

## Prospects and Problems of Foreign Tourist in India

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**ABSTRACT** :- Tourism as an industry is an upcoming industry in India. Different types of tourism are followed all over the world including our country India like eco Tourism, Health Tourism, Sports Tourism, Medical Tourism, Sustainable Tourism, Cultural Tourism. Tourism in broader term denotes, “the temporary, short term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations.” The main motive of the traveler is pleasure and leisure but the tourist travel for various purposes therefore tourism has become a major and an integral part of economic, social and physical development.

**Keywords** :- Tourist, Tourism, Travel Agencies, Foreign, Tourist Arrival, Foreign Exchange Earnings (FEEs), Tourist Destination

**INTRODUCTION** :- Tourism as an industry is an upcoming industry in India. Different types of tourism are followed all over the world including our country India like eco Tourism, Health Tourism, Sports Tourism, Medical Tourism, Sustainable Tourism, Cultural Tourism. Tourism in broader term denotes, “the temporary, short term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations.” The main motive of the traveler is pleasure and leisure but the tourist travels for various purposes therefore tourism has become a major and an integral part of economic, social and physical development.

Tourism as a service industry comprises of several allied activities which together produces tourism product. There are number of major players in Tourism Industry that contributes the revenue through the following channels as–

(a) Attraction sites for visiting or Entertainment

- (b) Travel Agencies and Information Centres
- (c) Tour Operators
- (d) Food and Accommodation Establishments
- (e) Transportation

### OBJECTIVES OF THE RESEARCH STUDY

1. To review the concept of growth and development of tourism in India.
2. To analyse the Foreign Exchange Earnings (FEE) in India.
3. To review the problems faced by ‘Foreign Tourists’ in particular and Tourism industry in general.

**METHODOLOGY** :- This paper is constructed by using primary and secondary data from various books, magazines, e-journal magazines articles and websites. The collected data is thoroughly studied and analysed to find out the inferences and results from it.

### HYPOTHESIS OF THE RESEARCH STUDY

1. Tourism being considered as a generator of employment.
2. Tourism encourages entrepreneurial activities.
3. The foreign tourists are satisfied by the civic amenities of the tourist destination.
4. The foreign tourists are not satisfied by the civic amenities of the tourist destination.

### REVIEW OF LITERATURE :-

1. **Dixit (2005)** in his study examined tourism pattern in Uttarakhand. The author recommended that adventure tourism, yoga and meditation related tourism could help in overcoming seasonality syndrome in Uttarakhand.
2. **Sarathy (2006)** in his article gave an overview

of religious tourism with respect to Hinduism Buddhism, Islam, Christianity, Sikhism and Jainism. The author mentioned them as important religion in India and the world.

3. **Singh (2006)** in her study highlighted pilgrimage tourism in Indian Himalayas with the help of four dimensions of tourism namely travel, strangers, leisure and security. In his study she focused on pollution free environment in Himalayas.
4. **Sud (2006)** in his study highlighted the external tourism and its positive impacts on Indian economy. In his study he revealed that foreign tourists directly helped the rural economy by staying in local hotels, eating local food and buying local handicraft.

**LIMITATIONS OF THE STUDY :-** The primary level of collection of data entails large systematic and organized machinery to dig out information and generate knowledge. This requires great time and enough budget for the research to be executed. Data collected by large private and government organizations proves to be a blessing for the research work.

**TYPES OF TOURISM :-** There are many types of tourism based on special interest of tourists like-

- (1) **Cultural and religious tourism** It includes Khajuraho Temples, Ashoka Pillar, Sanchi

Stupas, Buddhist Vihar, Folk Music Dance & Culture, Tribal Society Temples and Pilgrim Centres.

- (2) **Wildlife Tourism** It includes places like Pachmarhi, Amarkantak, Vindhya Range of Mountains, Rivers.
- (3) **Adventure and Cruise Destination Tourism** Site-seeing in Vindhya range of mountain, cruise developed in rivers and dams, tracking, skiing river rafting, water games and para-gliding.
- (4) **Nature or Eco-Tourism** It includes 9 National parks and 25 wildlife sanctuaries, eg places like Chachai and Kanha.
- (5) **Medical and Health Tourism** Health care services like Green Channel, Home Health India, Home cure and senior circle etc. are agencies for Medical Tourism, SPA and Ayurvedic Tourism.
- (6) **Commercial Business or corporate Tourism** Tourism based on Business and Corporate Meet, Business Gatherings, Business exhibition based Tourism.
- (7) **Historical Tourism** It includes places like Bheem Baithka, Sanchi Stupas, Gwalior Fort, Mandav Palace, Orchha Fort.
- (8) **Educational Tourism** Tourism based on Education for carrying out Investigation and Research Work.

