

TOURISM IN INDIA OPPORTUNITIES AND CHALLENGES

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ABSTRACT:

India is a land of surprises. It is home to an extraordinary variety of climatic regions, people, traditions, customs, languages, food, architecture, music, dance, religion, philosophy etc. It is a land of many paradoxes. Some places are blessed with greenery, some are deserts and a few places are covered with snow. India is blessed with beautiful nature. All combine together to make India a very beautiful tourist destination. Whether it is adventure, eco system, spirituality, yoga, medicine, wildlife or agriculture there are abundant opportunities and options in the country. There are plenty of opportunities to develop tourism, generate employment and earn a huge foreign exchange, but at the same time, there are some challenges too. This paper outlines an overview of opportunities for variety of tourism in India and challenges to develop tourism. Some valuable suggestions are also given to promote tourism and make India a prominent destination for tourism.

Key words: *adventure, spirituality, tourism, tourist center, tourist destination*

1.INTRODUCTION

From the early historic period, travel has had a fascination for mankind. Throughout the ages, man has a desire to travel to other places and to know the customs, food, climate, practices and lifestyles of other places. In early days travel was not for the purpose of pleasure and to seek any holiday from the work situation. The primary objective was related to trade and commercial activities. Travel in the past was thus related to searching for merchandise and engaging in trade and commerce. There was another type of travelers whose motive was pilgrimage. During the 18th century, Annual Holiday was introduced in Europe which was important landmark in the development of tourism. 19th century witnessed remarkable technological development which led to the growth of railways and shipping which made a significant contribution to travel during the 19th century. Afterwards the changes in the socio economic factors resulted in the growth of tourism industry.

Tourism is integral part of modern life. Various factors influence the growth of tourism. They are higher wages, package tours which make not to make their own arrangements, growth of international business, higher percentage of employed youth necessity to attend conferences, meetings, trade fairs and exhibitions, to take

relief from stressful work, travel as a status of symbol, availability of good transport facilities, political, cultural and scientific interactions with other countries and so on.

Being the second most populous and seventh largest country in the world, India is a land of contrasts. It has a total area of 3,287,263 square kilometers (1,269,219 sq mi). India measures **3,214 km** (1,997 mi) from north to south and **2,933 km** (1,822 mi) from east to west.

India has an immense attraction of its own. For centuries India has been a center of attraction for different reasons. Some viewed it as treasure of wealth, some saw it as a place of mystic spiritualism and profound philosophy, some viewed it as a land of religion, while the others were attracted by its nature with varieties of flora and fauna.

India has glorious sculptural heritage. There are number of temples of different types and styles. Temples, Vihars, Stupas, Basadis and other places of worships are famous for stone carved art. It has spellbound affect on tourist because its beauty and the technology used to build these temples are still questionable. Indian music, painting, dance, literature, philosophy, medicinal knowledge, food everything attract the tourists, especially foreigners.

India's rich cultural heritage and traditions are closely linked with the development of tourism. India has an ancient tradition of tourism. The culture and traditions practicing from thousands of years, different types of races, the magnificent monuments, architectural masterpieces, the thick forests, greenery, valleys, waterfalls, religious centers, beaches, deserts all these attract a large number of visitors from all over the world and make India a tourists' paradise.

The famous German Orientalist, Max Muller remarked, "if we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty that nature can bestow in some parts a very paradise on earth- I should point to India. If I were asked under what sky the human mind has most fully developed some of its choice gifts, has deeply pondered over the greatest problems of life and has found solutions of some of them -I should point to India".

Tourism in India is one of the important revenue earning and fastest growing service sector industry. The World Travel & Tourism Council said that tourism generated ₹15.24 lakh crore (US\$230 billion) or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$490 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7-8 billion by 2020. In 2014 totally 184,298 foreign patients traveled to India to seek medical treatment.

