

CHALLENGES AND PROSPECTS OF TOURISM INDUSTRY IN INDIA

DR.H.R.UMA*
BETTANAIIKA B**

*Professor in Economics, University of Mysore, Dos in Economics, Sir M.V. PG Center, Mandya, India

**Project Fellow, Dos in Economics, Sir M.V. PG center, Mandya, University of Mysore, India

ABSTRACT

“The one land that all men desire to see and having seen once, by even a glimpse, would not give the glimpse for all the shows of all the rest of the globe combined” Mark Twain for India

KEYWORDS: Adventure Tourism, Dandeli, Tourists, Challenges, Prospects

INTRODUCTION

Tourism is a driving force for poverty alleviation, job creation and social Harmony. Tourism in India is a large industry. The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP. It was responsible for 39,3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. This gave India the fifth rank among countries with the fastest growing tourism industry.

Where there are Challenges, there are Opportunities and vice versa. The emerging dimensions in Indian tourism and challenges posed due to globalization and liberalization as well as new trends in the tourism markets compels all the destinations to develop new products and strengthen or re-engineer the existing products for retaining, enhancing and capturing new markets. The effective tourism development is the panacea for the success of the tourism industry.

Though Tourism is overwhelmingly an industry of private sector service providers, the public sector has a significant role to play in the provision of infrastructure, either directly or through Public Private Partnership. It is a multi sectoral activity characterized by multiple services provided by a range of suppliers. It is quite similar to manufacturing industry, where the supply chain is as important as the end-product. The related sectors include airlines, surface transport, hotels, basic infrastructure and facilitation systems, etc. Thus, the growth of tourism cannot be attained unless the issues related to all the sectors are addressed simultaneously.

This paper tries to look through these problems and prospects of the tourism industry with the help of a tourism place called Dandeli in Uttara Kannada, where adventure tourism is experiencing all these challenges and opportunities.

Tourism in the State

The state of Karnataka is one of the top ten domestic tourism destinations in India and was ranked 5th in 2010. The state has various tourism assets such as beaches, hill stations, heritage monuments, national parks, wild life sanctuaries etc. Given the variety of the tourism assets, the state is promoted under the tag line “One state, many worlds”.

The major tourism destinations in Karnataka can be classified under the following tourism themes described below: Heritage and culture - Hampi, Badami, Pattadakal, Aihole, Mysore palace, Srirangapatana etc

Wildlife and forests like National parks at Bandipur, BR Hills, Rajiv Gandhi National Park, Kudremukh National Park etc and Beaches like – Mangalore, Karwar, Gokarna, Malpe Dandeli in Uttara Kannada District etc.

Types of Tourism

All types of tourism in India have registered phenomenal growth in the last decade ever since the Indian government decided to boost revenues from the tourism sector by projecting India as the ultimate tourist spot.

The reason why India has been doing well in all types of tourism in India is that India has always been known for its hospitality, uniqueness, and charm-attributes that have been attracting foreign travelers to India in hordes. The Indian Government, in order to boost tourism of various kinds in India, has set up the Ministry of Tourism and Culture. This Ministry recently launched a campaign called ‘Incredible India’ in order to encourage different types of tourism in India.

The result was that in 2004, foreign tourists spent around US\$ 15.4 billion during their trips to India. Being a country with tremendous diversity, India has a lot to offer in terms of tourism and related activities. The diversity that India is famous for ensures that there is something to do for all tourists in India, no matter what their interests.

The Different Types of Tourism in India are as follows

Tourism has many facets. There is wide variety of tourism prevalent all over the world. The important ones are

- Heritage Tourism
- Ecotourism
- Adventure Tourism
- Wildlife Tourism
- Pilgrimage Tourism
- Medical Tourism