#### Prospects of Foreign Tourist Arrival and Foreign

Year	Foreign Tourist Arrival (in nos.)	Percentage change over previous years	Foreign Exchange Earnings in crores	Percentage change over previous year
2000	2649378	6.7	15626	20.6
2001	2537282	- 4.2	15083	- 3.5
2002	2384364	- 6.0	15064	- 0.1
2003	2726214	14.3	20729	37.6
2004	3457477	26.8	27944	34.8
2005	3918610	13.3	33123	18.50
2006	4447167	13.5	39025	17.80
2007	5081504	14.3	44360	13.70
2008	5282603	4.0	51294	15.60
2009	5167699	- 2.2	54960	7.14
2010	5775692	11.8	64889	18.10
2011	6309222	9.23	77591	19.60
2012	6648318	5.37	94487	21.77

**Earnings in India :-** Tourism plays an important role as a foreign exchange earner for India. In 2010 foreign exchange earnings from tourism were Rs. 64889 crores as compared to Rs. 54960 in 2009, registering a growth of 18.1%. As against this the number of domestic tourist visits in India during the year 2010 was 740.21 million as compared to 668.80 million in 2009, with a growth rate of 18.8%

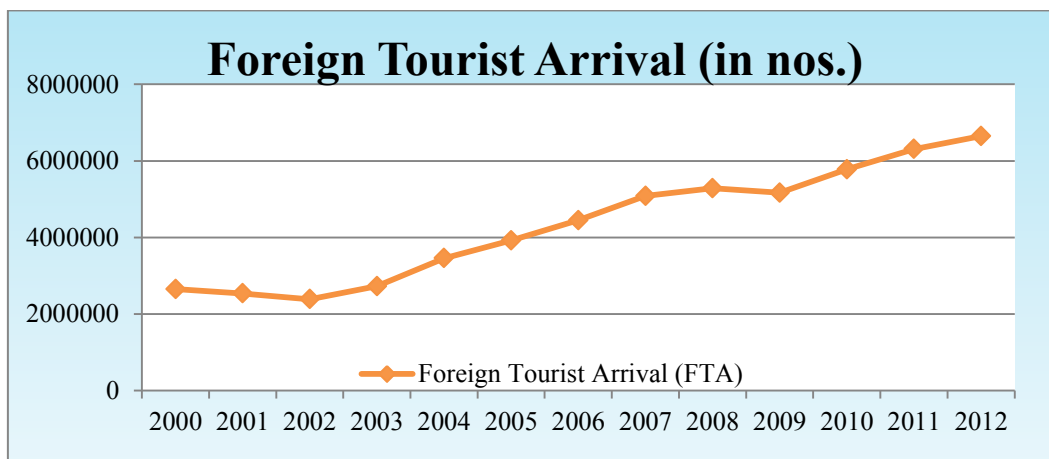
Foreign Tourist Arrival (FTA) and Foreign Exchange Earnings (FEE) in India from 2000&2012 with change in percentage bases on previous years Foreign Tourist Arrival (FTA) and Foreign Exchange Earnings (FEE) in India from 2000-2012

