporation:

- Institutes of Hotel Management and the National Council of Hotel Management and Catering Technology (IHM)
- In the Indian Institute of Tourism and Travel Management (NIWS), water sports are studied and practised (IITTM)

Human Resource Development

There has been a significant amount of work done by the Ministry of Tourism to put up a programme of training and professional education that is backed by the required infrastructure. This is being done with the intention of producing a sufficient quantity and quality of human resources to meet the requirements of the tourism and hospitality sector. There are now 29 Institutes of Hotel Management (IHMs), all of which were founded with assistance from the Ministry. These institutes are broken down as follows: 21 Central IHMs, 8 State IHMs, and 5

Food Craft Institutes. Instruction in a variety of aspects of the hospitality sector is the primary focus of these facilities, which were each founded as independent organisations with that specific objective in mind. (Avramescu & Popescu, 2008)

Training Programmes

In order to prepare students for careers in the hospitality and hotel management sectors, we provide credentialing programmes. The Department of Food, which is part of the Ministry of Agriculture, oversaw these initiatives. New Delhi, Mumbai, Chennai, and Kolkatta were home to the first four Institutes of Hotel Management, Catering Technology, and Applied Nutrition. In addition, 12 Food Craft Institutes have been set up in different parts of the country to educate students in a variety of hospitality-related craft specialisations. When responsibility for the programme was handed over to the Ministry of Tourism in October 1982, changes were made to the structure and presentation of the different training programmes. The goal was to accommodate the growing need for skilled workers in the country's burgeoning tourism and restaurant sectors. Aside from establishing the National Tourism Academy, the Ministry of Tourism also established the National Council for Hotel Management and Catering Technology (NCHMCT) in 1982. This was done to make the most of the available resources and to provide the programme with a clear direction. The following are the most important considerations in forming the Council at its highest level:

- Assist the government in making informed decisions on the future of hospitality and food service education.
- The goal is to gather, compile, and execute worldwide development in the hospitality sector's human resource development.
- The purpose of this organisation is to administer exams and to associate educational institutions.
- The goal is to provide uniformity in the curriculum and facilities needed by schools teaching hotel management.
- Faculty members at affiliated universities must fulfil certain academic and other criteria before enrolling in faculty development programmes.
- In order to provide students with the qualifications necessary to pursue careers in the hotel management and hospitality sectors.

Conclusion

Ashes-covered holy men, jaw-dropping buildings, exquisite beaches, holy mosques and temples, and, of course, the spectacular Taj Mahal are just some of the attractions that can be found in India. It is a part of the Himalayas that has retained all of its natural splendour, and as a consequence of this, it has given rise to some of the world's most gorgeous rivers, including the Indus, the Ganges, and the Yamuna, in addition to their many tributaries. As a consequence of the fact that India has a sizeable quantity of unused potential in the field of tourism, the country welcomes a sizeable number of tourists from other nations. The following are some examples of tourist attractions: centres of pilgrimage for spiritual tourism; technological parks and science museums for science tourism; heritage trains and hotels for heritage tourism; forests, wild life, and landscapes for ecotourism; snow, mountains, and peaks for adventure tourism; technological parks and science museums for science tourism; technological parks and science museums for science tourism; heritage trains and hotels for heritage tourism; and so on. Visitors to India have access to a diverse selection of activities as a direct consequence of this fact. When it comes to showcasing our way of life and our culture, the tourism industry in India has to be more open and honest. In order to give visitors from other countries with a genuine experience, the ITDC has implemented forward-thinking practises in areas of hotel service such as the culinary arts and the entertainment industry.

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