



TOURISM – A DEVELOPMENT TO NATIONS HERITAGE

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Abstract

Tourism as an industry has been travelling with the wild pace of technological advancements and aboard are people from different places and cultures interacting with increasing ease....since, the globe had been shrunk into a village.

Unlike our predecessors, we can affordably and in a shorter time travel across the world in large numbers comparatively safe. Tourism being one of the biggest and fastest growing industries globally, its benefits and the challenges, keenly observed by governments affects the economic, socio-cultural, environmental and educational resources of nations.

The positive effects of tourism on a country's economy include the growth and development of various industries directly linked with a healthy tourism industry, such as transportation, accommodation, wildlife, arts and entertainment. This brings about the creation of new jobs and revenue generated from foreign exchange, investments and payments of goods and services provided. Though improvements in the standard of living of locals in heavily visited tourist destinations is usually little or non-existent, inflation of the prices of basic commodities, due to visiting tourists, is a constant feature of these areas.

Introduction

The nature of the world economy dictates that it's mostly people from developed nations who travel as tourist to the developing ones, much more than do people from developing nations visit as tourist the developed ones. This results in a downward stream of cultural influences that in cases have proven to be detrimental, as they were not in cohesion with the environment, economy and culture of these hosts, who cannot in that same capacity exchange influences. For example, it is common knowledge that most tourist destinations are plagued with prostitution; this has had dire consequences for the culture, economy and health of these tourist coveted nations, but is reported to be a major boost for tourism.

Importance of Tourism

Tourism is one of the major sources of foreign exchange.

Tourism is not merely a business for providing pleasure and rest. It has now grown into a big industry. Every year thousands of foreigners come to India as a result of which we earn a lot of foreign exchange.

Tourism Industry creates employment and contributes towards improving the economy.

Tourism has caused the growth of travel agencies and tour operators, establishment of hotels and guest houses, restaurants and eating houses, making of luxury coaches and vehicles, and introduction of super-luxury trains and airways. It has also encouraged the revival and modernization. Of many small-scale cottage industries whose artisans and craftsmen have now flooded the market with innumerable gift items and curios. In its own way tourism is thus trying to solve a part of our vast unemployment problem.

Tours and holidays are the necessities of modern busy life.

Gone are our peaceful and leisurely ways of life. Instead we have now to lead a busy and hurried life. In our daily life, we have to work very hard while discharging our duties and responsibilities. We also have to respond to various calls coming from home and outside. After performing all these we feel very tired and find that all our strength and energy has drained out. If it continues for a long time we fall a prey to complex physical and mental illness. Now nothing can replenish our lost energy so quickly and comfortably as tourism. We realize that the benefits of tourism are much more than what we pay for it.

Motives/Purposes behind Tourism

Tourism serves some purposes such as:

1. It causes us to go to near or distant places, to see things with our eyes, and to fulfill our curiosity.
2. It satisfies our hunger for natural-beauty. A beautiful mountain scene, a lovely beach, or an exquisite sculptural work, casts an irresistible charm on our mind, and tourism lets us enjoy it to the full.
3. It makes us tolerant and broadminded so as to appreciate different people, their speech and dress, their manners and customs, their social and economic conditions.
4. It encourages intercultural contacts and intercultural activities.

Economic Importance of Tourism in India

Tourism helps the visitors to get acquainted with the culture, customs and conventions, language and mode of living of the local people. Tourism thus liberalizes their mind and helps the people to strengthen the bonds of friendship, international understanding and co-operation.



The economic importance of tourism in India can by no means be underestimated. It benefits the people living in and around tourist centers financially. Fortunately for India, the Ministry of Tourism of the central Government and the departments of Tourism of the different State Governments are jointly trying to make all possible attempts to attract the tourists to this country. The Government of India understands the importance of promoting Tourism. Tourist hotels, tourist lodges, dormitories and rest houses are made and maintained by various state Governments to look to the comforts of the tourists. The money spent by the Foreign tourists at hotels and other places helps the local economy.

The Natural Tourism Board and the Tourism Finance Corporation of India have been working in full swing to bring about the improvement of tourist centers in India. This will immensely economic benefits to the the regional people.

From time immemorial it is the inherent desire of man to see the unseen and to know the known. This is why we have seen from the pages of History that foreign travelers namely Megasthenes Fa-Hien, Hiuen-T-Sang etc. made their extensive tour on our country which was and has been rich in natural beauties, architectural relics, snow covered mountains that allure thousands and thousands of people to make their extensive tour to this country of India.