Table-1

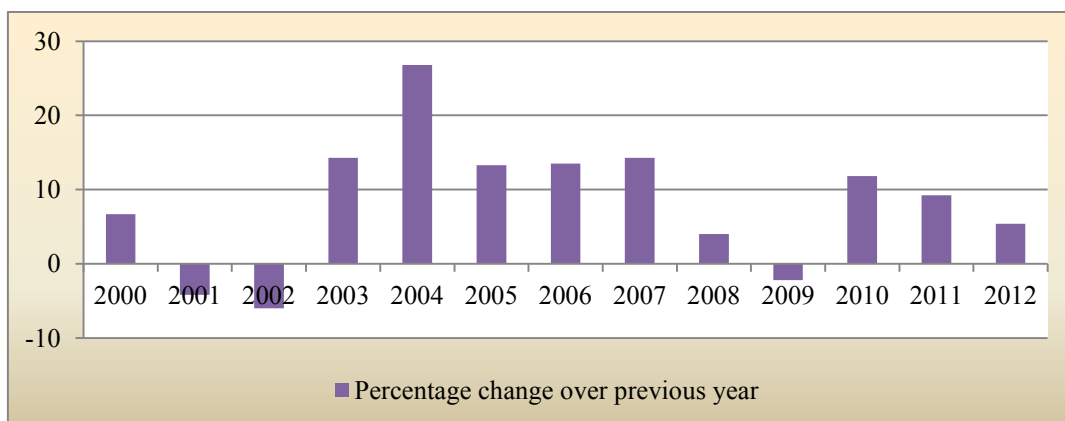
Source: Ministry of Tourism Govt. of India Annual Report – 2011-2012

The above Table No. 1 and the below Figure No. 3 is showing the Foreign Tourist arrival

**Fig. – 1 : Foreign Tourist Arrivals (FTA) in India during 2000-2012**



**Fig. – 2 : Percentage changed based on previous year Foreign Tourist Arrival in India during 2000-2012**



The above Table No. 1 is presenting the foreign exchange earnings during the year 2000-2012. It was 15626 crores in the year 2000 which increased to 44360 in the year 2007. The year 2008-2009 reported a decline in FEE due to recession in the country. The recession was overcome with FEE increased from 77591 crores in the year 2011 which further to 94487 crores in the year 2012.

As per world Travel Tourism Council (WTTC), the contribution of travel and tourism in India in 2011 was 6.4% of total GDP. This was projected to increase beyond this figure in the near future. International tourist arrival in India grew by 13% during the year 2013, the United Nation World Tourism Organisation (UNWTO) data showed that India is among the top 25 largest international tourism earners. Other prominent countries that showed growth in international tourist arrivals include the United States (11%), Macao (China) (10%), Britain (18%), Thailand (28%), Hong Kong (21%), Turkey (13%), Japan (23%), Greece (18%) and Taiwan (12%). Thus Foreign exchange earnings from tourism grew 2.2% to \$ 18.1 billion in 2013 as compared to a growth of 7% in the previous years.

**Problems Faced by Tourism Industry in India :-** In spite of so much growth and development in tourism sector, our country has had to battle various issues ranging from government red tapism to continued security threats.

Some of the problems faced by tourism industry in India are –

- 1) **Business Hurdles :-** Government regulations in India make unnecessary delays for tour agencies and travel operators for eg. change in VISA policies which delays implementation of programmes of travel on the part of tourists.
- 2) **Attack on Women :-** With the increase in number of cases against women, there is a 25% drop in business over the first quarter of 2013 as reported by tour operators in India. Cases of sex crimes is a factor which made the female tourism drop by 35% in the first quarter of the said year.

- 3) **Security Concerns :-** India is badly affected by threats & tensions with our neighboring country Pakistan. The US government has warned their citizens to avoid travelling to border or other disputed areas in India. Today terrorism is the biggest threat for tourist travelling to India. Incidents like 2008 Mumbai attack, German bakery attack in Pune, serial blast in Mumbai locals etc. have created a fear in the mind of tourists looking at India as a tourist destination.
- 4) **Begging :-** Although India is a developing country but still it faces the problem of employing its people completely which has given birth to the habit of begging by the people from travelers. Begging becomes more prevalent in tourist centred places, which greatly the image of our country deteriorates.
- 5) **Sanitation and Hygiene :-** India has not taken enough care to keep the country and the tourist places free of filth and garbage. This poses not only poor picture of the country hygiene wise but also causes threat to travelers for falling sick.
- 6) **Scams and Fraud :-** Quite often people in India are involved in some sort of scam trying to cheat people by playing tricks or trying to sell some articles to bluff travelers. The travelers need to be briefed so that they remain careful and cautious.

Thus despite the above problems faced by tourism industry in India there are other problems such as migration of workers underemployment caused by seasonal work etc. by the tourism industry.