Over 10 million foreign tourists visited to India in 2017 compared to 8.89 million in 2016, having a growth of 15.6%. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur have been the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked at 28 by the number of foreign tourist arrivals, while Mumbai is ranked at 30, Chennai at 43, Agra at 45, Jaipur at 52 and Kolkata at 90.

The *Travel and Tourism Competitiveness Report* for the year 2017 ranked India in tourism 40th out of 136 countries overall, in price competitiveness ranked 10th, good air transport ranked 32nd, the country's stage of

development and reasonable ground transport infrastructure ranked 29th and in natural and cultural resources ranked 9th. However, in a few aspects, the tourism infrastructure remains somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The WTO reported that India's receipts from tourism during 2012 ranked 16th in the world and 7th among Asian and Pacific countries.

In order to develop tourism, the Indian Government introduced a new visa policy in November 2014. It is visa on arrival enabled by ETA (Electronic Travel Authorization) facility. It allows foreign visitors to obtain a visa on arrival at 16 designated international airports by. Before arrival they need not visit an Indian consulate or visa centre. As a result, a tremendous growth in visitors' rate has been observed. During October 2015, a total of 56,477 tourists visited on an e-Tourist Visa compared to 2,705 during October 2014, an increase of 1987.9%. During January–October 2015 a total of 2,58,182 tourists arrived on an e-Tourist Visa as compared with 21,995 during January–October 2014, an increase of 1073.8%

The holders of Electronic Travel Authorization (ETA) can enter and stay anywhere in India for 30 days. It can be obtained twice in a single calendar year. The visa on arrival facility is expected to be expanded to about 180 countries over time. In April 2015 ETA scheme was renamed to e-Tourist Visa.

Foreign exchange earnings and foreign tourist arrivals

Foreign exchange earnings from tourism in India (2010-2017)

Year	Amount (US\$ million)	% change	Amount (₹ crores)	% change
2010	14,193	27.5	64,889	20.8
2011	16,564	16.7	77,591	19.6
2012	17,737	7.1	94,487	21.8
2013	18,445	4.0	1,07,671	14
2014	20,236	9.7	1,23,320	14.5
2015	21,071	4.1	1,35,193	8.8
2016	22,923	9.8	1,54,146	14.0
2017	27,693	20.6	1,80,379	17.0

Foreign tourist arrivals in India (2010-2017)

Year	Number (millions)	% change
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	9.7
2017	10.18	15.6

The above information shows that foreign tourist arrival to India is increasing year after year.

Foreign and domestic tourist visits by Statewise

Share of top 10 states/UTs of India in number of domestic tourist visits in 2015

Rank	State/Union Territory	Number	Share in %
1	Tamil Nadu	333,459,047	23.3
2	Uttar Pradesh	204,888,457	14.3
3	Andhra Pradesh	121,591,054	8.5
4	Karnataka	119,863,942	8.4
5	Maharashtra	103,403,934	7.2
6	Telangana	94,516,316	6.6
7	Madhya Pradesh	77,975,738	5.4
8	West Bengal	70,193,450	4.9
9	Gujarat	36,288,463	2.5
10	Rajasthan	35,187,573	2.5
Total of top 10 states		1,197,367,974	83.6
Others		234,605,820	16.4
Total		1,431,973,794	100

Share of top 10 states/UTs of India in number of foreign tourist visits in 2015

Rank	State/Union Territory	Number	Share in %
1	Tamil Nadu	4,684,707	20.1
2	Maharashtra	4,408,916	18.9
3	Uttar Pradesh	3,104,062	13.3
4	Delhi	2,379,169	10.2
5	Rajasthan	1,489,500	6.4
6	West Bengal	1,475,311	6.3
7	Kerala	977,479	4.2
8	Bihar	923,737	4.0
9	Karnataka	636,502	2.7
10	Goa	541,480	2.3
Total of top 10 states		20,620,863	88.4
Others		2,705,300	11.6
Total		23,326,163	100

The above table shows that Tamilnadu is the most attractive place both to the Indians and foreigners. Other states are Uttar Pradesh, Maharashtra, Karnataka and others.