Adventure Tourism

Adventure tourism has recently growth in India. This involves exploration of remote areas and exotic locales and engaging on various activities. For adventure tourism in India, tourists prefer to go for trekking to places cites Ladakh, Sikkim, Himalaya. Himachal Pradesh and Jammu and Kashmir are Popular for the skilling facilities they offer. White water rafting is also catching on in India and tourists flock to places such as Uttaranchal, Assam, Arunachal Pradesh and very famous Dandeli in Karnataka for this adrenalin-Packed activity. Tourism Industry in India has pull off growth of 7.2% in terms of Foreign Tourist Arrival (FTA) in 2010, more than the projected growth rate of 5% to 6% for the world by UNWTO's. Currently in the initial six months of 2011 FTAs in India were 2.91 million with a growth of 10.9 per cent and the Foreign Exchange Earnings (FEE) was US\$ 7,811 million with a growth of 14.2 per cent as compared to 2010. On the same persistence FTA in India is expected to grow with a CAGR of 7.9% along with parallel growth of FEE for the period spanning 2010-2015 whereas Domestic tourist visits is expected to increase with a CAGR of 12.29% for the period spanning 2008-2015 as per the recent research report. By 2020, Tourism in India could contribute Rs 8,50,000 crores to the GDP. (Source- WTTC).The opportunities in tourism in India range from constructing high quality accommodation facilities, operating tours and travel circuit to the development of specialized tourisms like history tourism, adventure tourism, medical tourism (Ayurveda and other forms of Indian medications), spiritual tourism, beach tourism, eco-tourism etc.

The state of Karnataka is one of the top ten domestic tourism destinations in India and was ranked 4th in 2011. Karnataka is a great destination for the adventure seekers with its deep blue sea, verdant forest and picturesque hill ranges offering a golden opportunity for water sports, trekking, rock climbing, river rafting, angling and parasailing. One can enjoy these activities if one goes for adventure tourism in Karnataka. There are several destinations in Karnataka where one can experience the thrill of aero sports, water sports and trekking.

Water sport should be an essential part of the adventure tourism in Karnataka. The beaches of Karnataka are ideal for scuba diving, canoeing, coracle riding, surfing, kayaking and windsurfing. The main water sport sites in the state are equipped with kayaks, surf boards and canoes. Honnemaradu, located in the backwater of Kali River, is a perfect destination to enjoy windsurfing, rafting, canoeing and some other water sports. Other popular for enjoying the water sports like scuba diving and surfing are Devabug near Karwar Beach, Karwar Beach and Gokarna beaches. The Maheseer is one of the best sports for fishing at the Cauvery. Along with angling, here one can enjoy other activities like river rafting, amateur fishing, trekking and coracle riding. Succinctly, adventure tourism in Karnataka is a memorable experience for the tourists and they should not miss an opportunity to experience some of it.

Karnataka's tourism industry has many reasons to be delighted. Recent data indicates that close to 9 crore tourists visited the state last year, compared to 3.87 crore in 2010 and 8.41 crore in 2011. "It could have easily crossed the 9 crore mark by now," a senior tourism official said.

The recently released Karnataka Economic Survey Report 2012-13 showed the tourist flow registered a whopping growth rate of 117% in the past two years. Karnataka now officially ranks fourth among all states as a popular tourist destination. The most popular destinations are Hampi, Pattadakal, Badami, Aihole, Belur-Halibed, Bijapur, Jog, Mysore and Karwar.

Karnataka has participated in this year's OTM Delhi as a Feature State to promote its popular destinations. It is showcasing Hampi, a UNESCO World Heritage Site, as a place of immense historical importance.

Objectives of the study:

According to the UN's E-Tourism Initiative, the world's 50 least developed countries "export" tourism to developed countries, though profiting from that relationship is the challenge. The possibility of gainful employment also increases interest in education. Additionally, exposure to adventure travelers presents opportunities for locals to project new, positive personal and community images.

The important objectives of the paper are

1. To study the composition of the tourists visiting Dandeli of Karnataka.
2. To highlights the challenges faced in promoting adventure tourism in Dandeli of Karnataka.

Methodology:

The research study design will be based on primary and secondary data. Primary data will be collected from the sample respondents like tourists, tourism department, administrators. For the purpose of deep enquiry, in addition to these questionnaires, personal interviewing of the respondents in the study area is also proposed. The secondary data would be gathered from books, Government reports, and publication of tourism department, news papers, magazines, internet and other sources.

