



TOURISM EDUCATION: NATURE AND SCOPE

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ABSTRACT:

Present paper highlights the role of tourism industry in social and economic development of country, contribution of Government, Ministry of Tourism and other tourism related organization in infrastructure development, effectiveness of different schemes and programmers initiated. Government to increase the tourist inflow and economic benefits of tourism industry.

The growth of tourism sector is expected to rise further in the coming decades as the sector is expanding fast. Tourism industry is expanding day by day contributing a lot towards the economic development of society by providing employment opportunities and huge increase in foreign exchange earnings. Tourism is an activity that is mainly carried out for recreational and leisure purposes. This activity has proved vital for many countries -developing as well as developed countries. It has been proved in the case of India. Several establishments are included in the tourism industry whose products are mainly sold to visitors. Railways, waterways, Roads and other amenities like Electricity, supply of Water, Sewage Drainage, and other facilities like Accommodation, Aviation Sector Recreational facilities, Restaurants and Shopping facilities etc. are one of them. As all these components creates, the foundation of tourism industry the Government of India and Ministry of Tourism are launching and developing various development schemes to improve the present situation of infrastructure in India.

Some negative sides too but this problem can be eliminated by the joint efforts of government, tourism organizations, media, and 4 course local communities.

Key Words: *Earlier and today's development, social and economic impacts, Indian Tourism present situation.*

INTRODUCTION:

The concept of pleasure tourism can be directly associated with the Roman Empire. Romans were the first who have constructed a fine network of road and developed sea side resorts during this period. Besides this the introduction of Railways and Ships in 19th cent, and introduction of air transport and motor cars in 20th century gave a boom to the development of tourism industry. Through history, traders and merchants have travelled to far off lands in order to trade with other nations and tribes. Then after people have started journeys to seek knowledge and explore the unexplored land. India is a country which is known for its lavish treatment to all visitors, no matter where they come from. It is entertaining its visitors with its varied attractions which include beautiful beaches, forests, wild life, landscapes, snow, river, mountain peaks, and technological parks, and science museums, centers of pilgrimage, heritage trains, hotels, yoga, Ayurveda and natural health resorts. Tourism activity is not a new phenomenon for Indians recorded in story there have been instances whereby one is able to know that man has been travelling throughout the ages. In 19th century people have seen travelling for the purpose of trade and commerce. The Indian handicrafts particularly, jewelry, carpets, leather goods, ivory and brass work are the main showing items of foreign tourists. The facts vindicates that nearly forty, cent of the tourist expenditure done on the shopping of such items. It served as a powerful means of forging established custom in many parts of the world. It served as a powerful means of forging unity and understanding between peoples for widely different regions. During the middle ages the practices for travelling for religious purposes became a well-established custom in many parts of the world. On the one hand tourism industry is helping in socio — economic development of India; on the other hand it is degrading the culture, environment and belief system of the society. Tourism industry is playing a significant role in the social, economic, cultural and environmental development of society. Tourism has various social, economic, cultural, psychological and environmental impacts on larger social fabric of society. The facet of these impacts may be positive or negative. Tourism industry is one of the world's fastest growing economic sectors and largest employer of manpower.

DEVELOPMENT OF TOURISM IN INDIA:**Early Development:**

New Tourism Policy recognizes the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism. Adviser to the Government of India (Krishna, A.G .1993, Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sergeant, the Education. But it was only after the 80's that tourism activity gained momentum. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. .1997. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988 the National committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism.

Present Situation and Features of Tourism In India:

The Ministry of Tourism is the nodal agency for the development and promotion of tourism in 'India and maintains the "Incredible campaign. The tourism industry in hindi a generated about US\$100 billion in 2008 and that is expected to increase to US\$100 billion in 2008 and that expected to increase to US\$275.5 billion by 2018 at .9.4% annual growth rate

Today tourism is the largest service i industry in India, with a contribution of 6.77% to the national GDP and providing 8.78% of the total employment. India witness's more th15 Million ann.al foreign tourist arrivals and 562 million domestic tourism visits.

