

# **TOURISM DEVELOPMENT IN POST INDEPENDENT ERA; PROBLEMS AND PROSPECTS**

Dr.Sarwade W..K.  
Head, Deptt. Of Commerce  
Dr. Babasaheb Ambedkar  
Marathwada University, Aurangabad

## **PREFACE**

No tourism can be rendered efficient so long as the basic fact remains unrecognized that it is principally human. It is not a mass of machines and technical processes but a body of men. It is not a complex of matter but a complex of humanity. It fulfils its function not by virtue of some impersonal force but by human energy.

Fredrik W.Taylor generally considered the father of scientific management. Taylor believed in 1911 that human beings are driven by the fear of hunger and search for profit and that through material rewards and economic inducements. Taylor applied this philosophy to the world of work by advocating piece-rated system of payment wherein rewards are closely linked with output to ensure maximum output from employees.

## **NEED OF TOURISM**

The root and branch cause for giving a new shape and dimension to the tourism industry is its enormous potentialities. In past the tourism was associated with aristocracy but of late, even ordinary persons can afford. With the passage of time, tourism has become almost a part of our life. Tourism industry now ranks second, just next to the oil industry in terms of turnover.

Tourism has proved to be a very effective way of mobilizing the foreign exchange. It is due to mainly the fact that almost all countries are found vying with each other to develop this industry in time with changing taste, preferences of the potential tourists. A good number of countries like Austria, Singapore, U.K., U.S.A., Spain and Switzerland have been successful in contributing handsome dividends to their exchequer with the support of tourism industry.

### **Significance of tourism:-**

Tourism is beneficial to the businessmen and the traders.

- i) Employment generation specially for the women both skilled as well as unskilled and educated and uneducated, and in for all.
- ii) Growth and easy projection of host destination and eventual development of the region.
- iii) Easy marketing of local art and crafts.
- iv) Familiarization of the tourists with culture and heritage of the region and the country
- v) Demonstrating the true value of cultural tourism.
- vi) Apprising investment in cultural tourism; and
- vii) Assessing policy towards cultural tourism.
- viii) To develop and maintain and conserve the tourist attention, e.g. Parks, Museums, Beaches, wildlife, Natural scenes, cultural shows etc.

### **TOURISM AND PLANNING**

In the field of tourism, the need for planned development is found significant. The UN conference on International travel and tourism held in Rome in 1963 emphasized the need for planning in tourism and made several recommendations. It was recommended that the policy makers of developing countries should assign top

most priority to projects relating to the development of tourism in their respective countries. Besides it was also recommended that the developing countries should seek the assistance of United Nations, special fund for regional and sub-regional services of existing and potential tourism resources.

### **TOURISM PROBLEMS:-**

- 1) Indian tourism suffers from inadequate infra-structure.
- 2) Inadequate capacity of the Airlines, the Air-fare structure is highly defective.
- 3) The Hotels too have lower capacity for the accommodation of the tourists.
- 4) There is no proper system of providing information about the city and tourist places.
- 5) No proper security facilities to the foreign tourists.
- 6) Inadequate trained personnel's.

Earning from tourism and travel account for a sizeable segment of foreign exchange earnings on India's invigible trade account. However, this countries share in the international tourist arrivals is still very low and the foreign exchange earning through this channel are still small, despite the fact that this country has a big geographical area with varying culture and climate and historic and architectural monuments for tourists attraction.

### **TOURISM AND EMPLOYMENT**

Tourism is today the worlds largest and fastest expanding industry. Tourism, besides being one of the primary foreign exchange earning industry, has contributed significantly to sustainable human development including poverty alleviation, employment generation and environment regeneration.

Tourism provides lot of business opportunities in the form of hotel services, food and catering services and other related and inter-linked services (smith 1989) to the people during their journey to a destination.

According to world trade organization, tourism industry has emerged to be the highest employment generator. It offers a dignified direct employment and self-employment. The direct employment in the sector by 2006-07 was about 9.1 million persons accounting for about 2.4% of the total labor force.

The labor capital ratio per million rupee of investment at 1985-86 prices in the hotel and restaurant sector is 89 jobs as against 44.7% jobs in agriculture and 12.6% jobs in manufacturing sector.

Tourism creates more jobs than any other sector for every rupee invested. It has a major role in promoting large- scale employment opportunities. In 1999-2000 employment generation was expected at 15-50 million. It is expected that till year 2010 this number will increase to 20 million Therefore from every 15 employment opportunity one employment opportunity will be from tourism industry.

### **DOMESTIC TOURISM**

Tourism, basically a service industry, is identified by the products which are mostly intangible in nature. With regards to our country, our share from the world tourist arrivals has been 0-38% in 2000, 0-39% in 1995, 0-37% in 1990, 0.34% in 2007-08.

