

**FACTORS AFFECTING GROWTH AND CHALLENGES FOR TOURISM INDUSTRY IN INDIA: AN EMPIRICAL STUDY OF TOURISTS OPINION****Dr. Md. Rahmatullah**

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**Abstract**

The tourism and hospitality industries have gained critical consequences in the multitudinous aspects of business precinct condition of India over a protracted and notable vast period. Likewise, the increment in intercountry travel, just as maximum amount levels, have all together attached to the commendable development. It is taken into account that throughout the following coming years, the avionics business shall surely evolve and it straightforwardly upshots the travel industries & accommodation industries inside the India. Besides, social travelling sites have achieved progressively critical developments as of late because of the comfortability & simple entry they provide. The obstacles including monetary suitability, worldwide vulnerability, HR, monetary issues, client issues, marking issues, working expense creep, wellbeing, & security, supply, etc. all colossally initiated the developments & advancements of the travel industries and cordiality industries in India. This paper presents an outline of ongoing advancements in the travel industry and accommodation industry and presents a few measurements and patterns identifying with possibilities for the travel industry and neighborliness industry in India.

**Keywords:** Tourism and Hospitality Industry, Improvement, Ability of the executives, Challenges, Approaches, Rules, y, Indian tourism, Sustainability

**Introduction**

The travel industries & friendliness industries are often considered as one of the steadfastly developing ventures on the planet, that add up around ten percent of the world's GDP. The development in the Indian travel & tourism industry along with cordiality industry has seen a wonderful blast in ongoing year. What's more, it incorporates a different scope of foundations just as administrations including rail routes, convenience, food & drink, aircrafts, bars, Ships, inns, and eateries. Besides, the business is encountering higher development with the blast of the travel industry and travel bringing about the foundation of an enormous number of global inns in India.

With the advancement of the travel industry, it is seen that it not just wears the normal appreciation for advancement of the travel industry yet in addition supports the economy of a country. India invited 1628.12 million vacationers in the year 2020 including 1613.55 million homegrown, 8.80 million unfamiliar and 5.57 NRI travelers, Ministry of Tourism, (2020). The current information proposes a build yearly development pace of 7.90 percent from 2019 for all out sightseers' visits in India. The unfamiliar trade income got during the year 2020 was Rs 154146 crore showing a CAGR of 7.72 percent during 2019–2021.

The inquiry emerges that "Regardless of whether the flood of digitalization significantly affect the business or not"? Based on extensive investigation, the patterns and situations found in the travel industry, the response to the inquiry is a significant yes. Starting around 2019, the focal point of government has been on digitalization, and the travel industry is one of the enterprises that has been at the bleeding edge of digitalization and keeps on being dramatically changed. This changing field has addressed the elements of various partners engaged with the travel industry. While discussing digitalization in the travel industry, it is thought to be limited to internet booking of inns and computerized installments, however the travel industry has fused digitalization and has mixed it with itself not exclusively to make measures to expand traveler fulfillment yet additionally to foster new travel industry friendly roads. Virtual travel industry is such new item which has been made as of late and is acquiring notoriety in India to give satisfaction to the vacationers. Digitalization has ended up being a cutthroat weapon for different partners. Being gone through the writing on digitalization, center around the elements of an economy or industry to digitalize, is noticed. The current paper means to illuminate comparative perspectives. With the distinguishing proof of the main impetuses of digitalization in the travel industry, difficulties and issues relating to it can without much of a stretch be tended to. By taking advantage of the idea appropriately, the business can acquire upper hand over the countries while at the same time boosting its monetary commitment.

The arrangements, for example, Digital India expect to push the utilization of electronic means in economy to work on the effectiveness and to amplify the usefulness. The force to make advanced installments more appealing for the goal of making the economy less-cash during the demonetization time frame, decreasing the assistance charges on computerized installments, empowering the application-based work for different administrations like Aadhaar enrolment, identification application, recording and check of personal expense forms are a portion of the drives taken by government towards the change in outlook on receiving the rewards of digitalization by digitizing the data and information.