1. The national GDP and 8.78 of the total employment in India .beside that almost 20 Indian people are now work, in the Indian's tourism industry.
2. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India They has favorable impact on the balance of payment of the country. The tourism industry in India

generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

3. Preservation of Nation. Heritage and Environment: Tourism helps 'reserve several places which are of historical importance by declaring them as heritage sites.
4. Developing Infrastructure: Tourism tends to encourage the development of multiples-use of infrastructure that benefits the host community, including various means of transports; health care facilities and sports centers.
5. Promoting Peace and Stability: Tourism industry can also help promote and stability in developing country like India by providing jobs, generating income & diversifying the economy.
6. The Multiplier Effect: The flow of money generated by tourist spending multiplies as it passes through various sections of the economy.
7. Regional Development: The Underdeveloped regions of the country can greatly benefit from tourism development. Many of The economically backward regions contain areas of high scenic beauty and cultural attractions.
8. Economic Value of Cultural Resources: Tourism provides monetary incentives for the development of many local crafts and culture, thus it has an effect on the income of the local artisans and artists.
9. Promotion of International Understand,: Tourism can also become an effective tool to develop a better understanding and interacting amongst people of different countries.

GROWTH OF TOURISM IN INDIA: IT'S IMPACT ON EMPLOYMENT AND ECONOMIC DEVELOPMENT:

The root of tourism in India can be traced to pilgrimage. Places of pilgrimage provided a firm ground to tourism in the beginning and still continue to be one of the most effective factors of promoting tourism. Tourism in India has a strong relevance to economic development, cultural growth and national integration. India is a vast country of great beau, and diversity and her tourist

potential is equally vast. With her rich cultural heritage as superbly manifest in many of the architectural wonders palaces, temples, mosques, forts, etc.), caves and prehistoric wall paintings, her widely varied topography ranging from the monotonous plains to the loftiest mountains of the world , her large climatic variations ranging from some of the wettest and the driest as well as from the hottest and the coldest parts of the world, beautiful long beaches on the sea coast, vast stretches of sands, gregarious tropical forests and above all, the great variety of the life-style, India offers an unending choice for the tourist. Over the years, Indian tourism has grown considerably as is indicated by the arrival of foreign tourists. Today, the majority of the tourists feel that travelling for sheer pleasure offers much wider scope than that offered by pilgrimage and thus the former is always more colorful, lively, intimate, soothing to mind and body and body and hence, more enjoyable. In India it is interesting to note that in the early stages, pilgrimage based tourism was only of domestic nature but during recent years, an increasingly large number of foreign tourists have also started visiting places of pilgrimage. Organized tourism in India began. the 1950 with the genesis of planned development. This shows that the number of foreign tourists visiting India has increased substantially after the beginning of the planned era with the successful launch of very penetrative ad campaign — Incredible India- there seems to be revival of increasing trend in the tourist arrivals. This, Coupled with the open sky policy and good private- government partnership, is bringing back foreign tourists to India. Sometimes, people combine pilgrimage with pleasure trips to draw the benefit both. Thus, tourism has become the second largest foreign exchange earner next only to garments if gems and jewellery trade is left out because of the vast outgo on import inputs.

DOMESTIC TOURISM:

Larger income, longer holidays coupled with certain incentives given by public and private organizations to their workers, have contributed a lot in infusing interest among the hitherto stay-at home people to look around for a plane for an annual or biannual visit with family members.

Domestic tourism has increased considerably during the last couple of decades. The improved economy and greater exposure through mass media have developed increasing awareness among the people about tourism and new dimension to their life style.

EMPLOYMENT OPPORTUNITIES IN TOURISM:

In addition, the industry provides in employment to about 40 million persons. This is about 5.6 percent of the total work force of the country. According to one estimate, an investment of Rs.10 lakh creates 89 jobs in hotel and restaurant sector as against 44.7 jobs in agriculture and 12.6 in manufacturing industries. The employment generation in proportion to investment is very high in tourist industry. By 2015, it would provide 25 million jobs. Further, it interesting to note. Another important aspect of employment in tourism is that it employs a large number of women, educated and uneducated, as well as skilled and unskilled. In fact, women are greater in number than men hotels, airline services, travel agencies, handicraft making and cultural activities, etc. Tourism in India has vast employment potential, much of which still awaits exploitation. At present about 20.4 million persons are direct, employed by hospitality services. Tourism is a labor —intensive industry and is likely to offer more jobs in the coming years. And since most of the natural beauty and wildlife are to be found in non-urban are, rural people could find employment as guides and transporters: with proper training. More jobs in rural areas would also help reduce continuous migration of people to town.