Government of India has taken several steps to upgrade the tourism industry. It has introduced Swadesh Darshan scheme for the development of theme based tourist circuits. Themes are unique and specific to that particular area like wildlife, coastal line, heritage, eco-tourism, culture etc. The ministry of tourism has identified thirteen theme based circuits. The Himalayan Circuit, the Coastal Circuit, the North East Circuit, the Buddhist Circuit, the Desert Circuit, the Krishna Circuit, the Tribal Circuit, the Ramayana Circuit, the Spiritual Circuit, the Eco Circuit, the Heritage Circuit, the Wildlife Circuit and the Rural Circuit. In addition to these eight waterway cruise circuits five on river Ganga and three on river Brahmaputra have also been planned. ASAD (Pilgrimage

Rejuvenation and Spirituality Augmentation Drive) was also launched which identified twelve cities and aims to create spiritual centers for tourism development. HRIDAY (Heritage City Development and Augmentation Yojana) was introduced which aimed at heritage conservation, beautification, cleanliness, safety, accessibility and service delivery. Swachha Paryatana Mobile App was begun which helps the public to communicate their complaint about uncleanliness in and around tourist destination. Multilingual Tourist Helpline introduced by the government which provides 24*7 toll free helpline in twelve languages. In order to conserve the monuments, Adarsh Smarak was introduced which identified twentyfive monuments for up gradation of tourist related amenities.

2.STATEMENT OF THE PROBLEM

India is a land of a variety of destinations from hill stations to beaches, to spiritual places and more. India is known for its unity in diversity. There are the Himalayas, the highest mountain ranges in the northern part of India, a vast coastline in the southern part of India, a massive Thar Desert in Rajasthan, and there are wildlife, forests, spiritual places and religious places of Hindus, Muslims, Sikhs, Jains, Buddhists, Christians and people from other religions. India is blessed with beautiful nature. All these regions have its own uniqueness and beauty. This natural beauty creates a scope for domestic and outbound tourism by offering a range of choices to tourists. All combine together make India a very beautiful tourist centre. Whether it is an adventure, eco system, spirituality, yoga, medicine, wildlife or agriculture there is abundant opportunities and options. There is lot of opportunity to develop tourism, generate employment and earn a huge foreign exchange. The changing lifestyle, the higher disposable income level, majority of youth employed, extending business to other countries, increase in the number of business traveler –all these make travel and tourism become necessity and inevitable. Many schemes are also taken up by the central government to boost this sector. This is the correct time to encash these opportunities.

3.OBJECTIVE OF THE STUDY:

- To understand the Indian tourism industry.
- To discuss the opportunities for tourism in India.
- To give brief explanations on challenges faced by this industry
- To suggest plans to develop tourism industry in India.

4.METHODOLOGY:

This paper is prepared with the support of secondary sources like books, government reports and websites. According to the objectives of the study the research design is of descriptive in nature.

5. ANALYSIS

In India there are opportunities for various types of tourism. Some of them are discussed here.

5.1 Adventure Tourism: For an adventure lover, India offers everything to enjoy in adventure related activities. Adventure tourism is rapidly gaining its popularity in India. Due to varied landscape, climatic variation and rich biodiversity India is a dream destination for every adventure tourist. There are thousands of rivers, plains, mountains altogether to make India one enchanting tourism destination. The leading adventurous activities available in India include Camel Safari in the Thar Desert which gives special experience. Mountaineering is famous especially in Himalayan ranges, the highest mountain range in the world. It offers ideal locations for rappelling and rock climbing. The valleys here are thrilling and offer higher levels of challenges. There are also new activities like Jeep Safaris and biking trips at higher altitudes. India has an extremely long coastline that has helped scuba diving. Goa, Lakshadweep, Andaman and Nicobar Islands may be cited as an example for scuba diving and snorkeling. The tiger reserves and national parks in India offer opportunity for elephant safari, a leading adventure activity in the country. A number of large rivers including the Brahmaputra, Ganges, Yamuna, Kaveri, Kali and others help tourists to enjoy thrilling river rafting experiences. There are many skiing destinations in India due to the existence of abundance of mountains and snow during the winters.