Then again, there are likewise some basic issues, including monetary issues, ecological issues, worldwide vulnerability just as other applicable issues requiring prompt activity for creating critical arrangements in the Indian setting. Moreover, explicitly in this specific field of the space, exceptionally restricted exploration studies have been led in the previous years which center around difficulties and arrangements in the cordiality business.

### **Literature Review**

**Venkatesh, M. (2016)** discussed that in the existing socio-monetary condition, sharing the financial system is a well-known subject matter out withinside the open talk. Being a complex peculiarity, it's miles in addition tough for the scholarly global, advertisers, and policymakers to comprehend, conceptualize, plan, modify and execute sharing financial system throughout extraordinary regions of the financial system. Through the triangulation take a look at and using a subjective substance investigation (Cheng and Edwards, 2019), the modern evaluate examines the problems and problems regarding sharing financial system. It likewise appears for conceivable pathways for conducting affordable development of the Indian tour enterprise. The curiosity of the evaluation lies withinside the recognizable evidence of 7 good sized

primary variables, specifically, reasonableness, cognizance, social association, norm predispositions, socio-natural responsiveness, administrative management, and mechanical drivers are grouped into each inborn and extraneous classifications.

**Raj, D. J. (2016)** outlined that the tour enterprise has become the globe's largest enterprise, generating riches and business, opening the personalities of the 2 visitors and the visited diverse lifestyles. Around the globe, this enterprise proper now makes use of over two hundred million individuals. In addition, a tour enterprise is honestly an outstanding tool of economic development as long way as possible. The tour enterprise location assumes an imperative component withinside the manner of helping helpless international locations with giving paintings openings at an increasing rate. It is one of the good-sized surprising change buying organizations that has proven extremely good capability for improvement under converting Indian financial system.

**Telfer, D. J., & Sharpley, R. (2015)** identified that the tour enterprise in India is full-size and lively and the kingdom is fast becoming a predominant international objective. Also, the tour enterprise is essentially upheld to develop cultivation, handiworks, farming, improvement, poultry, and such. Today, the tour enterprise has emerged as greater complete of latest thoughts which want the assist of the general public authority to create moreover prosper. There is a want to proliferate those thoughts with dedicated strategies framed for the development of the tour enterprise. Powerful execution of the preparations will assist withinside the improvement of the enterprise generally. Also, because the tour enterprise is a multi-layered action, and administration enterprise, it'd be important that each one wing of the Central and State legislatures, private location, and willful institutions emerge as dynamic accomplices withinside the challenge to perform practical improvement withinside the tour enterprise at the off danger that India is to show right into a global participant withinside the tour enterprise.

**Hole, Y., & Snehal, P. (2019)** founded that financial troubles are the giant test this is retaining down the development of the tour enterprise and friendliness enterprise in India. Likewise, troubles such as excessive financing costs, identifying capital problems, marking, and form of assessments charged are the most important financial troubles associated with the precise place that need to be moderated at in no time for development to happen. Then again, different key troubles such as HR, marking troubles, financial suitability, international vulnerability, and consumer troubles, running price creep, wellbeing, supply, and safety are likewise vital demanding situations associated with the development of the tour enterprise place in India.

The tempo of competition due to increasing unexpected economic backers along with the converting requests of clients likewise noticeably affects the adaptability of the commercial enterprise as some distance as economic improvement and income structure. Because of the writing, the improvement in unexpected vacationers is relied upon to elevate in the drawing close years which could decidedly affect the development of the tour enterprise and accommodation enterprise in India every time supported. Thus, it's far crucial to deal with and mild every problem and the demanding situations associated with the precise place to reap improvement and achievement in the Indian financial system as this precise enterprise has a vital dedication to make in it.

