

A Study on the Persistent issues of the Tourism Sector Faced by the Indian Tourists

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ABSTRACT: The main purpose of the study was to identify the various issues of the Indian Tourism sector faced by tourists of different age groups. This study was undertaken based on the primary method of data collection i.e. through an online questionnaire and various published secondary sources of data collection. In this study, convenient non-probability sampling technique was used to collect responses from 110 respondents. The hypothesis of the study was tested by using Kruskal Wallis Non-Parametric Test. The null hypothesis was not accepted by the researcher. The study concluded that there is a significant difference in the opinion of the tourists of different age groups regarding the persisting issues of the Indian tourism sector. Various age groups of tourists face different issues and are concerned with different challenges of the Indian tourism sector while travelling.

Keywords: Issues, Tourism, Tourists

INTRODUCTION

Tourism in India is an emerging as well as one of the leading and budding industries which helps the locals and host communities, an employment creator, an important element of foreign exchange generation for India. The Indian tourism sector is the second leading service sector, as it earns maximum foreign currency. In spite of this, Indian tourism is facing problems such as lack of quality tourism facilities and infrastructure, universal issues with regards to the health and sanitation, the safety of tourists, non-uniform passenger – road tax structures across different places of the country and shortfall of competent and skilled human resources. With the collaboration of the government, private sectors and societies including host individuals and tourists together are responsible for sustainable development and preservation of the travel and the tourism industry of India.

REVIEW OF LITERATURE

The Indian tourism industry is facing a number of challenges, numerous policies and schemes have been designed for reducing these challenges and their strict implementation would help to develop the tourism sector (*Subash, 2015*). Kodagu district in India has

immense chances of the development of the tourism sector and can contribute towards the growth of the country. Most of these developments depend on the localities, as they have a huge obligation on managing the problems and focusing on the expansion of the tourism sector (*Dayananda, 2014*). There are very few alternatives available to the governments of the developing countries, so they are bound to accept the prevailing model of tourism development although it would not be appropriate for the long-term principles of sustainable development. The tourism management and development models which are created for developed countries do not fulfill the requirements of the tourism sector of the developing countries (*Sangeetha, 2012*). The issues to sustainable tourism development have emerged regarding i) Prioritizing the National Economic Policy, ii) the Government administration and structure of International tourism, iii) environmental effects and iv) commercialization of the tourism sector (*Tosun, 2001*). Well-planned marketing of tourism destinations is a primary requirement to attract tourists. Lack of coordination among stakeholders, inadequate funding, lack of skilled manpower and giving less importance to the needs of the tourists can create barriers to successful tourism growth (*Hasan & Jobaid, 2014*). A lot more issues are faced by the Indian tourism sector due to the high rising levels of pollution. Due to the ignorance of the concerned authorities, the conditions of numerous monuments have degraded in India. Similarly, the wastes and garbage from industries and by tourists are getting dumped on various beaches, thus destroying its natural beauties. For the increasing terrorism activities, not only the lives and livings of the local people are getting affected but also the tourism sector in Kashmir is getting hampered (*Patel, 2012*). The constraints of tourism development in India like increase in crime rates, pollution, deforestation, terrorism, etc. have several negative impacts on the economy and society, thus, in turn preventing the growth of the tourism sector (*Lalnumawia, 2012*).

OBJECTIVE OF THE STUDY

To study the various issues of the Indian Tourism sector faced by tourists of different age groups.

HYPOTHESIS OF THE STUDY

H₀ – There is no significant difference among the issues of the Indian tourism sector faced by tourists of different age groups.

H₁ – There is a significant difference among the issues of the Indian tourism sector faced by tourists of different age groups.

RESEARCH METHODOLOGY OF THE STUDY

In this study, primary and secondary both the data collection methods were used.

For collecting primary sources of data, an online questionnaire was prepared and filled by 110 respondents/tourists selected on the basis of convenient non – probability sampling techniques. The questionnaire consisted of all close-ended questions.

The secondary data has been collected with the help of reference books, research articles & journals and from websites.

The statistical tools & techniques used in this study were Frequency and Percentage and for testing of hypothesis, Kruskal Wallis Test was applied since non-parametric data was received.

DATA ANALYSIS: PERSISTENT ISSUES OF INDIAN TOURISM SECTOR

Age is one of the most influential attributes in considering the opinions of the respondents regarding particular issues and problems; by and large, age indicates the level of maturity of individuals (tourists). Different Age Groups of Tourists in this study include four categories.

Age (in years)		Frequency	Percentage
Valid	18 – 26	35	31.8
	27 - 35	15	13.6
	36 - 44	24	21.8
	45 & Above	36	32.7
	Total	110	100.0

Some of the issues which are still lasting in the tourism sector, faced by the tourists are mentioned in this study.

Indian tourism lacks supportive tourism infrastructure and facilities like inadequate air, water, road and railways transport & communication facilities, less of banking and financial system, insufficient availability of quality accommodation, medical facilities, infrastructure at tourist spots, etc.

Lack of Supportive Tourism Infrastructure & Facilities		Frequency	Percentage
Valid	Disagree	3	2.7
	Neutral	19	17.3
	Agree	53	48.2
	Strongly Agree	35	31.8
	Total	110	100.0

Issues of basic health and hygiene includes the problem of sanitation and cleanliness, clean drinking water, pollution related problems, healthy ambiance, scarce availability of healthy and hygienic food and medical facilities.

Issues of basic Health & Hygiene		Frequency	Percentage
Valid	Strongly Disagree	1	0.9
	Disagree	3	2.7
	Neutral	15	13.6
	Agree	40	36.4
	Strongly Agree	51	46.4
	Total	110	100.0

Lack of safety & security measures are important problem for all the tourists. It involves the safety of luggage, family members especially females, proper law and order of the country, etc.