The Ministry of Tourism has formulated basic minimum standards for adventure tourism activities for the Safety and security of tourists. It also provides financial assistance to state governments and union territories to develop infrastructure in adventure tourism destinations. It covers the facilities for trekking, rock climbing, paddle boats, water scooters, mountaineering, aero-sports, winter/ water related sports, trekker huts, wildlife viewing facilities, hand gliding, paragliding, bungee jumping and river rafting etc. The Indian Institute of Skiing provides all modern equipments and training facilities for adventure sports. Various adventure courses have been offered. The National Institute of Water Sports upgraded its facilities for training in water sports activities.

Ministry of Tourism of India has given security clearance for opening additional peaks in Jammu and Kashmir (Leh Area) which will help in positioning the Indian Himalayas as Adventure tourism destination.

5.2 Ecotourism in India

India is one of the best ecotourism destinations in the world. Eco-tourism is considered to be the fastest growing marketing industry of tourism today. From the deserts of the Rajasthan to the green forest of Cherrapunji, from the mighty Himalayas to the beautiful coastal lines of the South, India has been a favorite ecotourism destination with rich flora and fauna. The country has biological parks, zoological parks, coffee and tea plantations, wildlife sanctuaries, mighty mountains and thick green forests. That is why ecotourism is growing so popular. The tourist may experience trekking, cycling, nature study, bird watching, village home stay, agro tourism activities during his eco-tour.

Thenmala in Kerala was the first ecotourism destination in India. Other than this, Kerala, the northeast India, Western Ghats, Andaman & Nicobar Islands and the Lakshadweep are some of the places where we can see the treasured wealth of the Nature. Some of the Best ecotourism destinations in India are Munnar, Backwater waterways, Thenmala, Eravikulam National Park, Periyar National Park, Kodaikanal in Kerala, Coorg, Nagarhole, Nagarhole National Park, Bandipur National Park in Karnataka, Galgibaga Beach in Goa, Sunderbans National Park in West Bengal, Khanchendzonga Biosphere Reserve in Sikkim, Kaziranga National Park, Majul in Assam, Mawlynnong in Meghalaya, Jotsoma village in Nagaland, Namdhapa National Park in Arunachal Pradesh, Tsomoriri Wetland Conservation Reserve in Ladakh, Kanha National Park Madhya Pradesh and others

The government of India has formed a 13-member committee, called Ecotourism Society of India. It which focuses on creating awareness about ecotourism and helps in framing guidelines.

To encourage Ecotourism in the country, the Ministry of Tourism has honored with categories of awards like "Best Eco friendly Hotel", "Best Responsible Tourism Project", "Best Eco friendly Practices by Tour Operators" in the National Tourism Awards presented annually to various segments of travel, tourism & hospitality sector.

5.3 Agri Tourism: Agriculture is the backbone of India and more than 70% of the population dependent on Agriculture directly or indirectly. Nearly 26 % of India's GDP comes from Agriculture. More than an occupation, agriculture is India's culture. Agritourism is the latest concept in the Indian tourism industry, which normally occurs on farms. The concept of Agritourism is very simple one. The urban tourists go to the farmers' home, stay there like a farmer, engage and experience the agricultural activities, eat the local rural food, wear traditional clothes, get the knowledge of the local culture, traditions. They enjoy the folk songs and dance, buying fresh farm products, picking fruit, feeding animals, animal rides, cow milking, participating in village fairs and festivals, involving in rural art and craft etc. Thus they get an opportunity to experience the real and authentic contact with the rural life and various farming tasks. Venturing in the agri fields like the ploughing of the fields, other water bodies, mountains and forests are added attraction to the tourists.