Domestic tourist has grown substantially during last one-decade. It increased to 167 million in 1998 from just 64 million in 1990 thus representing a compound annual growth of 12.8%, every year 240 million domestic tourist generates an income of Rs. 95,000 crores in India.

Thailand attracts 9 millions and Malaysia attracts 10.5 millions tourists Annually and of this 4 and 4.5 millions are from India respectively, Kerela was a good example. It has attracted a lot of

domestic tourists from North India and Western India, and many tourists from Gujarat traveling to Thailand and other Asian countries have chosen to go to Kerala last year.

The international arrivals in all the countries of the world stood at 698.8 million in 2000. This has achieved a growth rate of 26.99% over the 550.3 million figure of 1995. India received a share of 0.38% in 2000 which generated Rs. 14,475.43 crore of foreign exchange.

### **HERITAGE TOURISM**

Our country for tourism purposes is projected as a cultural destination. A large number of foreign tourists are attracted to have a glimpse of its rich cultural heritage. In the same way our own countrymen visit different regions in search of diverse cultural experience.

India has a rich and diversified cultural heritage. Tourism is presently India's third largest export industry after gem and jewellery and ready-made garments. Tourism was also declared as a priority sector for foreign investment.

Maharashtra has a number of historical and religious monuments associated with Buddhism and Jainism. Ajanta, Ellora and Aurangabad. Buddhist caves are the centers of Buddhism and Jainism from long ago. Buddhism seems to have revived for which the Ellora and Aurangabad caves left bear testimony. The historical cum archeological evidences that is available from different parts of the region.

### **TOURISM MARKETING**

The trade and commerce along with religious activities gained a momentum which added impetus or injected life and strength to the tourism. It can't be ignored that before the industrial revolution, the tourism was largely a matter of pilgrimage, after 15th century or during 16<sup>th</sup> to 18<sup>th</sup> centuries, there were so many developments, specially in the global developed countries.

The purpose of tourism marketing simply be stated a function of attracting new customers or users of tourism services and preventing other competitors from taking away the actual tourists. Tourism marketing comprises market research for getting up to date information to manage the marketing information system, promoting tourism by making possible effective communication, optimal distribution by ensuring and facilitating sale and formulating market plan by strengthening the co-ordination, control and evaluation process.

### **TOURISM AND HUMAN RESOURCE DEVELOPMENT**

Human resource development is a continuous process and can be achieved by organizing the organizational process in a scientific method which can create organizational climate for development, can motivate human resource to do a job, can give feeling of a team and can develop commitment in the people.

Human resource development is the process of increasing knowledge, skill, capacities and positive work attitudes and values of all people working at all level of tourism business.

The customer for travel and tourism are more sophisticated and more demanding (middleton1994) which reflects their different expectations and demand for hotels services due to different socio-economic background

Owing to technological advancement changes are taking place very rapidly, to meet the requirements of the changing environment of tourism sector, human resources need to be refreshed, rejuvenated or develop from time to time.

**The other reasons which weigh in favor of H.R.D. are as follows.**

- a) Human resource development is a crucial factor in determining the growth and prosperity in tourism.
- b) Tourism development on modern lines has created a problem of inadequately trained personnel at all levels of tourism management and business.
- c) It promises to fulfill the career aspirations of the working force and to meet the future requirements of the working force in tourism.
- d) To avoid all kinds of distortions, lop-sided developments, short falls of performance and waste of national resources.

For getting success in tourism certain types of skills are required, these skills are interpersonal skills, communication skills, problem solving skills, skill of leading, conflict resolution skill, etc.

### **REMEDIES TO SOLVE THE TOURISM PROBLEMS**

To increase and develop the skill of employees, agents, guides, and executives working in tourism business following things has to do:-

1. To arrange training programmes for working force in tourism.
2. Human resources need to be refreshed, rejuvenated or develop from time to time
3. To encourage persons to grow on sound lines in their capacities to handle greater responsibilities.
4. To improve the performance of tourism business personnels at all levels.
5. To develop personnel in required numbers and with required knowledge and skills to meet the anticipated or existing need of the tourism sector

6. To sustain good performance of persons through out.

As far as manpower development is concerned, emphasis is laid on the training programme in the field of hotel management and travel and tourism management. The existing institutes are strengthened and the universities are assisted to start such courses.

For instance, the air traffic system is being developed to scope with the increasing number of tourists, but there is need for manning it with well-trained persons providing greater degree of care and courtesy.

Human beings working in tourism, which is mainly a service sector, can not be treated like machines, which can be operated or shifted and altered like a template in a room layout. The tourism can not achieve its objectives if the human resource is not properly cared and developed.

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