



A Critical Study of Opportunities and Challenges in Tourism Sector in India

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DOI- [10.5281/zenodo.8217251](https://doi.org/10.5281/zenodo.8217251)

Abstract

Tourism is a smoke-free industry. Modern tourism, like any other industry, creates a wide range of problems, not just water; air, sound, food, but also X-ray pollution. A tourist who is suffering from living in a polluted city wants fresh clean air, clean environment and scenic beauty that give a sense of peace but when a tourist destination starts to develop, the natural beauty that attracts other tourist's starts to change the picture. Tourist destinations are starting to emerge where essential facilities for tourism like Khanpanagare Bagh Bagh train stops are increasing rapidly. All tourist destinations must include what we try to do in order to live in harmony with nature in the area where we live. Recognizing the economic importance of tourism, every state in India is working to promote its tourism business.

Key words: Tourism, Opportunities, Challenges, Development, Industry, management, transportation, services etc.

Introduction:

Tourism is considered as an industry in developing nations like India. This area provides services such as accommodation, transport, food, ceremonies, adventure tourism etc. You can work in many of these departments as per your preference. Job opportunities are available in tourism department through competitive exams. Many posts are also filled through Directorate of Tourism. To impart practical knowledge to the students through field trips. To acquaint the students with their surroundings and culture etc. To provide real experience to the students by

making they feel the beauty of different places and scenes. Giving new dimension to life by visiting various beautiful places to add new color, experience and happiness to life is called tourism. To put this definition in other words, tourism refers to those activities or activities, the purpose of which is to travel to new famous places to get new experiences of happiness in life. Tourism is an economic business and every nation is participating in tourism business for its economic development. Tourism not only leads to economic development, but also uses resources, provides employment to local

people, earns foreign currency, develops tourist destinations, increases national integration, etc. During the sustainable development of tourism, not only the tourism center is developed, but this development process affects the entire region, country and society, and the tourism business affects many sectors, mainly tourism has great effects on the economic, social, cultural and environmental factors.

Problems of the Study:

Tourism practitioners know that the travel and tourism industry is far from static. As soon as mushrooms sprout after warm rains, new challenges arise. Despite the constant changes, there are many issues that have become constant problems for the industry and they have had to learn to live with. Here are some of these problems and some suggestions on how to deal with them. Recent stock market ups and downs are a real indication of the turbulence that could affect tourism in 2022 and new challenges for tourism professionals around the world. There is a misconception that visitors and tourists do not pay taxes. Nothing could be further from the truth. Instead tourists are the world's most taxed and underrepresented people.

Objectives of the Study:

Tourism is a major contributor to employment generation for women, youth, migrant workers, rural communities and indigenous people and has numerous linkages with other sectors. As a result, tourism can reduce poverty and promote socio-economic development and decent work.

1. To Study the Opportunities in Tourism Sector in India.
2. To Study the Challenges in Tourism Sector in India.
3. To Study the factors affecting the development of tourism.

Significance of the Study:

In the tourism industry, there is a large amount of logging for tourist accommodation, parking, hot water for bathing etc. Due to the increase in deforestation, the ecological situation is getting threatened. Humans continue to cut down trees to meet their daily needs for economic gain and this can lead to the destruction of tourism if environmental protection is not done at tourist destinations. Although the tourism area does not seem to be in bad shape because of the tourists coming, pollution is inevitable due to every human movement and development. In many places, due to the increasing crowd of tourists, the attractiveness of the coast has become less and less. Tourism poses a major challenge to environmentalists all over the world. A developing nation like sustainable India can develop if tourism is developed.

Scope of the Study:

Tourism has become an integral part of today's modern lifestyle. Maharashtra Tourism Development Corporation is implementing various activities to promote the tourism of Maharashtra, and in the background of Corona, the health of tourists is being taken care of. India is blessed with the greatest natural diversity. Tourism sector has a huge scope in India. Every state in the country is known for different things in terms of tourism, Maharashtra also has a huge scope for tourism. The natural beauty of Maharashtra is proud of, and if the 12th passed students look at tourism as a career, new opportunities can be available.

