

# Role of Teachings of Mahatma Gandhi in Ethical Management of Modern Indian Tourism Industry

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**Abstract-**The present research paper is an attempt to portray the importance of teachings of Mahatma Gandhiji in modern Indian tourism industry. During the present research, the secondary information obtained from books and blogs on teachings of Mahatma Gandhi are utilized. The primary sources include personal observation of current scenario of Indian tourism industry and academic curricula of tourism at school, colleges and universities. During the research it was revealed that truth and non-violence are much needed values that are required in each sub sector of tourism industry i.e. in tour operations, transportation sector, hotels, resorts, motels, camp sites, escorting & guiding and forex service providers etc. in tough situations like COVID-19 epidemic, the importance these values grows more through adoption of transparency in tourism business activities, timely payment of wages of employees and non-violence attitude towards employees, local vendors and tourists. Moreover, the vocationalization of education stands tall in modern Indian tourism industry, which enables the youth to emerge as skilled personnel and entrepreneurs to meet the growing need of suitable man-power and service providers.

**Keywords:** Teachings, Ethical Management, Tourism industry, Values, Forex, COVID-19 and Vocationalization.

## I. INTRODUCTION

Teachings of Mahatma Gandhi Ji are moral landmarks for current and future generations. Out of many valuable teachings, the most widely practiced are 'Truth' and 'Non-violence'. Indian tourism industry also relies on the values i.e. truth and non-violence. Tourism industry in India is a comprehensive assemblage of many sub-sectors, which otherwise are well recognized sectors in themselves. It includes sectors like transportation, accommodation, banking, security and information technology. Tourism industry works on commitment and linkage among different individuals and organizations which is

strengthened by truth. The value of non-violence is also an important force that maintains harmony among local residents, tourism service providers and tourists. The concept of 'Vocationalization' put forward by Mahatma Gandhi also holds equally important position in current scenario. The goal of vocationalization can be achieved more inclusively through planned approach by academic institutions. Thus, the present research paper is an attempt to explore the role of teachings of Mahatma Gandhiji in ethical management of Indian tourism industry.

## II. REVIEW OF LITERATURE

Teachings of Mahatma Gandhiji are valuable assets for moral social upliftment. His prime teachings include values like truth and non-violence.

**Truth & Non-violence:** Truth and non-violence are universal values which are desirable for any civilization or economy to exist in harmony. Truth and nonviolence are generally considered to be the two key ingredients of Gandhian thought. It is possible to pursue one without the other. It is thus possible to pursue truth without being nonviolent. Nations go to war believing truth is on their side, or that they are on the side of truth. The more sensitive among those who believe truth is on their side, insist not that there should be no war but that it should be a just war. The most sensitive - the pacifists among them-avoid violence altogether, but it could be argued that in doing so they have gone too far and abandoned truth; especially when interpreted as justice. Even Mahatma Gandhi argued that although he was opposed to war, the two parties engaging in it may not stand on the same plane: the cause of one side could be more just than the other, so that even a nonviolent person might wish to extend his or her moral support to one side rather than to the other. Truth and non-violence are the twin pillars on

which rested the entire framework of the magnificent edifice of Mahatma Gandhi's glorious life and work, which, according to the eminent scientist Einstein, was so spectacular that "generations to come, it may be, will scarce believe that such a one as this ever in flesh and blood walked upon this earth" ([www.mkgandhi.org](http://www.mkgandhi.org)).

**Vocationalization:** Vocationalization is an important practical teaching of Mahatma Gandhi, which talks about practical usage of every sort of formal and informal education. In the absence of any formal skill training, marginalized groups fail to get a decent work for themselves, which further add to their marginalization. Bala (2005) in his study argued that with the serious problem of mounting educated unemployed young women, men and growing unrest among the students, re-orientation of the education system on the spirit of Gandhian conception of education seems to be the need of the 21<sup>st</sup> century. Mahatma Gandhi talked about vocationalization of education which means increasing vocation oriented skills and components of education for all students. Relating curriculum with vocational education, Kumarappa (1980) and Bala (2005) argued that vocational education should be made part of the compulsory education. Although number of policy documents talk about vocationalization of formal education but they do not recognize that vocational education could be introduced at earlier level as the part of primary or elementary level (Government of India 1992, 2016). Article 21-A says that education is a fundamental right essential for well-being of the people and makes it mandatory for state to provide free and compulsory education to all children in the age group of six to fourteen years (Bazaz 2016). However, the aim of universal elementary education cannot be reduced to learning a few letters or gaining just a school degree (Bala 2005; Akram 2012). The child at the age of fourteen, i.e. after completing his/ her compulsory education course should be discharged with capabilities which could help them in becoming an earning unit, if the child becomes a drop-out ([www.gandhiashramsevagram.org](http://www.gandhiashramsevagram.org)). A cause is often greater than the man. Certainly the spinning wheel is greater than myself; With it in my opinion, is mixed up the well being of the whole mass of Indian humanity: M. K. Gandhi ([www.philoid.com](http://www.philoid.com)). The teachings of Mahatma Gandhi ji hold important place

in social upliftment on both ethical as well as economic grounds. Thus, the review of literature pronounces the importance of teachings of Mahatma Gandhi in entire spheres of the world including global as well as Indian tourism industry.