These activities provide an authentic and interactive experience of rural life, in the delightfully fresh air. In turn it generates rural employment and help farmers to earn supplementary income for their livelihood. The blending of Agriculture and tourism together offers unique opportunities for the farmers to diversify and expand their operations.

Agriculture Tourism was given a major boost in Maharashtra Tourism Policy 2016. In Maharashtra, AGRI TOURISM DEVELOPMENT CORPORATION was incorporated in 2005 and owns the pilot Agritourism project of 28 acres in Palshiwadi. ATDC the umbrella organization for the Agritourism successfully operating its own pilot Agritourism project. The ATDC survey in 2014, 2015, 2016 shows that 0.40 million, 0.53 million, 0.7

million tourists have visited these centers respectively totally generating 35.79 million Indian rupee. It develops and promotes jobs to women and youth in the rural communities. Some of the successful agri tourism centers are Baramati Agri Tourism Center Palshiwadi, Anand Krushi Paryatan Kendra, Dirgayu Agri Tourism Center, Bhorkar Agri Tourism Center, Saptparni Agri Tourism center, Bhumi Agri Tourism Center and others.

5.4 Spiritual and Yoga tourism: India has been the cradle of spirituality. It is rich in traditions as well as the land of the Vedas and Temples. It is called the Spiritual Capital of the World. In India everything in nature i.e. rivers, trees, forest, stones, animals, birds and land are worshipped. All are treated manifestation of the sacred and divine. Majority of the people here have the faith in spiritual and religious centers and visit these places at least once in their lifetime. Even the foreigners have some curiosity about spiritual knowledge what India has and want to visit this country. Every major religion in the world, get support and nourishment in India. India is renowned for their religious and spiritual significance. Scattered all over India, these religious centers give the tourists the bliss and peace which may have inspired them to visit the spiritually and religiously rich India.

Yoga is India's gift to the world that helps in self-realization and as a science seeks to keep the body, mind and soul in concert. India is the birth land of yoga and meditation and also renowned for being a spiritual one. Throughout India there are many famous well equipped yoga centers and trained teacher. These centers under the trees, on the banks of rivers or on the beachside offer various kinds of holistic therapies and treatments to rejuvenate one. There are number of ashrams and centers where one can take pleasure in a variety of therapies and relax. Ministry of Tourism, Govt of India stated that "Properly marketed, yoga has the potential to draw in a significant number of travelers".

Spiritual and Yoga tourism is the main preference now as it offers tourism, treatment as well as spiritual value. There are many centers in India which teach the spiritual awakening and different forms of yoga like power yoga, hatha yoga, kundalini yoga, raja yoga, kriya yoga, karma yoga, learning the yoga sutras, back bending, pranayama, shatkriya, as well as deep meditation classes called Yoga Nidra. Apart from that it offers series of courses, healing program me, naturopathy programmes, training to be a yoga teacher, an alcohol-free vegetarian diet, and also silent meditation that may help one to seek inner peace and spirituality.

Rishikesh in India is called the Yoga capital. It's one of the main spiritual centre also. Many other prime destinations are West Bengal, Himachal Pradesh, Tamil Nadu, Uttara kand and others, where many famous ashrams like Arabindo ashram, Osho ashram, Kaivalyadhama ashram, Isha yoga centre etc are located. They provide free daily classes on yoga and spirituality.

Golden Temple and Anandpur Sahib (Amritsar); Varanasi, Mathura, and Vrindavan (Uttar Pradesh); Somnath (Gujarat); Dargah Khwaja Saheb (Ajmer); Rishikesh and Haridwar (Uttarakhand); Pushkar (Rajasthan); Jagannath Puri (Orissa); Tirupati (Andhra Pradesh); and Bodh Gaya (Bihar) are just some of the many top religious and spiritual destinations of India that inspire the religiously inclined people from far off

places to go on spiritual tours and discover the meaning of their life and physical existence.