**Sharpley, R., & Telfer, D. J. (2015)** investigated that the medium earning bunches favor financial plan lodgings and are likewise extraordinarily drawn to planning's & value decreased offers. Through and through, their hidden capabilities propose that the travel industries & friendliness industries surely going to anticipate improvement in the impending years explicitly in the market of India's travel industries. There exist notwithstanding, more variably effecting components that are destroying the rate at which the travel industries & friendliness industries could have improved and fill on the lookout. The exploration strategy consumed for the review incorporates an inductive strategy using context-based investigation or say diary examination for the achievement of adequate subjective information's.

**Kumar, S. (2020)** mentioned the important gadget for digitalization withinside the journey enterprise. Capital requirements and facts at the innovation could make it incomprehensible for little gamers withinside the commercial enterprise to get with the aid of using. This could set off the grouping of companions withinside the commercial enterprise which could amplify the opposition. Since customers are embracing digitalization, so extraordinary companions ought to gather and top surrender the adversaries with the aid of using taking over it. By giving greater custom-designed gives via the superior component, the commercial enterprise could create ways from old-fashion appointments. This could moreover push digitalization withinside the commercial enterprise. Since tourists want to survey their enjoyment through online media stages, usage of digitalization with the aid of using sightseers and preserve up with institutions with travelers, the automatic dedication from the aspect of various companions could increment.

**Shekhar. (2020)** identified positive consumer inputs and audits that could moreover function motives for giving worthwhile and greater custom-designed gives. Client surveys could likewise assure the validness of instances made with the aid of using the companions and could assist with buying new customers. The important pith to make digitalization fruitful is the appropriate usage of digitization and labor. In this way, the diploma to which the innovation may be applied has to know no longer be set in stone. There ought now no longer to be any misfortune in joblessness due to the equivalent. The usage of innovation must assist the present-day gamers, now no longer annoy them.

In the every-year spending plan, the general public authority must assign property for the development of superior foundations withinside the journey enterprise area. The journey enterprise framework development securities may be given to elevate the required property. The subsidies assigned then may be conveyed to the ones little gamers who themselves cannot manipulate the value of digitalization. Giving making ready to the numerous companions approximately using the innovation to installation and increase their commercial enterprise have to be one important plan withinside the imaginative and prescient and the task of the specialists.

**Rizal, P., & Asokan, R. (2014)** viewed that the issues like conveying limit, land corruption, contamination, deforestation, surroundings changes, sturdy squander, and so on are the number

one difficulty to look upon. From the special examinations, the ecological effect of the journey of enterprise development in India contrasts from one locale to another. One cannot study up and plan the identical for all the areas. Like, the more development of the journey enterprise withinside the Seaside area like Goa, Kerala, Pondicherry, and different beachfront locales affect the marine lifestyles and water assets.

**Jain, V., & Ajmera, P. (2018)** showed example of the Himalayan provinces of India, the impact is on the woodland, surroundings, land debasement, temperature, and the chance to the ensured areas. Further, withinside the metropolitan city groups and states having the best populace, similarly development of the journey enterprise impacts ecological contamination, deforestation, swarm moreover conveying limit. The pay attention likewise receives up us and incites us to take the problem in an extra true spotlight examine. Several situations are blessed with extraordinary traveler potential, they may be cautiously adjusted and big scope impromptu extension of the journey enterprise in such areas regularly suggests itself in troubles of true ecological concern.

It is critical that the journey enterprise have to be created in an organized way dealing with weather and infrastructural development. Subsequently, state-wise/district clever interior and outlook at on weather appraisal of the journey enterprise in India is extraordinarily essential for the maintainable the board of the journey enterprise and weather. Further, the journey enterprise arranging has to be made primarily based totally on the provincial trademark of the traveler locations. Further, a good enough asset for Innovative paintings is wanted to execute those examinations compelling for achievable the journey enterprise approach in India.

**Hole, Y., & Snehal, P. (2019)** expressed that adventure the journey enterprise has an essential impact on the weather and the everyday surroundings in India. It has been distinguished that adventure the journey enterprise gives improvement and profits closer to the financial system of a kingdom but its detrimental impact at the weather calls for the companions to dissect and need to be tended to.