Limitation of the Study:

Now citizens are coming out for tourism as life is getting smoother. Due to restrictions on foreign tourism, domestic tourism is increasing. Tourism is a very important business in the country's economy.

Tourism has been considered important not only for entertainment but also for gaining knowledge. Domestic and international tours are usually organized during the summer months of April to July. As schools and colleges are on vacation, April and May are considered to be the best time for tourism business. With the increase in communication facilities, free communication has become easier. The tendency of people to travel to any region of the country or abroad is increasing.

Research Methodology:

The main objective of this research is to study this problem. Research Paper, Articles, Journals, Newspaper, Magazine, Audio, Video, Images, Reference Books, Annual Report etc.

Research Method:

While studying the opportunities and challenges of tourism in India, the researcher has completed a member research using descriptive analysis method.

Results and Discussion:

During the year, the tourism sector increases by 25 percent. Diploma, degree, post-graduate courses related to this field is now available in all universities. To be successful in this field one must have a passion for travel, have good communication skills and be fluent in more than two languages. Learning some foreign languages is very beneficial. Should have good knowledge of geographical regions. It is easy to get along with people quickly if they have cooperative attitude and skills to handle adverse situations. It is also important to respect social norms and traditions. At the same time, basic information about the history, art etc. of that country is required. Selling curios and the hotel industry, guides providing information to tourists about the area create employment. Sometimes when vehicles do not reach some remote and difficult to reach tourist spots, local people help tourists in return for a fee.

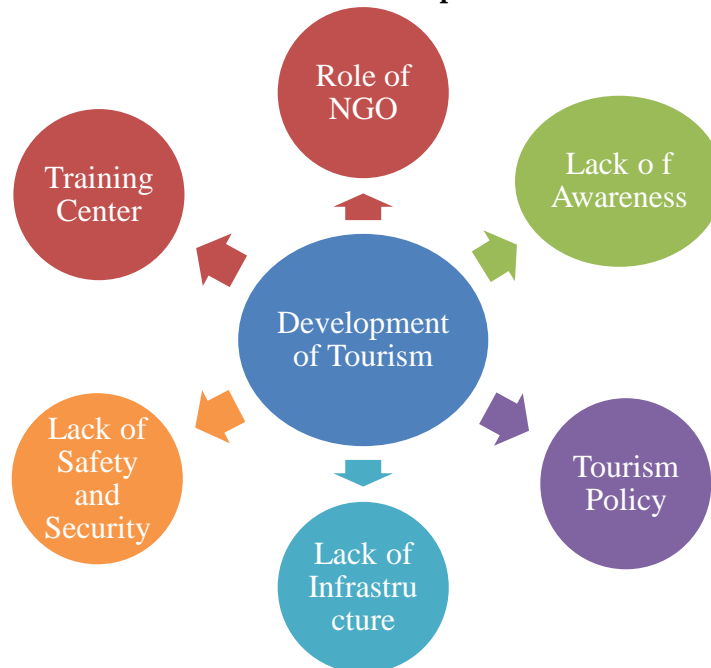
Tourism Industry: Taxation

We only need to check the plane ticket, rent a car or stay in a hotel to understand how much we spend on travel. These taxes not only add to the cost of travel but also become a nuisance. For example, many places require an exit payment to leave, and all others have an additional way of harassing visa tourists. Because tourists are often not citizens of the places they visit, they lack a political voice. However, local

members of the tourism industry can act as their voice. Tourism, like any other product, has a limit to economic saturation and if

taxes become too burdensome, local tourism businesses will see a reduction in their profits.