It is no doubt a fact, that in ancient time travelling was limited to some wealthy classes of people. But at present with the improvement of transport and communication system – tourism has been made very much attractive all over the country.

As regards tourism in our country there are innumerable lovely spots, historic sites and places from the Himalayas in the north to the Kanya Kumari in the south.

Apart from Amarnath, Kedarnath, Gangotri etc. Puri, Konark, Bhubaneswar, Digha, Bakkhali, Bakreswar, the Taj-Mahal of Agra, the Red Fort of Delhi, the cave temples of Ajanta and Ellora draw large crowds of tourists every year. Tourism has now been accepted as an industry like all other industries that earn foreign money from the tour-loving people of the world.

Sustainable Tourism

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

"TOURISM THAT TAKES FULL ACCOUNT OF ITS CURRENT AND FUTURE ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACTS, ADDRESSING THE NEEDS OF VISITORS, THE INDUSTRY, THE ENVIRONMENT AND HOST COMMUNITIES"
MAJOR TOURIST SPOTS IN INDIA

There are a few countries which can compete with India in respect of worth-seeding tourists' spots.

Hill stations:India has such hill stations as Darjeeling, Shillong, Gangtok, Manali, Shimla and Kashmir, Ooty and Panchmari.

Sea beaches:India has magnificent sea beaches at Puri and Pandicherri, Kovalam and Goa.

Architectural beauty:Sculptural marvels like the Taj Mahal, Khajuraho and Konark, temples like Meenakshi and Kanyakumari, caves liked Ajanta and Ellora, forts like Agra and Lalkilla.



Forests: Forests like the Sunderbans, and sanctuaries like Kaziranga and Jaldapara, are important tourist destinations.

Religious places: Places of worship like Sringeri Math and Vaishno Devi for the Hindus, Pawapuri and Dilwara for the Jains, and Jama Masjid and Khaja Baba Mosque for the Muslims,.

Metropolitan cities: Metropolitan cities liked Mumbai, Delhi, Kolkata and Chennai add to the unending list of her marvelous tourist spots.

Year	Number (millions)	% change
1997	2.37	3.0
1998	2.36	0.7
1999	2.41	5.2
2000	2.65	10.7
2001	2.54	-4.2
2002	2.70	6.0
2003	2.73	14.3
2004	3.46	26.0
2005	3.92	13.3
2006	4.45	13.5
2007	5.03	14.3
2008	5.26	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.51	12.2
2012	6.98	7.3
2013	6.97	0.1
2014	7.58	10.2
2015	8.05	6.1

Foreign Tourist Arrivals

Year	Amount (US\$ million)	% change	Amount (₹ crores)	% change
1997	2,889	2.0	10,511	4.8
1998	2948	2.0	12,150	15.6
1999	3005	2.1	12,051	6.6
2000	3460	15	15,525	29.7
2001	3108	-7.6	15,053	-3.0
2002	3100	3.0	15,004	0.1
2003	4460	43.0	20,729	37.6
2004	6,170	38.2	27,944	34.0
2005	7,490	21.4	33,123	18.5
2006	8,634	15.2	38,025	17.8
2007	10,735	24.8	44,350	16.7
2008	11,832	10.8	51,291	15.6
2009	11,136	-5.9	53,700	4.7
2010	14,193	27.0	64,589	20.8
2011	16,564	16.7	77,591	19.0
2012	17,707	7.1	94,407	21.0
2013	18,445	4.0	1,07,671	14
2014	20,206	9.7	1,23,320	14.5
2015	21,071	4.1	1,36,193	10.8

Foreign Exchange Earnings from Tourism

Conclusion

Governments and the tourism industry have an unprecedented opportunity, particularly through support of the CCTM, to exercise policy leadership in pursuing a common vision for tourism in Canada.

The National Tourism Strategy provides a foundation for a long-term, coordinated approach to sustainable growth of the tourism sector. By working collaboratively, public and private sector tourism stakeholders can continue building an internationally competitive tourism sector for Canada and its future generations.

F/P/T governments and industry have taken the first step to improving cooperation and collaboration among governments and industry. The next steps will be to continue to work together to advance the Strategy, and to implement the "priorities for action" set out on the two previous pages. All governments, in partnership with their industry, must bring to bear their resolve to turn actions into results.