Field study

About Dandeli:

Dandeli is one of the 57 Karnataka cities in the Nirmala Nagara - Municipal e Governance project. Dandeli is a picturesque city set amidst the backdrop of the Western Ghats. There is a strong belief that the city is named as "Dandeli" after Dandelappa, a loyal servant of the Mirashi landlords who lost his life because of his loyalty. Dandeli City is located at the bank of River Kali in Uttara Kannda District, which is 117 km from Karwar, 75 km from Hubli, 57 km from Dharwad, 481 km from Bangalore. Dandeli is surrounded by natural, historic and religious spots in the form of River Kali, the caves of Cavla, Syntheri rocks, Ulvi temple, Sykes point, the Supa dam (a 2*50 MW hydro-electric power station), etc. Kali river is the main water source. People of this city come from different states of the India. They are very good example for "Unity in Diversity" with their different culture, religion and language. So Dandeli City is recognized as "MINI INDIA".

Dandeli is the ideal vacation place for those who are in love with nature. Being a heady mix of nature, adventure and wildlife, this city in Uttar Kannada district of South India is growing in stature as the leading tourist destination. Dandeli offers you much more than the sundry outings and picnics. The region offers you the best of adventure sports, eco-tourism and pilgrimage. Dandeli is approximately 125 Km from Goa and is well connected with the other parts of the country. The city is located along the banks of the Kali River with the Western Ghats as a backdrop. The location is surrounded by dense deciduous forests, which is one of the richest wildlife habitats in the world. White Water Rafting in Kali River – Excitement Unlimited! Those who enjoy adventure sports and the rush of adrenalin, Dandeli is the place to be. Water sports have always been the key attraction of this place. Kali River rafting, white water rafting in Kali river, kayaking and canoeing – such an elaborate

arrangement will definitely fuel the passion of adventure sports in you. For the sheer excitement of rafting in the river Kali you will surely come to Dandeli again and again.

Tourists visit Dandeli any time of the year. During the monsoons, tourist may see less animals and miss white-water rafting, but the place acquires a unique ambience. City is very much liked by tourist. Some of the activities that attract tourist to the city are White-water rafting, Rappelling, Adventure Trekking, Natural Jacuzzi, Bird Watching, Jungle safari, Kayaking, Crayoning, Moonlight Boat ride, River side Fishing, Overnight Camping, Croc Trek, Nature walks, Out Door Camping, River Island visits and many more. .

To study the composition of the tourists who are visiting Dandeli for adventure tourism and to identify the opportunities and challenges faced by the tourists and the localities a small case study has been conducted. A group of tourists, and resort owners were enquired regarding the status of the resorts and the facilities provided to the tourists in the study area.

Results and Discussion:

Table 1 Age of the respondents

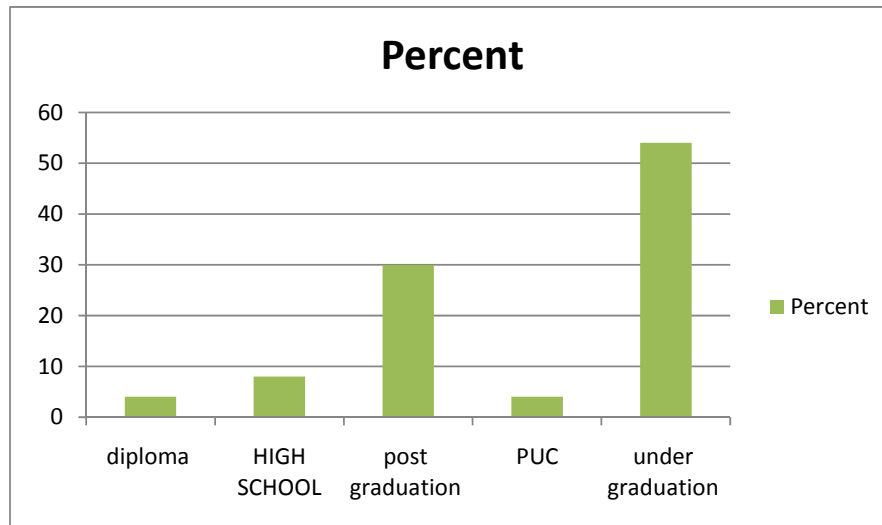
Age	Percent
19	2.0
22	10.0
23	20.0
24	12.0
25	14.0
26	14.0
27	2.0
28	8.0
30	2.0
31	2.0
35	2.0
36	2.0
38	2.0
40	4.0
42	4.0
Total	100.0

