A STUDY ON CONSUMER PREFERENCE TOWARDS DTH SERVICE IN COIMBATORE CITY

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ABSTRACT

This paper coins how tourism sector is significant for Indian economy. Developing country like India tourism has become one of the major sectors of the economy, contributing to a large proportion to GDP and employment opportunities. Tourism is one of the fastest growing service industries in the country with great potentials for its further expansion and diversification. Tourism industry plays a major role in any country’s economic development. It helps significantly to the country for creating the employment opportunities to the large number of people. Moreover, it is also one of the important engines to attract more foreign exchanges with its potential.

The tourism industry of India is economically important and grows rapidly. The World Travel & Tourism Council calculated that tourism generated INR6.4 trillion or 6.6% of the nation’s GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 95 billion by 2015. This paper discusses how India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. It aimed to change the attitude and behavior toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times. It also examines the impact of India’s economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India’s GDP, Foreign versus Domestic Tourists. The paper also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. Tourism is considered to be an economic bonanza.

Keywords: Employment opportunities, GDP, Tourism

INTRODUCTION

“Atithi Devo Bhav” is the quote of our Indian tourism industry as stated by the government of India which means the guest are to treated as the god, since the foreign tourists came to our country and do provide us earnings and hence we should demolished our country’s name in front of them by misbehaving with them. In the same manner our respect would lead a good and could bring moreover tourism business from them.

Traveling and Tourism has been an integral part of Indian Culture and Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India’s tourism industry needs to gauge in terms of its socio-economic magnitudes. This paper discusses how India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. It aimed to change the attitude and behavior toward foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient
times. It also examines the impact of India’s economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India’s GDP, Foreign versus Domestic Tourists. The paper also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. There are recently many events that have taken place, which are a big catalyst for prompting tourism in India like 20/20 IPL Cricket matches, Commonwealth Games, visit of President Obama of USA & 1st lady Michelle have also helped the tourism industry and will continue helping in India and it will prosper to great heights and standards in near future.

Tourism is an integral part of human life. It is a situation where person from one country, or region to other region and country for a short run period, is included in the concept of tourism. Now-a-days the tourism industry has a greater importance. India has a great heritage of historical place like the TajMahal, Various Forts, Natural sites etc. Since 2000 tourism industry has been giving number of benefits to India. The number of foreign tourist visited to India which has given foreign exchange earning to the Country. Here, we have focused the growth and performance of the Indian tourism industry. We have also analyzed the causal analysis of the Indian tourism industry for overall development of the Indian economy. National tourism policy 2002 and its implications are important in this context.

OBJECTIVES

1. To identify the problems of tourism industry in India and suggest remedies.
2. To study the growth and performance of tourism industry in India.
3. To take review of tourism industry of the country.
4. To study the trend of foreign tourist arrival in India.
5. To know the effect of Tourism on Indian economy as a whole.
6. To find the out the development opportunities of tourism.
7. To make a useful conclusion on the research study.

LIMITATIONS OF THE STUDY

The study has the various limitations which are listed below:

1. The study is limited to a particular area i.e. tourism only.
2. The human limits were to a great part of obstacles in it.
3. The study has time limit and other relevant limit too.
4. The truthness of the data is depends upon the reality and correctness of the secondary data.

RESEARCH METHODOLOGY

The present research paper is mostly based on secondary data sources. We have collected secondary data required for this paper from Reports of the Ministry of Tourism, Govt. of India, India Tourism Statistics at a Glance, Statistical Handbook of India, and other related information has been collected from the policy papers as well as research papers published in various journals. All collected data was analyzed with the help of trend line analysis.

