

TOURISM POLICY AND SCHEMES IN INDIA AND CHALLENGES OF INDIA (CONTENT ANALYSIS OF SOCIAL ASPECT)

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I. INTRODUCTION

This journey of the travel industry, which started from ancient times, has today become the hundredth largest industry in the world. Today this matter has become a huge business sector of the world. The tourism and hospitality industry are considered as one of the fastest growing industries in the world, that contributes to around 10% of the world's GDP. The growth in the Indian tourism and hospitality industry has seen a remarkable boom in recent year. Today many countries of the world are getting more income from tourism industry than industrial unit or agriculture. The travel tourism industry is not only associated with traditional businesses such as transportation, accommodation, and food. But tourism has become a huge industry due to the conveniences, specialized services, product movements and small businesses associated with travel. Looking back a few years from now, it can be seen that the enjoyment of travel and tourism was limited to the wealthy class. This certainly resulted in tourism earning the position of 2nd highest foreign exchange earner of India along with the significant inputs towards total employment. But nowadays in developed and developing countries, transportation has developed so much that middle class people are taking advantage of this. In the economic development of any country, the importance of tourism places is also a factor in bringing cultural change. "Travel Tourism is a multi-dimensional activity. In which the main organ is the traveler.

Today, the importance of tourism is increasing not only as a natural destination but also in economic terms. In short, its contribution to economic development since the turn of the 20th century is acknowledged. Considering the importance of employment, foreign exchange, income growth, tourism destination today, it can be said that tourism industry is essential for every nation.

Cultural tourism includes all forms of tourism. Travel Tourist destinations play an important role in providing information about other nations' culture, accommodation, equipment. The historical tourist destinations of any nation attract tourists with its magnificence, artistry and cultural orientation.

India has a vast geographical area for travel tourism. The reason for this is that India is a country with diverse cultures and geographical environments places. Which has become a center of attraction for other countries. The ancient civilization of India has been the main

source of tourism industry in India. This civilization can be seen even today in the way of life, living, architecture, etc. of the people of India. The uniqueness in temples or buildings is still the center of attraction for people. The world which is the importance of religion is also the origin of religion.

Visiting a number of religious places in India has been of special importance and any Hindu should visit these religious places. factors at work. The beauty of the landscape, the features found there, these features can be natural or artificial. Sometimes it can be social or cultural. And basic facilities related to tourism etc. factors which play an important role in the development of the place.

Pilgrimage is a long journey to a holy place or temple important for one's belief and faith. Members of all major religions participate in pilgrimages. Which tries to develop such places either by that nation or by other organizations. But along with the development of such places, some questions and challenges have arisen.

II. OBJECTIVE

- To Know the Government Tourism Policy and Schemes in India.
- To Know the Impact of Government Tourism Policy and Schemes in India.
- To identify the Issues of Indian Tourism.
- To raise questions about religious places
- To understand the challenges facing the development of religious places

III. METHODOLOGY

In relation to the scope of the present study, the researcher developed a positivistic approach due to its significance as objective reality, which is independent of human consciousness. In addition, through such an approach, the researcher has developed a significant framework for validating the scope of the study as well as considered secondary information to maintain the appropriateness of the study. With such intent and consideration, a significant architecture has been developed by the researcher based on challenges and solutions for the development of the tourism and hospitality industry in India by comprehending the causal relationships between theories and phenomena and evaluating these explicitly against the observations. Such a view or approach could not be attained through the viewpoint of a realist, critical or interpretive philosophy, as it is strictly based on logic and methods of verifications and reproducibility. In the study article, as methodology, the many religious places visited by the tour guide and the researcher are empirically mapped. While it has been presented with the help of field and text book. And structural system theory is kept in mind as a social theory.

IV. ISSUES OF RELIGIOUS PLACES AS TRAVEL TOURISM DESTINATIONS

“The spirit of Atiti Devo Bhava is ancient in India. And it is believed that the arrival of guests increases prosperity. “Indian culture has always loved religion. India is a famous country in the world because of its religious place. Local national tourists and foreign tourists visit here. There were many issues like foreign invasion of Indian culture and looting and

vandalism of temples with more prosperity. On the other hand, Hindu religious places have their code of conduct rules, not to engage in activities against Hindu values as a religious place, inequality rules for temple entry, some things are questionable for the development of temples.

V. CHALLENGES TO THE DEVELOPMENT OF RELIGIOUS SITES AS TRAVEL TOURISM DESTINATIONS

- 1. Lack of Transportation:** Reaching the naturally developed tourist destinations in India continues to be a challenge. Construction of roads or construction on mountains in these places means spending a lot of money which cannot be invested as much as desired
- 2. Geographical and Natural Handicaps:** Naturally developed tourist destinations remain open only for a certain period of time. Or it becomes difficult for tourists to go there so much cold or very hot or torrential rain creates a challenge for the places.
- 3. Lack of Historical Information:** Tourists want to get information about the place they visit or people visit the place because of historical information. But due to lack of knowledge about this matter, it cannot be propagated sufficiently. Which becomes the karana of its hindrance.
- 4. Security Deficiency:** India still has the problem of communal terrorism and Naxalism. Outsiders avoid visiting such places at the risk of their lives. Lack of legal protection against molestation of women creates apathy among tourists.
- 5. Lack of Adequate Facilities:** People go to travel tourist places for that reason. Tourists do not choose a destination where they spend a lot of money to get pleasure but get less return in return. India is a developing country. Due to the financial provision in many areas of development, not enough financial investment can be made behind tourist destinations.
- 6. Lack of Entertainment:** Tourists expect entertainment in whatever place they visit whether they are visiting for religious or financial gain. But most of the places do not have these facilities which creates a fatal effect on the tourist destination.

Apart from this, several other factors also pose challenges for India's tourism destinations today. Such as dullness of local people, restrictions for women, lack of cleanliness, crime, conversion of religious places to capitalism can be attributed to less participation of political leaders etc.

VI. CONCLUSION

After analysis of the entire paper, it has been found that financial issues are the major challenge that is holding back the development of the tourism and hospitality industry in India. In addition, issues including high financing costs, working capital issues, branding and multiplicity of taxes charged are the major financial issues associated with the particular sector that needs to be mitigated at almost immediately for development to occur. On the other hand, other strategic issues including global uncertainty, branding issues, human

resources, financial viability, and customer issues, operating cost creep, supply, safety, and security are also significant challenges associated with the development of the tourism sector in India. The rate of competition due to increasing foreign investors along with the changing demands of customers also highly impacts the scalability of the industry in terms of economic growth and revenue structure. Based on the literature, the growth in foreign tourists is expected to escalate in the forthcoming years which would positively impact the development of the tourism and hospitality industry in India if sustained. Hence, it is significant to address and mitigate each issue and the challenges associated with the particular sector in order to attain growth and prosperity in the Indian economy as this particular industry has a significant contribution to make in it.

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