The age composition of the tourists which is shown in the above table reveals that the youth population is making more visits towards adventure spots like Dandeli. As it is known rafting demands lot of energy And it is male who are in the age group of 20-30 who are enjoying such tourist visits.

Table 2 :Education Qualification

Education Qualification	Percent
Diploma	4.0
High School	8.0
Post-Graduation	30.0
PUC	4.0
Under Graduation	54.0
Total	100.0

Graph 2:Education qualification

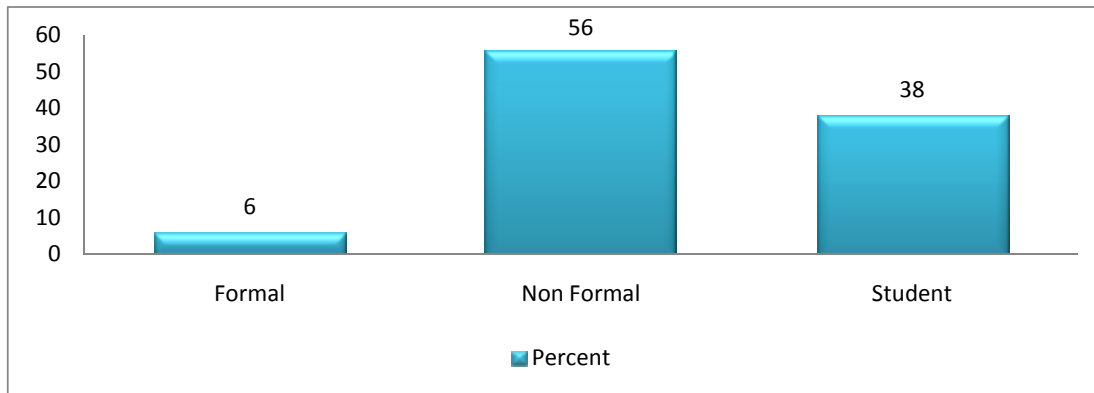


It is visible that the above table depicts the educational composition of the tourists. It is visible that educated youths are more in number. More than half the population surveyed has graduation level education and their knowledge, income, awareness are up to date.

Table 3: Occupation

Occupation	Percent
Formal	6.0
Non Formal	56.0
Student	38.0
Total	100.0

Graph 3: Occupation

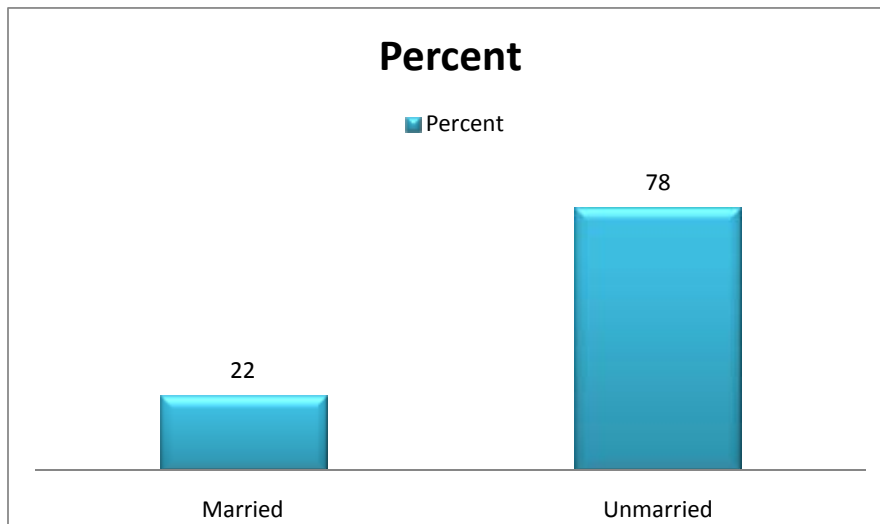


An effort has been made to know the type of people who visit the spot for adventure. It was very clear that majority of the visitors are employed and students. A surprise is that most of the visiting youths are from the non-formal sectors.