PROBLEM STATEMENT

Tourism business is a heritage for the Indian country. Various tourism spots are being situated in India since from their beginnings. India and the people living in it are too having some heritage and different look amongst them, this will brings a good source for the economy of our country leading to a great future ahead. An analysis must be made in this respect so that the deformities in this regards might be eliminated and fruitful things might be gained from it.
Tourism is not only an economic activity of importance in as much as it earns a country, the foreign exchange and provides employment; it can also correct adverse trade balance and regional imbalances, as they are both labour-intensive and capital intensive activities. It is an important medium of social cultural development, capable of promoting lasting goodwill and friendship among the nations of the world. It also helps in the regional development of the country and acts as a means of social education and better understanding among people of different regions in the country. In the long run, the most important contribution of tourism is in the area of developing understanding among varied cultures and life style. Tourism is basically a private sector activity in the development of infrastructure. Private participation is the need of the hour. Very often, tourism and environment are in conflict. Many places in the interior of the country are not well-connected by proper roads, railways or airways. Excessive bureaucracy also delays new hotel and transportation projects. Tourists are often exploited economically, and criminal elements in India can make visits to India which is unsafe for women and elderly tourists.

TOURISM AS A BUSINESS

Tourism is one of the world’s fastest growing industries as income is generated by the spending of goods and services required by tourists. The tourism industry is therefore very important to the well-being of many countries. At the beginning of this century, tourism was turning into a business, although it slackened in the first half of the century, owing to the two world wars. After these difficulties, tourism came to signify the personal transfer from one place to another for income, for the purposes of consumerism as the result of economic well-being and technological progress. Tourism has led to the creation of new habits and different behavior and life models as well as a different conception of time.

UPCOMING TOURISM INDUSTRY IN INDIA

Home of Buddha, Gandhi and the seat of the Dali Lama, India has long draw certain types of tourists as a pilgrimage location. But with over 4,000 miles of coastline, a portion of the Himalayas and megalopolises like Bombay and Delhi, there are many other attractions to draw tourists. As a young country, having gained independence from Britain in 1947, India is in the midst of the process of honing, developing and expanding its tourism industry and messaging.

THE IMPORTANT FEATURES OF NATIONAL TOURISM POLICY 2002

- Tourism is an important tool for employment generation, economic development and rural transformation in India
- To take advantage of global trade transaction through travel and tourism
- This policy is based on seven key indicators of tourism development. These indicators are i) welcome ii) information iii) facilitation iv) safetiness v) Co-operation vi) infrastructural development vii) cleanliness
- To use human resource, natural resources and technical resources for sustainable development
- To use labour intensive technique in tourism sector for employment generation and upgradation of quality of life.
- To focus on rural areas for low cost programmes related to tourism centers
- To create forward and backward linkages in the tourism sector for overall development
- To increase the foreign earnings through export of tourism services
- To promote understanding, peace and to contribute national unity and regional stability
- To develop shopping centers for the revenue generation and other rural tourism products.
REVIEW OF LITERATURE

Shalini N. Tripathi & Masood H. Siddiqui, mentioned that tourism and hospitality have become key global economic activities as expectations with regard to our use of leisure time have evolved, attributing greater meaning to our free time. While the growth in tourism has been impressive, India's share in total global tourism arrivals and earnings is quite insignificant. It is an accepted fact that India has tremendous potential for development of tourism.

According to Lok Sabha Secretariat, the role of the Government in tourism development has been redefined from that of a regulator to that of a catalyst. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of enabling infrastructure through effective partnership with various stakeholders.

Ashish Nag, mentioned that the Ministry of Tourism in any country seeks ways to promote and develop tourism in the country. Tourism Industry Growth in any country is prone to the changing economic conditions. In the event when a country is passing through a low phase or an individual's job is at stake, not many people choose to travel.

Archana Bhatia, mentioned that tourism today is a leisure activity of the masses. People today travel to international destinations to break the regular monotony of life. They are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination. But every destination has some internal strengths and weaknesses that either enhance its capacity to attract foreign visitors or diminish it. Similarly from the external environment can originate various opportunities or threats as well.

Anushree Banerjee, stated that the major issues that are restraining the industry from achieving high economic value are shortage of qualified personnel, shortage of tourism training institutes, shortage of well qualified trainers, working conditions for the employees. Policies which can help the employees to work in supportive environment are also a point of concern. The paper is an attempt to judge the work done by the HRD team of the tourism industry with special reference to Jet Airways India Ltd. This in turn can enhance the capabilities and motivate them to work more efficiently.