Chart No. 1 Development of Tourism



Tourism and Infrastructure:

Tourism is much more than just selling or marketing. There must be a product, and the product must not only be an attraction or activity, but also made up of employees who deliver the product. This means that if the number of visitors exceeds the capacity to accommodate these visitors, the local will face many problems. Too many visitors to a destination that is often unprepared for unsustainable numbers creates a sense of tourism excitement in the short term, but creates long-term tourism problems that can be detrimental to the sustainable health of the tourism industry. A simple test of whether the infrastructure of a particular tourism product is overstretched is to determine what percentage of visitors is expected to return. If some visitors want to return, this may be an indication that the price-tourism structure is reaching a temporary limit of continuity.

Physical plant and Tourism:

Perhaps the biggest problem exists in the area of airports. Many airports are not equipped to handle large numbers of passengers arriving at the same time. This lack of infrastructure often leads to long lines and unpleasant memories with poorly trained staff. Tourism executives need to remember that first and last impressions are key components of their marketing efforts.

Local infrastructure issues and Tourism:

Many tourist spots are not ready for tourists. They lack good sanitation facilities and water treatment plants. Similarly, both the roads and footpaths are not well-maintained, creating danger not only for the local people but also for the visitors. Local governments need to realize that a good tourism environment also affects the local culture and environment. Substantial taxes along with poor roads and road quality are not only a nuisance to the citizens but also a warning sign of tourism turning into future problems.

Customer Service and Healthy Tourism Industry:

The least expensive and most important part of the tourism experience is customer-visitor interaction. A smile and a friendly handshake or head nod cost nothing and can turn a negative impression into a negative one. Unfortunately, tourism workers often forget that visitors are their employers and take their jobs when the visits stop. Many people working in tourism are civil servants who cannot be fired. Job security should be a reward and not a right. When there are no consequences for bad behavior or rudeness by tourism staff, not only does the reputation of the product diminish, but also the quality of the tourism offer. Providing

quality customer service is a constant challenge for many parts of the tourism industry. Although this is a lease cost challenge, it has proven to be one of the most difficult challenges to meet and overcome.

Develop Tourism Vision:

Not every form of tourism is suitable for every locale and no locale can be all things to all people. Consider what types of tourism meet the needs of your community and how tourism will add to the quality of life in your community. Consider what types of tourism meet the needs of your community and how tourism will add to the quality of life in your community. Once you have a vision of the type of tourism you desire, you can analyze whether that vision is realistic and achievable, and what obstacles stand in the way of ultimately creating this vision.

Currency Exchange Laws and Tourism:

Tourism can generate a large amount of hard currency for any particular location. However, when exchange centers such as banks and hotels overcharge local currency purchases, there is a tendency to turn to the black market, disrespect local laws, or put you at risk. Where and at what time the exchange rate and currency can be legally changed. Whenever possible, post prices in local currency and international currencies such as dollars or euros.

Opportunities in Tourism:

After completing education in tourism one can get job through competitive examination in tourism directorate department of state and central government. One can also get job in private sector companies. Also there are opportunities in many foreign companies. Many airlines providing companies require skilled manpower in this field. Tourism is one of the fastest growing sectors in the world, even though the tourism industry has been hit the hardest by the lockdown imposed to prevent the spread of Corona. A good example of this is that as soon as the restrictions are relaxed, citizens forget about Corona and tourists are seen flocking to tourist places in large numbers.

Conclusion:

The main thing is not to give up no matter what the problem is. Be creative, keep smiling and remember that tourism is about turning challenges into new and exciting opportunities. Find new partners, such as law enforcement, local school boards or hospitals, to create new solutions to old

problems. Modern tourism is a rapidly developing industry of great importance globally. It has been widely recognized as an industry that boosts industrial development and boosts the economy of a developing country like India by earning foreign exchange and strengthening its economic position. The tourism sector is a very valuable contributor from the point of view of social and economic development to raise the standard of living of many people by providing them with jobs and employment. This industry is developing by overcoming endless difficulties that come in the way of tourists and tourism professionals. The tourism industry promotes economic and social development and the development of manpower can be achieved due to the availability of employment opportunities. Standard of living in different parts of the world help to create an atmosphere of harmony and statements about the benefits of tourism are often made and many times tourism benefits all sectors.

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