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A STUDY OF TOURISM AND HOSPITALITY MANAGEMENT: IN THE CONTEXT OF EMERGING ECONOMIC GROWTH IN INDIAN ECONOMY

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ABSTRACT

Tourism is the important segment of economic growth of the India. It is one of the largest sources to generation of employment and foreign exchange. Hospitality management includes many different allied sectors which works and creates many opportunities for the economic growth such as travels and tours, event management, wedding planning, health and safety, interior designing, customer services, beauty therapy, marketing management, tourist guide etc. The government has taken several steps in the regards of hospitality sector in India with different campaigns such as Incredible india and schemes like swadesh darshan. The government is expecting to achieve one percent share in world's international tourist arrivals by 2020 and two percent share by 2025. India has a great historical background of culture, arts, geographical environment etc. India is one of the famous for tourism in the word.

Keywords: *Tourism, Hospitality management, Market, etc.*

OBJECTIVE

This paper describes the nature of hospitality management, its functions and future opportunities to economic development of India. We also takes some figures to compare the hospitality market to position in India of different years through which we can analyze really India has great future of hospitality market. This paper is also trying to highlight challenges before hospitality market which they can face during the future progress.

RESEARCH METHODOLOGY

This Research Paper is constructed on the basis of Secondary data which are collected from various sources includes different articles, Journals, Magazines, Periodicals, Research Works, News Papers, web sites of government of India for online market and all the research related Web sites.

INTRODUCTION

Meaning of Hospitality management : "It refers to the application of management concepts and structured leadership in the areas of accommodation, dining and general guest services. From the largest hotels to the smallest cafeterias, all such businesses form an important part of the hospitality industry".

Tourism industry is associated with many secondary industries which make different effect on the Indian economical issues such as employment, entrepreneurship, development etc. Tourism management simply refers to keep it in better ways for the betterment about tourism and their pros and cons.

FOLLOWING ARE THE MAJOR ADVANTAGES OF TOURISM MANAGEMENT:-**Huge amount of Economic generation**

As many industries connected with tourism industry it make huge amount from their business which is helpful to the overall economical growth of the economy.

More job opportunity

More people have the more job opportunities which are solving the problem of unemployment in the country. Many sectors require different type of manpower for different work that creates number of opportunities of employment in the country.

The natural, cultural, historical heritage and resources will be preserved

India is only one country in the world where different nature, culture and historical heritages are available. Many tourists from across the world are attracting to the India and it has been great opportunity from last many year to the development of India.

Preservation of Natural resources

Due to tourism is the source of employment and amount generation to the economy of the nation, government as well as the entire concern sector continuously taking efforts to preserve natural resources and culture.

Infrastructure development

Tourist comes from the different nations to travel and visit the country. To make pleasant visit of tourist to the country government need to develop the infrastructure for the fulfillment of different tourist's requirement. It helps to infrastructural development and economical growth of the country.

Other than above advantages some of the advantages can be revealed awareness increments to all peoples as the importance of tourism, The proper laws and policies Will be implemented, Carrying capacity mitigate, More numbers of tourists can attracts towards country, The tourist length of stay increased, The effective promotion and marketing of country and to explore the new tourism destinations etc., In sum up, the tourism management is indeed required for the quick and better development of tourism in the nation and to make sustainable development.

CHALLENGES BEFORE THE TOURISM SECTOR

As a leading sector of economy of the nation tourism sector has some challenges to the development and growth in future. Different type of problems facing by the tourism sector some of them explain is as under.

Government rules and regulations

Government regulations in India frustrate tourists and tour operators alike, with ever-shifting visa rules that can leave visitors in the lurch and create inconsistent enforcement. Many have called for India to start offering visas on arrival, like other nations competing for tourist dollars.

Infrastructure Problem

The tourism industry is also weighed down by infrastructure problems once visitors arrive, including inadequate roads, water, sewer, hotels and telecommunications. Airports have been expanding in an effort to accommodate more passengers.

Women's safety

India tour operators reported a 25 percent drop in business over the first quarter of 2013 after the high-profile slaying of a 23-year-old woman who was gang raped riding a bus in Delhi the previous December. With the case inspiring other victims of sex crimes to bring their stories into the light, the Associated Chambers of Commerce and Industry of India said female tourism dropped by 35 percent that same quarter. The U.S. State Department reports a "modest increase" in violent crime against foreigners and cautions women against traveling alone in India, using public transportation after the sun has gone down and going to isolated areas.

Lack of Skilled worker

Tourist facilities have a lack of skilled employee to fill all the positions to cater to international visitors.

High Tax Policies

Service, luxury and transportation taxes are high, and hit visitors in the pocketbook when planning a trip to India.

Society Security Issues

India is in a constant state of tension with its fellow nuclear neighbor, Pakistan, and the U.S. government has long warned travelers to avoid the restive border and disputed Kashmir. The threat of terrorism to tourists hit closer to home in the 2008 Mumbai attacks, when gunmen fired on a train station platform, cafes and luxury hotels; the victims included 28 foreigners from 10 countries. Since then, smaller-scale bombings conducted by Islamic extremist and insurgent groups have continued against some public places frequented by Westerners. Tourists have to wade through a continually shifting slate of warnings. U.S. citizens with Pakistani bloodlines who try to obtain a visa for India feel the weight of this extra security in the additional wait time they experience for entrance approval.

Concerns about Industry Growth

Despite the influx of overseas cash that tourism brings to a country, one challenge for the tourism industry in India comes from within. Concerns about the potentially negative impact of tourism here include economic boons for some areas but not others and resulting migration of workers, underemployment caused by seasonal work, inflation as tourists drive up prices and preferences given to tourists for supplies such as water rations.

Environment effect

There are also concerns about the environmental impact of tourism on an already crowded country and the potential wearing down of cultural monuments from overuse.

CONCLUSION

Tourism sector is becoming one of the important segments of the Indian economy. Therefore, it is developing with all allied sectors due to that this paper is focused on the importance and challenges of tourism in India in order to look into this important aspect in the development of economy. The study is showing that the tourists are satisfied with tourism in India or what they are expecting from the government and what government need to do to develop the tourism sector in future time. The government need to exert more effort and undergo more

studied plans to improve tourism and make individuals aware of its importance and how to best utilize it for the good of the country's economy, be it an tourism within and outside the country.

SUGGESTIONS

Following are the suggestions which this paper want to suggest.

1. Indian government should have to create the awareness of importance of tourism among the society through implementing different tourism awareness program.
2. To make tourism awareness to the peoples from his child age, for that tourism syllabus should be included in the school, colleges and university.
3. Need to maintain proper and very alert customer support service to the tourist to make good effect on the tourism.
4. Need to offer good tax policies and safety assurance to tourist to develop tourism sector in India.

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