**Shinde, (2008)** identified challenges which include increasing comfort offices, unloading of waste in water our bodies furthermore, landfills are setting up a large chance of the weather. The improvement in urbanization due to the increment in visitor inflows into adventure, focuses has obtained large thought from authorities and strict entertainers, but the risks associated with the weather have not been focused round sufficient yet (Shinde, 2008)

**Nicolaidis, (2016)** identified the problems and risks that are actuated due to the adventure they journey enterprise need to be taken into consideration via way of means of vacationers, citizens and administrative our bodies and others required, via way of means of undertaking regular objectives and creating affordable measures to alleviate such awful viewpoints as tested before, additional figuring out with the weather. "The UNWTO has characterized strict the journey

enterprise as a kind of the journey enterprise that displays itself with socially reliable sports via way of means of concerning the consecrated and cautious stewardship of consecrated locations. Strict the journey enterprise is an extremely compelling technique for riding the concept of complete and economical improvement. It builds interest in legacy, which blessings in guaranteeing strict and social protection.

**Mondal, S., & Samaddar, K. (2020)** Strict legacy locations are wellsprings of authorities-funded schooling, character, and the motive first-rate pleasure in nearby humans and set out required paintings open doors (Grobler, 2017). Nearby human groups, every time worried may be created and enabled, but they need to be worried and integrated into the journey enterprise revel in of their space. Strict the journey enterprise separates bigotry and extensions holes among distinctive human groups.

### **Objective of the Study**

To know the factors that affects “growth and challenges”oftourism industry in India.

### **Methodology**

Total 160 people were considered to take part in the survey of this empirical study which was conducted through a questionnaire particularly designed for this study. Sample was collected through convenience sampling method, mean and t-test was applied to analyze and evaluate the data

### **Findings**

Table 1 displays the involvement in tourism, where positive responses show 54.37 percent and negative responses show 45.62 percent. For the years of experience in the tourism sector, those who are of 1 to 10 yrs are 21.87%, those between 10 to 20 years are 28.12%, those between 20 to 30 years are 18.21% and 30 years and above are 31.87%.The types of Job in Tourism Sector data shows that Self-employed is 33.12%, Employees/Workers is 21.87%, Part-Timers is 30.00% and Government Servant is 15.00%.Concerningtransportation, Car Rentals/Van is 57.50% and Taxi Drivers is 42.50%. Looking at the category of accommodation provided, Hotel/Budget Hotelis 38.75%, Apartment/Condominiumis 43.26%, and Guest Room/Chalet/Homestay is 26.24%.

**Table1 Basic Details**

<b>Variable</b>	<b>No. of respondents</b>	<b>Percentage</b>
<b>Involved in Tourism</b>		
Yes	87	54.37%
No	73	45.62%
<b>Total</b>	<b>160</b>	<b>100%</b>
<b>Years of experience in the Tourism Sector</b>		

1 to 10 years	35	21.87%
10 to 20 years	45	28.12%
20 to 30 years	29	18.21%
30 years above	51	31.87%
<b>Total</b>	<b>160</b>	<b>100%</b>
<b>Types of Job in Tourism Sector</b>		
Self-employed	53	33.12%
Employees/Workers	35	21.87%
Part Timers	48	30.00%
Government Servant	24	15.00%
<b>Total</b>	<b>160</b>	<b>100%</b>
<b>Transportation</b>		
Car Rentals/Van	92	57.50%
Taxi Drivers	68	42.50%
<b>Total</b>	<b>160</b>	<b>100%</b>
<b>Accommodation</b>		
Hotel/Budget Hotel	62	38.75%
Apartment/Condominium	61	43.26%
Guest Room/Chalet/Homestay	37	26.24%
<b>Total</b>	<b>160</b>	<b>100%</b>