5.5 Medical Tourism:

Medical tourism refers to the people traveling to another country for medical treatment. Medical Tourism is one of the most powerful and booming industry in India. It is one among the top three destinations for medical tourism in Asia. It is also birthplace of medicines like Ayurveda, Unani, Yoga, Acupuncture, Homeopathy and others. Medical tourism in India is dominated by some of the most popular diseases connected to Cardiology, Neurology, and Orthopedics. Dental tourism accounts for 10% of the medical tourism. Foreign patients travelling to India to seek medical treatment in 2012, 2013, 2014 and 2015 were 171,021, 236,898, 184,298 and 233,918 respectively; the number has jumped to 361,060 in 2016, according to the Ministry of Tourism. It is estimated to grow to \$7–8 billion by 2020. The number of medical visas issued by India rose 45% in 2016 from the year before; India issued more than 1.78 lakh medical visas in 2016, including for follow up treatment, as against 1.22 lakh in 2015, according to the data. It showed, an indication that India is rapidly becoming a hub of medical treatment for foreigners. Tourists are mainly from countries such as the US, UK, and Canada in addition to visitors from neighbouring countries like Bangladesh, Sri Lanka, and China. When it comes to cosmetic surgeries, doctors are surely doing great work in India. Patients are mainly from Afghanistan, Uzbekistan, Bangladesh, Kuwait, UAE, Mauritius, Maldives, Turkey etc. for treatments like skin allergies, vitiligo, hair loss, pigmentation etc. and it is increasing day by day.

Maharashtra, Tamil Nadu, and Delhi have received the highest number of foreign patients primarily from South Eastern countries. . The city of Chennai has been known as "India's health capital". Multi- and super-specialty hospitals across the city bring in an estimated 150 international patients every day. Chennai attracts about 45 percent of health tourists from abroad arriving in the country and 30 to 40 percent of domestic health tourists Based on the government's statistics related to 2010. More than 55 percent of visitors went to medical centres in these three states alone. Cost advantage, high-quality hospital care, local tourist places, availability of ease air transport, quality hotel are the biggest reasons for this trend.

Top Ten States	Foreign Visits(in lakhs)	%
Maharashtra	5.1	28.5
Tamilnadu	2.8	15.7
Delhi	1.9	10.6
Utter Pradesh	1.7	9.4
Rajasthan	1.3	7.2
West Bengal	1.2	6.7
Kerala	0.7	3.7
Bihar	0.6	3.6

Himachal Pradesh	0.5	2.5
Goa	0.4	2.5
Total: Ten States	16.1	90.3
Others	1.7	9.7
Total	17.9	100

Source: Madras School of Economics

The reason for foreign patients being attracted towards India are cost, quality, no waiting period, language, easy travel, growing insurance market, strong pharmaceutical industry etc. The *Medical Tourism Market Report: 2015* found that India has "one of the lowest cost and highest quality of all medical tourism destinations. It offers wide variety of procedures at about one-tenth the cost of similar procedures in the United States." Some major treatments need extremely high costs in some of the developed countries. They come to India to get the same treatment at cheaper cost without compromising on the quality of treatment. Most top hospitals in India have highly qualified and experienced physicians and surgeons. They have the knowledge of latest medical technology and the hospitals are also well equipped. They are also able to have better quality services like extended hospital stay during recovery and rehabilitation, which would otherwise be extremely expensive in their home country. Many hospitals also give the option of continuing the treatment through telemedicine. Another reason why they select medical tourism in India is they need not wait for a long time: the immediate attention is given by the hospitals in India. Besides, English is accepted as an official language in India and it is widely used. Therefore, language is also not posing any problem to the patients. A number of hospitals have hired language translators also. This is also one of the reasons the patients are attracted towards medical tourism in India. African countries are approaching India for help in setting up and running hospitals, both as advisors as well as partners. This will help to increase exports earnings, the CII (Confederation of Indian Industry) report said. Relaxed visa norms, with the expansion of pharmaceutical industry and growth of insurance market are also the reasons for booming of medical tourism.