Table 4: Marital status

Marital status	Percent
Married	22.0
Unmarried	78.0
Total	100.0

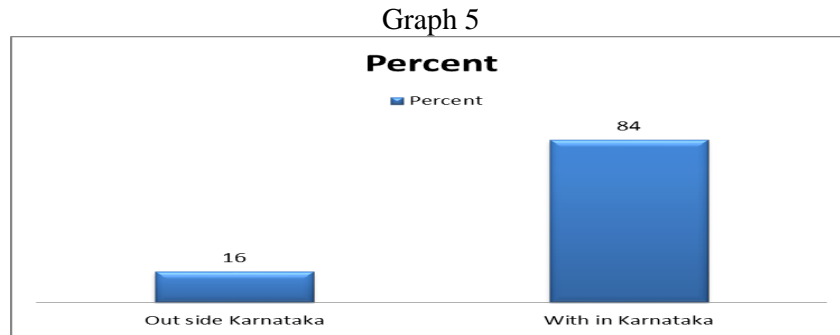
Graph 4: Marital status



The above graph shows the marital status of the tourists. It was the unmarried youth who showed lot of interest in adventure tourism. In most of the cases it is a group of friends who are recently employed, who want to celebrate their success with friends who visit such adventurous places.

Table 5: Where are you from?

Where are you from	Percent
Outside Karnataka	16.0
Within Karnataka	84.0
Total	100.0



To identify the tourists based on their place of origin, questions were asked about their places. It is very clear from the graph that most of the visitors (84%) are domestic tourists. That means majority of the tourists are from within the state. As it is a very small town, adventure tourism is spreading its wings now and this has reflected in the increasing number of reign visitors and visitors from other parts of the country.

Adventure tourism has given lot of opportunities to the local people by generating employment opportunities to its people. The study area is a part of western Ghat and is enriched with green wealth. The forest is very thick and has many medicinally valued plants, trees, herbs and shrubs. Not only that the forest is also has its indigenous people who has a great medicinal knowledge and unique traditions. They use the forest wealth and make many medicines which are getting lot of attention from the tourists as safe medicines. Dandeli which is attracting the adventure tourists has good number of resorts where they can attract tourists by providing medical treatments like Kerala which will definitely gave lot of income generating opportunity.

But to get the full benefits Dandeli should gear up to the expectations of the tourists. Though the natural resources are abundant like Kerala, the utilization is not upto the expectation. The main reason is lack of infrastructure. The road and railway facility is not sufficient and good. The Hotel industry is yet to geared up. Though recently good numbers of resorts are coming up, the price tag is a bit high for the domestic tourists as revealed in the survey. To attract the foreign tourists the place which is closely situated to Goa and Hubli has good air felicity but proper advertisement regarding the spot is yet to be done by the Government. The localities should be well worse in English language which is a global language and can get lot of

income by providing tour guidance in the region. The Place has got good number of tourists spots which are very closely situated. Effort should be made to link them and provide a package tour for reasonable price. Good homes can offer stay home facility and can make an earning.

“Instead of being seen as a small, niche market, the study shows that adventure tourism is a sizable market with the potential for significant economic growth opportunities. Additionally, adventure tourism often relies heavily on the natural and cultural resources a destination has to offer. For many developing destination without the resource to build infrastructure, adventure tourism is a realistic alternative and proves a strong argument for preserving a destination’s resources.” adventure tourism can reverse cycles of poverty and environmental degradation while creating economic benefits (see Resources). Enlightened adventure travel creates the opportunity for both local and outside investment to support a particular economy. Tour operators must be dedicated to creating ongoing relationships that provide local jobs and otherwise minimize local profit “leakage.”

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