Foreign Tourist Arrivals in India (Millions)

Source: Ministry of Tourism government of India (2009-10), Indian tourism statistics 2011 at a glance
CHALLENGES IN TOURISM INDUSTRY

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country’s overall economic and social development. But much more remains to be done. There are challenges involved in tourism industry.

ABSENCE OF PROPER INFRASTRUCTURE

Infrastructure needs for the travel and tourism industry range from physical infrastructure such as ports of entry to modes of transport to urban infrastructure such as access roads, electricity, water supply, sewerage and telecommunication. The sectors related to the travel and tourism industry include airlines, surface transport, accommodation (hotels), and infrastructure and facilitation systems, among others.

ADMITTANCE AND CONNECTIVITY

The infrastructure facilities like air, rail, road connectivity, and hospitality services are still needs to be improved to connect various cities across the country. This remains a major issue for the development of tourism. Tourists largely depends on road network rather other mode. Despite numerous efforts will be taken to modernize the road facilities connectivity remains a major challenge. There is a greater need to improve road and rail network to connect various locations across different regions in the country.

Conveniences

Amenities available at various tourist locations and enroute need to be improved. These include basic amenities such as drinking water, well maintained and clean waiting rooms and toilets, first aid and wayside such as lounge, cafeteria, and parking facilities, among others. India scores poorly in terms of availability of these infrastructure facilities. Inadequate infrastructure facilities affect inbound tourism and also could lead to an increase in the outflow of domestic tourists from India to other competitive neighbouring countries.

Human Resource

To sustain growth in the tourism industry trained manpower is required at various levels such as managerial, supervisory, skilled or semi-skilled. At mid and senior management levels, the industry faces talent crunch and at the front-line staff level, although human resources are adequate, a boom in other service industries such as banking, retail, airline and BPO have resulted in shortage of manpower at this level for the travel and tourism industry. Thus, we have a demand-supply mismatch with respect to manpower in the tourism sector in India. Attrition, shortage of tourism training infrastructure, qualified trainers, and lack of proper strategies and policies for human resource development also affect the industry. The industry needs to address these problems at the earliest.
IMPACTS OF TOURISM ON THE ECONOMY

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits. Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below;

POSITIVE IMPACTS

Generating Income and Employment
Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India’s tourism industry.

Source of Foreign Exchange Earnings
Tourism is an important source of foreign exchange earnings in India. This has favorable impact on the balance of payment of the country. The tourism industry in India generated about US$100 billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate.

Preservation of National Heritage and Environment
Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the TajMahal, the QutabMinar, Ajanta and Ellora temples, etc. would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

Developing Infrastructure
Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

Promoting Peace and Stability
Honey and Gilpin suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

NEGATIVE IMPACTS

Undesirable Social and Cultural Change
Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60’s to the early80’s when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

Increase Tension and Hostility
Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other’s culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.
Creating a Sense of Antipathy

Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers’ fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

Adverse Effects on Environment and Ecology

One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to largescale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

CONCLUSION

India could be a country with varied culture and traditions. The natural fantastic thing about India’s festivals, dresses, heritage sites of India are a unit extremely popular among tourists. Kerala, Darjeeling, Goa, Kashmir, Shimla (I am simply having few names) and Manali are a unit best scenic places in India. Commercial enterprise business in India has large potential for generating employment and earning great amount of interchange besides giving a positive stimulus to the country’s overall economic and social development. Promotion of touristy ought to be done in order that commercial enterprise in India helps in protective and sustaining the variety of the India’s natural and cultural environments. Commercial enterprise in India ought to be developed in such means how some way the way the simplest way} that it accommodates and entertains guests in an exceedingly way that’s minimally intrusive or harmful to the setting and sustains & supports the native cultures within the locations it’s operational in. commercial enterprise could be a multi-dimensional activity, and essentially an industry. All wings of the Central and State governments, non-public sector and voluntary organizations ought to become active partners within the endeavour to realize property growth in commercial enterprise if India is to become a world player within the commercial enterprise business

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