### III. RESEARCH DESIGN

The research design framed during the present study comprises of following sub-parts as follows:

- **Need of Study:** There was need of study because teachings of Mahatma Gandhi represent useful values that are highly required in developing Indian tourism industry. The 'Truth' and 'Non-violence' values are highly required in today's era of cut throat competition in global tourism industry.
- **Scope of Study:** The scope of study is in ethical tourism business management across India, which will surely benefit the world of tourism across the globe. The research will bring forward the implications of teachings of Mahatma Gandhi for tourism industry.
- **Objective of Study:** The objective of the study was:
  - 1) To study the implications of teachings of Mahatma Gandhi in ethical management of Indian tourism industry.
- **Data Collection:** During the research, both primary data (Personal observation) as well as secondary information (Books, journals, magazines, blogs and websites) were utilized.

### IV. FINDINGS AND DISCUSSION

During the research, various implications of teachings of Mahatma Gandhi were explored, which are enlisted as follows:

- 1) **Maintenance of true account of business including financial transactions and payment of due taxes:** True account of any tourism business by the organization builds the public image of the organization and also help it in making it a reliable partner for business allies. Thereby, truth as beckoned by Mahatma Gandhiji becomes the need of the hour.
- 2) **Timely payment of committed salaries to employees by tourism organizations like tour**

operators, travel agencies, hotels, motels, resorts and camp sites etc.: Salaries are compromised in various sub-sectors of tourism industry often these days. Hardworking and loyal employees suffer a lot through these practices in various tourism enterprises. Thereby, financial non-violence as integral part of teachings of Mahatma Gandhiji becomes more relevant in this perspective.

- 3) Provision of committed services to tourists on priority: Any travel business flourishes through ages only if it works on customer satisfaction through provision of committed services in normal as well as harsh conditions. Hence, true commitment as part of teachings of Mahatma Gandhiji prevails.
- 4) Designing of ethical tour packages giving priorities to moral aspects: Ethics represent various righteous conducts and signifies what is right? Designing of quality tour packages considering moral aspects i.e. local culture, traditions and beliefs is important and thus represents Gandhian teachings.
- 5) Societal marketing of tourism products making tourists or clients aware about the points of concern. Societal marketing of tour packages and allied tourism services is necessary as it surely reveals the safety concerns on priority basis, which helps tourists or consumers. Societal tourism marketing represents relevance of teachings of Mahatma Gandhiji.
- 6) Resolving business issues through discussions & adopting non-violence approach: Discussion helps in dealing with various situations which arise on routine basis in travel business. Discussions not only help in resolving conflicts but also abolish disputes in non-violent manners.
- 7) Sympathetic and respectable behaviour of local residents and entrepreneurs towards tourists: Hospitable behaviour of local residents and entrepreneurs towards tourists at any tourism destination helps them in exploring local tourist spots in confident and harmonious manners.
- 8) Sympathetic and respectable behaviour of tourists towards local residents and local entrepreneurs: Harmony of relations between tourists and residents are very important for long run of tourism business at any tourism destination. Sympathetic and respectable behaviour of tourists

also encourages local people to involve in tourism activities and support tourists through quality tourism services.

- 9) Vocationalization of education at primary, secondary and higher levels: Tourism education as essential part of vocational education at primary, secondary and higher educational levels is need of the hour. It not only helps in development of hard & soft skills among youth but also encourages them to establish themselves as entrepreneurs. Mahatma Gandhiji advocated and supported vocational education century ago, which is still relevant as was before.
- 10) Provision of tourism education at primary, secondary and higher levels of education: Tourism education targeting development of multiple skills in students and youth right from primary levels up to higher education levels is required across our country, thereby resulting in minimization of un-employment and promotion of entrepreneurship opportunities.

The teachings of Mahatma Gandhi hold important position in cut-throat competition in modern Indian tourism industry. Truth and non-violence values are important in ethical management and maintenance of healthy market competition. Vocational education in tourism might divert youth towards employment and entrepreneurship through education and training.

## V.CONCLUSION

After comprehensive analysis and interpretation of data, it can be concluded that teachings of Mahatma Gandhi Ji i.e. 'Truth' & 'Non-violence' might prove helpful in ethical management of modern Indian tourism industry, where the growing market competition is emerging as opportunity as well as challenge. Further, vocationalization of education at various educational levels is important across our country. Tourism education may supplement Indian tourism industry with qualified and ethical man-power as per soaring needs.

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