The ministry of tourism has recently released revised guidelines which offer financial support to accredited Medical and Wellness Tourism Service Providers, Chambers of Commerce and other organizations as Marketing Development Assistance, for Publicity, organizing workshops/events/seminars and for organising Wellness and Medical Tourism Promotion shows.

6. CHALLENGES IN INDIAN TOURISM SECTOR:

Tourism in India helps in economic development, generating employment, promoting national integration. It motivates cultural growth, increases foreign exchange earnings and indirectly develops various sectors. Though India has many attractions, it is still facing some challenges to promote tourism. There is a lack of proper infrastructure facilities including transport, road connectivity, electricity, accommodation and water supply. The poor quality of infrastructure is reflected in India's 112nd rank in the ICT readiness component and 104th rank

in the health and hygiene components of the WEF's Travel and Tourism Competitiveness Index 2017. Amenities like drinking water, waiting rooms, parking facility and clean toilets facility are to be improved. Safety and security of tourists is another important factor to be considered. Attack on tourist's especially on females and on foreign tourists, cheating them by charging higher rates, political unrest, terrorist attack in some places are common in India. Among the 130 countries surveyed, India was placed at the 114th position in terms of safety and security aspect in the WEF Index 2017. As service oriented industry, tourism needs trained manpower. Lack of trained and skilled manpower poses a big challenge. Lack of aggressive marketing and publicity, widespread environment pollution, high costs of accommodation, poor connectivity and a series of permissions required for various reasons, heavy traffic, lack of knowledge among the local people on the importance of tourism and how to treat the tourists are some other major problems faced by the tourism sector. (Besides there is also scope for MICE tourism and wildlife tourism.)

7.SUGGESTIONS:

The tourism industry in India is not as beautiful as it may appear superficially. As large number of people travel within India and also visit India from other countries. There is a need to develop these places, make their travel easy and provide essential facilities to the visitors. In order to improve this industry some factors may be considered.

1. Take steps to develop basic infrastructure and amenities.
2. Product development and segment wise diversification be made.
3. Importance should be given to human resource development by giving proper skill development activities and trainings related to providing service and hospitality. Attention should be given to train the local youth.
4. Compulsory educational tour to Eco tourism and Agri tourism centres for primary school students of urban areas.
5. Encourage farmers to take agri tourism by giving them guidance and set up a umbrella platform which book the tourists reservations and send the tourists to various agri tourism centres.
6. Promotional measures be taken to develop varieties of tourism. Traditional marketing approach be changed to more aggressive marketing. Theme based campaign and Brand positioning statement be given importance.
7. Government may think of encouraging the private sector participation.
8. Workshops, seminars and programmes be conducted to create awareness among the people and there should be a public participation.
9. The various concepts of tourism like agri tourism, adventure tourism, eco tourism, spiritual tourism, medical tourism have been gaining popularity in these years. Therefore, all essential support like finance, easy procedures and proper guidance should be given by the Government to encourage them likethe development of eco-friendly hotels, cultural presentations,tour packages, eco-adventure clubs,

10. Steps be taken to create a sense of confidence among the tourists regarding safety and security.
11. Generate new ideas for the optimum use of the available resources to make tourism sector more attractive.

8.CONCLUSION

India has a wide scope for tourism activities. As one of the prominent tourist places in the world, it offers various tourism packages like agri tourism, adventure tourism, eco tourism, spiritual tourism, medical tourism etc. Now a day's government is also introducing various schemes for the growth of this industry. Growth in information and technology also helps to attract tourist's especially foreign and business people. India has enormous potential to grow in travel and tourism industry. Increasing values of religious aspects, cheaper and quality treatment offered to the patients, diversified nature, adventure spots, agriculture, wildlife locations, spiritual places- all these offers tremendous opportunity for travel and tourism. This in turn helps to generate employment in many sectors and contribute to the economic development of the country.

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