**Table2 Growth and challenges for the tourism industry in India**

S. No.	Statements	Mean Value	t-value	p-value
1.	Tourism helps in economic development, rural transformation and also generates employment	4.88	17.763	0.000
2.	Country losses international tourist due to poor infrastructure	4.42	11.137	0.000
3.	Basic amenities like “drinking water, well maintained and clean waiting rooms and toilets, first aid, etc.” need to be improved in tourist places and routes	4.26	8.972	0.000
4.	It is tough to get skilled manpower for travel and tourism industries	4.16	6.655	0.000
5.	It is tough for foreign tourist to communicate with local people as they mostly understand local language	4.75	13.228	0.000
6.	Publicity and promotion are must for the development of tourist places	4.35	10.144	0.000
7.	Bank and ATM facilities are the necessities of the tourist places	3.65	1.860	0.032
8.	Environmental pollution is the negative effect of tourism in India	4.30	10.971	0.000
9.	Locals are not trained and educated enough to deal and host tourist in their area	3.55	0.653	0.258
10.	Improved infrastructure (air, road connectivity, and hospitality services at many destinations and the connecting cities) need to be improved to increase the potential of tourism sector	4.22	9.457	0.000

Table2 displays the Mean values for the statement for the study done “to study the factors affecting growth and challenges for the tourism industry in India”, looking at the mean scores, the highest mean score is gained by the statement “Tourism helps in economic development, rural transformation and also generates employment”, the mean score of 4.88, next statement



is “It is tough for foreign tourist to communicate with local people as they mostly understand local language” has the mean score of 4.75. The tourism Sector was also found to be responsible for economic development as shown in the statement “Country losses international tourist due to poor infrastructure” having a mean value of 4.42. Another concern of increase in stress level was, “Publicity and promotion are must for the development of tourist places” in which the mean score is 4.35, and the statement “Environmental pollution is the negative effect of tourism in India” shows the mean value of 4.30. The mean value of 4.26 is scored by the statement “Basic amenities like “drinking water, well maintained and clean waiting rooms and toilets, first aid, etc.” need to be improved in tourist places and routes.” and for the statement “Improved infrastructure (air, road connectivity, and hospitality services at many destinations and the connecting cities) need to be improved to increase the potential of tourism sector” mean score is 4.22. The statement “It is tough to get skilled manpower for travel and tourism industries” shows the mean value of 4.16. The last two statements are in the lowest range, “Bank and ATM facilities are the necessities of the tourist places” mean value of 3.65, the statement “Locals are not trained and educated enough to deal and host tourist in their area” has the mean value of 3.55. The T-value of every statement in the context of studying the factors affecting growth and challenges for the tourism industry in India is significant.

### **Conclusion**

India's size & huge regular, geographic, social and creative variety offer enormous openings for the movement and the travel industry the advancement and aggressive advertising measures embraced by the public authority is relied upon to arrival of sightseers. India has seen an improvement however the insight is changing too slowly. There has been some interest in framework yet foundation isn't simply airports, hotels and streets. It likewise incorporates media transmission organization, banks, medical care etc. The Indian travel industry area needs a critical picture makeover and higher venture in development, development and framework including through Public-Private Partnership mode to profit by promising circumstances given by general development in world sightseers appearance. It has been observed that monetary issues are the significant test that is keeping down the improvement of the travel industry and friendliness industry in India. What's more, issues including taking care of capital problems, high financing costs, marking & inclusion of variety of assessments charged are the main monetary issues related with the specific area that should be alleviated at very quickly for improvement to happen. Then again, other vital issues including worldwide vulnerability, HR, marking issues, monetary practicality, & client issues, working expense creep, wellbeing, supply and security are additionally huge difficulties related with the improvement of the travel industry area in India. The pace of rivalry because of expanding unfamiliar financial backers alongside the changing requests of clients additionally make profound impacts on the versatility of the business as far as monetary development and income structure. In view of the writing, the development in unfamiliar travelers is relied upon to heighten in the impending years which would decidedly affect the advancement of the travel industry and cordiality industry in India whenever supported. Subsequently, it is important to address and relieve each

issue and the difficulties related with the specific area to accomplish development and flourishing in the Indian economy as this specific industry has a huge commitment to make in it.

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