Issues of Safety & Security		Frequency	Percentage
Valid	Disagree	5	4.5
	Neutral	22	20.0
	Agree	37	33.6
	Strongly Agree	46	41.8
	Total	110	100.0

Issues of reliability includes difficulties in trusting the local people, the behaviour of local people, Government officials, trust issues on drivers, hotels, etc.

Issues of Reliability		Frequency	Percentage
Valid	Disagree		
	Neutral	36	32.7
	Agree	42	38.2
	Strongly Agree	27	24.5
	Total	110	100.0

Non-Standardize rates and fares comprise of tickets of airfares, prices of local transport, accommodation charges, rates of tour packages, prices of food and other commodities at tourist spots, which are mostly overpriced especially for the tourists.

Non-Standardization of Rates & Fares		Frequency	Percentage
Valid	Strongly Disagree	1	0.9
	Disagree	6	5.5
	Neutral	20	18.2
	Agree	45	40.9
	Strongly Agree	38	34.5
	Total	110	100.0

Government policies towards tourism includes heavy road taxes, taxes on the hotel industry, other hefty taxes, visa problems to foreign tourists, political instability, corruption, etc. which creates stress and tension in the minds of the tourists.

Government Policies		Frequency	Percentage
Valid	Strongly Disagree	1	0.9
	Disagree	4	3.6
	Neutral	29	26.4
	Agree	43	39.1
	Strongly Agree	33	30.0
	Total	110	100.0

Lack of marketing and promotion of India's tourism involves issues of inadequate budgetary support, absences of modern and unique market position strategies. Promotion under the 'Incredible India' campaign has boosted Indian tourism but there is a need to capture the essence of tourism globally.

Lack of Marketing & Promotion Strategies for tourism		Frequency	Percentage
Valid	Strongly Disagree	2	1.8
	Disagree	8	7.3
	Neutral	28	25.5
	Agree	35	31.8
	Strongly Agree	37	33.6
	Total	110	100.0

Language and communication barriers include difficulties in communication with local people, inadequate information about destinations, poor mobile phone networking, poor connectivity, inefficient manpower, etc.

Language & Communication Barrier		Frequency	Percentage
Valid	Strongly Disagree	6	5.5
	Disagree	15	13.6
	Neutral	31	28.2
	Agree	36	32.7
	Strongly Agree	22	20.0
	Total	110	100.0

Issues regarding cuisine & food habits involve lack of easy availability of desired, healthy and hygienic food, local and international blend of food, unreasonable prices of food items, etc.

Issues regarding Cuisine & Food Habits		Frequency	Percentage
Valid	Strongly Disagree	6	5.5
	Disagree	14	12.7
	Neutral	32	29.1
	Agree	38	34.5
	Strongly Agree	20	18.2
	Total	110	100.0

Natural calamities are adverse events resulting from the earth's natural process like an earthquake, tsunami, avalanches, etc. Terror attacks are negative events caused by humans. These create fear, stress and tension in the minds of the tourists.

Natural Calamities & Terror Attacks		Frequency	Percentage
Valid	Strongly Disagree	5	4.5
	Disagree	12	10.9
	Neutral	26	23.6
	Agree	28	25.5
	Strongly Agree	39	35.5
	Total	110	100.0

Thus, all of these issues adversely affect the Indian tourism sector.

TESTING OF HYPOTHESIS

Non – Parametric Test: Kruskal Wallis Test

Test Statistics ^{a,b}										
	Lack of Supportive Infrastructure & Facilities	Issues of basic Health & Hygiene	Issues of Safety & Security	Issues of Reliability	Non-Standardization of Rates & Fares	Government Policies	Lack of tourism Marketing Promotion Strategies	Language & Communication Barrier	Issues regarding Cuisine & Food Habits	Natural Calamities & Terror Attacks
Chi-Square	15.483	13.323	9.526	8.124	22.752	10.451	26.092	7.814	9.837	13.987
df	3	3	3	3	3	3	3	3	3	3
Asymp. Sig.	.001	.004	.023	.044	.000	.015	.000	.050	.020	.003
Kruskal Wallis Test Grouping Variable: Age (in years)										

The above table shows that all the attributes considered regarding the issues of the Indian tourism sector faced by the tourists have p-value less than the significance value of 0.05. Statistically, all the attributes are having significant differences among the various issues of the Indian Tourism sector faced by tourists of different age groups. The researcher does not accept the null hypothesis of the study. Therefore, the researcher accepts the alternative hypothesis and concludes that there is a significant difference among the various issues of the Indian Tourism sector faced by tourists of different age groups.

LIMITATION OF THE STUDY

1. Time period limit and resources constraints.
2. The same results might not exist when various other techniques would be used as well as in different parts of India.
3. The sample size used in the study is inadequate to draw universally accepted conclusions.
4. It's based on the prevailing issues, concerns and related opinions of the respondents regarding the Indian tourism sector. But their perspective may differ depending on the time, income level, preferences, area, standard of living, future development in the Indian tourism sector, etc.

CONCLUSION

It can be concluded from the above study that different age group tourists face different issues while travelling and at times may be the same issues are faced by the respondents. Issues regarding cuisines, food, language and communication are generally adjusted and overcome by younger generations. Older generations are much concerned with the issues of safety, security, health and natural calamities & terror attacks, etc. Hence, based on the age of the respondents in turn on the level of maturity of the tourists, issues faced by them also keep changing.

It concludes that by overcoming and managing the issues and challenges of the Indian tourism sector, this industry will be benefitted and accordingly will give a boost to the Indian economy. In implementing, the actions taken to reduce the persisting issues of the Indian tourism sector would be a complex task especially due to the ongoing socio-economic and political circumstances in India.

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