HOTEL ACCOMMODATION:

Since foreign tourists are crazy about Indian culture and heritage, care has been taken preserve the original form of the buildings while developing them as heritage hotels. Another 38 heritage hotels projects comprising of 710 moms are in the pipeline. The hotel industry has shown a spectacular growth during the 1t one decade. Industrial Policy has now placed hotels and tourism related activities as a priority industry. Automat, approval is available for foreign direct investment (FDI) up to 100 per cent in hotel and tourism sector. Tourism is one of

the largest and dynamically developing sectors of extern. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as whole. According tend, of the world's workforce. Many people emphasize the positive aspects of tourism as source of foreign exchange, a way to balance foreign trade, an "Industry without chimney. Socially tourism has a great influence on the host societies.

The Department of Tourism classifies functioning hotels under the star system into various categories from one to five-star deluxe and Heritage (Heritage Classic, Grand and Heritage Renaissance) and Apartment Hotels from three stars to five stars deluxe. So far, 32 properties have been classified in heritage hotel category providing a room capacity of 9723 rooms.

NEGATIVE IMPACTS:

1. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism and other products that the host country cannot supply, especially developing countries.
2. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of traveler's fees go to the airlines, hotels and other international companies, not to local businessmen and workers.
3. Import Leakage: This commonly occurs when tourists demand standards of equipment, food drinks, and other products that the host country cannot supply, especially developing countries.
4. Seasonal Character of Job The job opportunities related to tourism industry are seasonal in nature as they are available only during the tourist season.
5. Increase In Prices: Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately.

6. Increase Tension and Hostility: Tourism can increase tension, hostility and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.
7. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community the more tourists coming into a place, the perceived risk of that place losing its identifying.

POSSIBLE POSITIVE EFFECTS OF TOURISM:

1. Reducing negative perception and stereotypes.
2. Developing friendships.
3. Developing pride, appreciation understanding, respect, and tolerance for each other's culture.
4. Developing positive attitudes towards each other.
5. Learning about each other's culture and customs.
6. Increasing self — esteem of hosts and tourist.

Local communities are benefited through contribute on by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, intermit cafes, and so on. Besides, if local culture which maybe were on the link of the extinction. On the other side tourism can increase tension economic and social facts on the local community depend on how much of the incomes 80 % of travelers fees go to the airlines, hotels and other interactional companies, not to local.

Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinct aviculture. Psychological satisfaction with interaction So, Social contacts between tourists and local people may resulting mutual appreciation, understanding, tolerance, awareness, learning family bon ding respect, and liking.

The point is to promote tourism in the region so that it would both give incomes and of tourism on the local ecology. The point is promote tourism in the region so that it would both give incomes and of to truism on the loc. ecology.

Tourism often grows into mass- truism. It lead to the over consumption, pollution, and lack of resources.

INDIAN TOURISM:

As per the Travel and tourism competitiveness report 2009 by the World Economic Forum India is ranked 11th in the Asia pacific region and 62. overall, moving up three places on the list of the world's attractive destinations. According to World travel and Tourism council, India will be a tourism hotspot from 2009-2018 having the highest 10 year growth potential. The India travel and tourism industry ranked in the long —term (10-year) growth and is expected to be the second largest employer in the world by 2019. Moreover, India has been ranked the " best count, brand for value-for e.)," India made it in two years, led by the United Arab Emitted, that are likely to become major tourist destinations in next five years, led by the United Arab Emirates, China, And Vietnam. It is ranked the 14 the best tourist destination for its natural resources and 24 for its cultural resources, with many world Heritage Sites, both natural and transport network. .The Demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world. India travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by

CONCLUSION:

If we overcome that limit negative impacts of tourism will follow .The impact of tourism on local communities can be both positive and negative, whether it comes to economic, social, or environmental effects. Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural cultural environments. Tourism in India should be developed in such a Way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains and support the native cultures in the to it is operating in. It depends to which extent tourism is developed in a particular. region. Eve, region has its bearing capacity, that is to say the limit of the incoming influence that does not harm, the host community. Moreover, since

tourism is a multi- dimensional activity, and basically a service industry, it would be necessary that all wings of the central and State governments, private sector and organizations become active partners in the Endeavour to-attain sustainable growth in tourism if India is to become a world player in the tourism industry.

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