**Problems Faced by Foreign Tourists in India :-** India is a developing country where people struggle for their livelihood. Although India is a very interesting place to visit but the travelers both domestic and foreign must take utmost care related to travelling as there are a number of issues and problems which they might have to face. Some of the prominent ones are-

- 1) **Bargaining by Drivers :-** In India, most of the drivers try to take the advantage of the foreigners, assuming that they are not familiar

with the rates in India. Also the drivers take the longest possible routes to keep the meter running. This happens every time when the foreign tourists try to hire a private transport in India.

- 2) **Hygiene** :- Apart from some luxurious places found in India, most of the public places in India like trains, hotels or toilets are considered unhygienic by foreigners. Waiters use dirty pieces of clothes to wipe the food spills on the table which is usually not seen by the foreigners especially when the same person carries food also to the table.
- 3) **Food** :- Cooking own food and finding ingredients which the foreign visitors use back at home is difficult. Indian food is spicier and hot for the palates of foreign visitors. They are quite un satisfied in this respect.
- 4) **Language Barrier** :- Although English is widely spoken and understood language in India yet the Indians often fail to follow the accent of foreigners and vice-versa. A lot of miscommunication occurs especially when both the parties have strong regional accents.
- 5) **Gender Discrimination** :- Women coming to India from developed countries take time to understand the gender discrimination prevailing in India. People in India are not used to see women having good time all by themselves. Women does not understand that it is a crime to be yourself in India.
- 6) **Religious Sentiments** :- Indians have very strong religious sentiments, which can be scary to a foreigner. Think of foreigners who are completely new to our culture, it is difficult for them to understand where they cannot wear footwear, who they cannot touch and where they have to keep their heads covered.
- 7) **Lack of Personal Space** :- The concept of privacy and personal space in India is very different to western countries. Large families often live in small homes, so having your own space is not heardof in India. Keeping a respectful distance and not being intrusive, things that are commonly accepted as

standard such as polite behaviour in the west, are not widely practiced in India.

Thus inspite of the problems faced by the foreign tourists there is a negative impact of tourism faced by the tourism industry like preferences gives to tourist supplies like water, roads etc bad effect on environment and messing up of tourist heritage sites.

#### **Suggestions and Precautions for Foreign Tourists**

:- The following are some of the suggestions and precautions for both the foreign tourists and tourism industry in India –

- 1) **Hygiene and Sanitation** :- As a precautionary measure before moving out for site-seeing, the tourists must eat enough of food stuff so that they can develop sufficient resistance against infection and remain healthy during their visit. As far as toilet is concerned the tourist must be prepared before leaving the hotel rooms because it is hard time finding a public toilet and even if they find one, it is quite possible that they may not find a clean one.
- 2) **Personal Safety** :- It is advisable to tourists especially foreign tourist to use google street view to ensure safety of their location. The foreign tourist should take care to dress appropriately nothing too revealing to avoid prying eyes. They should respect the local customs. They should not give any response to men waving hands at them as it is usually malice rather than fascination.
- 3) **Price Negotiation** :- The foreign tourist should take care not to negotiate a price with auto-drivers or taxi-drivers and should pay according to the metre reading. They should use google maps to ensure the shortest route to reach to their destination. When travelling during the night, the tourist should accompany a fellow traveler or call an uber or some other well known cab aggregator to ensure a safe travel.
- 4) **Careful from being Cheated** :- Indian people assume foreign tourists very rich. Therefore they should always ensure the price of the commodities from many shops before purchasing it they should not give money to beggars, otherwise there whole gang would gets

after to give them money.

**CONCLUSION :-** Indian tourism has vast potential for generating employment both direct and indirect and earning large sums of foreign exchange besides earning from domestic visitors. It is expected of both Central – State Governments and Public – Private sectors to work in coordination and support of each other to make tourism a successful activity based industry in the country.

The study on growth of tourism reveals that fund constraints, inadequate promotional measures and negligible use of Information Technology were the reasons for the non-uniformity in the growth of tourism. Moreover foreign tourists are much attracted to activities like hiking bird watching, flora and fauna. It is therefore required that sufficient funding for tourism and exploration of these kinds of destination would pave a great path for promotion of tourism in India.

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