

# A modern expansion and development of Tourism industry in India

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**Abstract** -Tourism has become one of the biggest industries in the world and recent time's people are admired with this service industry to reduce their stress and work pressure. The present study talked about the performance of Indian tourism Development Corporation and how the carrying capacity method involved in tourism industry. The aim of the present study is to analyze the economic development of nation through tourism industry and growth performance. This research paper is completely based on secondary data sources. The secondary data has collected from Reports of the Ministry of Tourism, Government of India 2015, India Tourism Statistics at a Glance 2014, Statistical Handbook of India, and other related Information has been collected from the policy papers as well as research papers published in various journals and books. All collected data was analyzed with the help of bar and statistical diagram analysis. The result of the current work is to be suggests that to reducing the problem of the tourism industry.

**Keywords:** *Tourism industry, Economic, Carrying Capacity and ITDC.*

## INTRODUCTION

India's tourism industry was explained by Menon (1993) he talked about tourism was primarily seen in angle of economy and earning required foreign currency with employment opportunity. He also comments that other than all these factors various complex factors are bought by tourism. other than economic projects it contrasts people of various culture and economic background. An important cause for conflict of culture and social problems is least awareness of tourism as in India it manners in various levels. The study revealed further that too much attention over fiscal and administrative controls, control over levels of policies, but a laissez faire attitude to its implementation at the field level.

As the level of power varies from central to state so it tends to be separated. Hence for perfunctory regularism mechanism of cultural broker has to be monitored who renders services like tour, travel agents, guides, managers of small hotels and restaurants and the transport agents and have direct dealing with tourists.

Garg (1980) has mentioned the hotel industry should be in-built with the package of infrastructural facilities on one hand and earmarked larger promotional budget on the other. Also, he has visualized that availability of better priced accommodation is another pre-requisite for boosting the tourism business in India. In the future, he has forecasted that the problem may be organizing supply and the marketing of tourist services in India. Comparatively, tourism in India is cheaper than developed nations. The heritage tourism is a sub-classified group of tourism with main objectives is based on heritage place characteristics according to the tourist perception of their own heritage. Peoria et al. (2001) expressed that the heritage tourism is a phenomenon based on tourists motivations and perceptions rather than on specific site attributes.

Sharma (1985) in his book "Tourism and its Socio-Economic Importance" talks about tourism with relation to income, foreign exchange, investment returns, maintenance of resources, employment beside development of economy, he claims that tourism has come up to be important and potential tools of social exchange and foreign exchange earner.

## OBJECTIVES

- To study the growth and development of tourism industry in India
- To identify the problem of tourism industry and suggestions.

- To analyze the various form of caring capacity effects in tourism industry.

**DATA AND METHODS**

This research paper is completely based on secondary data sources. The secondary data has collected from Reports of the Ministry of Tourism, Govt. of India 2015, India Tourism Statistics at a Glance 2014, Statistical Handbook of India, and other related Information has been collected from the policy papers as well as research papers published in various journals and books. All collected data was analyzed with the help of bar and statistical diagram analysis.

**INDIAN TOURISM DEVELOPMENT CORPORATION (ITDC)**

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in

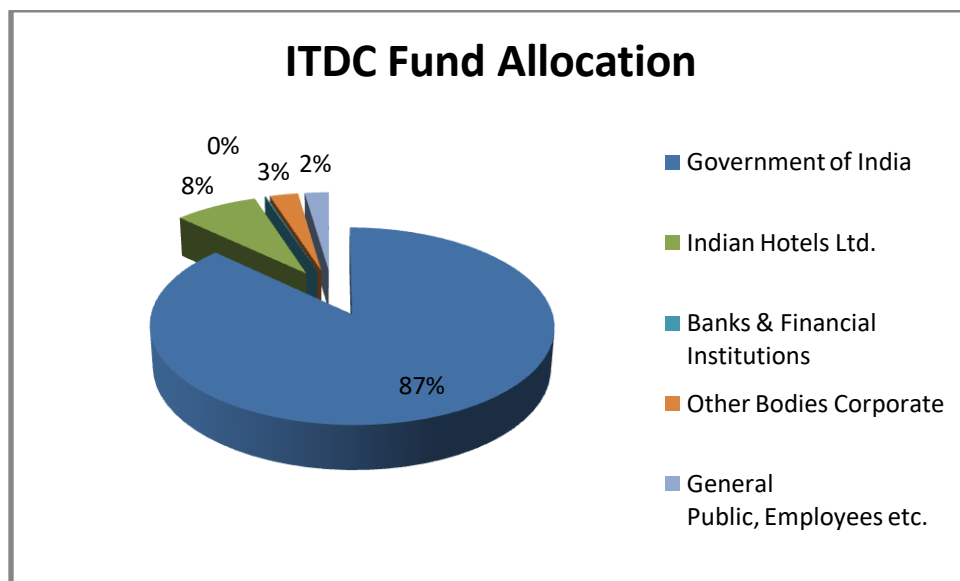
the country. Broadly, the main objectives of the Corporation are:

- To construct, take over and manage existing hotels and market hotels, Beach Resorts, Traveller’s Lodges/Restaurants;
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc;
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

The authorized capital of the Corporation is Rs 150 crores and the paid up capital as on 31.03.2021 is Rs 85.77 crores. The share holding pattern as on 31.03.2021 is as under given table.

**Fund Allocation Details**

Sl.No	Heads	Percentage
1	Government of India	87.03%
2	Indian Hotels Ltd.	7.87%
3	Banks & Financial Institutions	0.13%
4	Other Bodies Corporate	2.69%
5	General Public, Employees etc.	2.28%



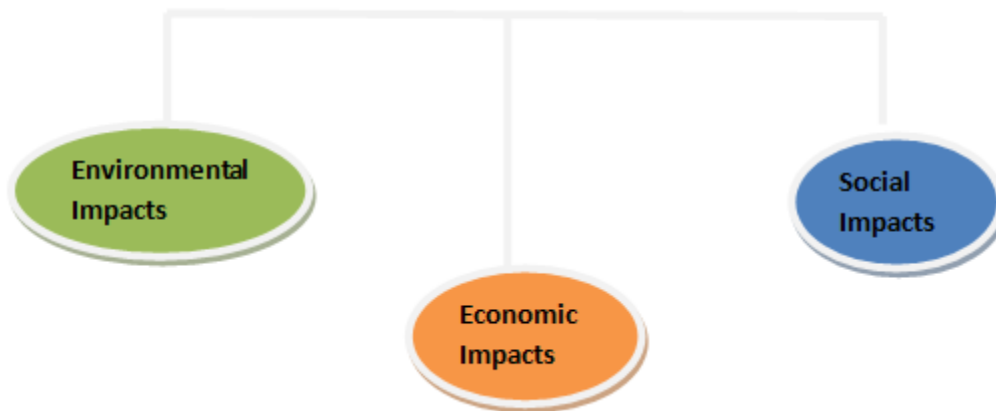
The above picture shows fund allocations and the Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality. Presently, ITDC has a network of three Ashok Group of Hotels, one Joint Venture Hotel, 1 Restaurant, 5 ATT Units, 15 Duty Free Shops at Sea ports and one Sound & Light Show. Besides, ITDC is also managing catering services at Western Court, Vigyan Bhawan, Hyderabad House and Parliament House.

To reinvent itself in the changing scenario, ITDC besides consolidating its remaining business area, diversified into new service-oriented business activities like consultancy and execution of tourism and engineering projects, training/education in the tourism and hospitality sectors, event management and mounting of Sound & Light Shows.

### CARRYING CAPACITY OF TOURISM INDUSTRY

The United Nation of World Tourism Organization defined as “The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction”.

#### Various effects of Carrying Capacity of Tourism



From the above flow chart explained the various impacts created by the tourism industry while measuring the carrying capacity method. An environmental impact is tourism development does not hamper or create interaction on the functioning of the ecological system. Economic impacts is to get economic benefit to the local people without creating any negative effects on the economic system and finally the social impact is if the destination does have prior much interaction with outside world it may be less adapted to the new things and phenomena. Residence social tolerance is defined as the level of tourism development after the resident of destination cannot tolerate tourism and tourist flow and become hostile which are clearly viewed in resident's behavior.

### SUGGESTIONS

- The central and state governments should provide good education system to give awareness among the youngster to develop tourism sector in India.
- It is necessary to arrange training programme by the ITDC to develop the manpower involved in the tourism sector.

### CONCLUSION

Tourism is basically a service industry, and thus, it is the whole travelling experience for the tourists to

make it worthwhile of travelling. The emergence of the new issues and trends in the tourism industry in the new century provides an insight to the future. The local community thinks that tourism brings jobs and incomes as well as cultural development and the Indian tourism development corporation given well planned and organized future to tourism Industry.

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