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# Opportunities and Challenges of Tourism Based Entrepreneurship in India

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**ABSTRACT:** Tourism is today emerging as a leading sector in the world and is now considered by some as the number one industry. Tourism industry is one of the largest segments under the service sector of the Indian economy. Tourism industry has strong relevance to economic development, cultural growth and national integration. The tourism industry has helped growth in other sectors as diverse as horticulture, handicraft, agriculture and construction. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. Hotels, travel agencies, transport including airlines benefit a lot from this industry. Tourism promotes national integration. It generates foreign exchange. It promotes cultural activities. The Indian government's "Incredible India" tourism campaign and the information technology growth in India have been attracting millions of foreign tourists and business tourists to India. With the stable government at the centre and the new initiatives like 'Clean India' 'Digital India' and 'Visa on Arrival' announced by the government, the tourism sector may hope to have some positive changes. This paper seeks to analyze the opportunities and threats related to Indian tourism.

**KEYWORDS-** tourism, India, government, industry, challenges, opportunities

## I.INTRODUCTION

National Tourism Policy 2021

A holistic framework for tourism development The National Tourism Policy 2021 is part of the vision of New India on high trajectory of growth and prosperity. The new Policy is a holistic framework for sustainable and responsible growth of tourism sector in the country. The policy is architected around five key guiding principles, five national missions and ten strategic pillars supported by an Institutional and Governance Framework. The Policy aims at Improving framework conditions for tourism development in the country, supporting tourism industries, strengthening tourism support functions and developing tourism sub sectors. Applicability and Implementation of the Policy The policy shall be applicable for 10 years from the date of notification unless extended further. Most of the provisions of the policy would require concurrent and coordinated action by the Central Government, State Governments and Local Governments in partnership with Industry Stakeholders. Specific roles and responsibilities of different stakeholders will further be spelt out in the detailed strategies and action plans, schemes and guidelines to be prepared for the implementation of the Policy from time to time. Vision The vision of the Policy is "to transform our tourist destinations to provide world class visitor experience making India one of the topmost destinations for sustainable and responsible tourism." Mission The mission of the Policy is "to create an enabling policy framework and strategic plan in partnership with Central, State and Local Governments and Industry Stakeholders to improve framework conditions for tourism in the Country, support tourism industries, strengthen tourism support functions and develop various tourism sub sectors." Goal The overall goal of the Policy is "to make India one of the top 5 destinations in the world in terms of both, the international arrivals and international tourism receipts by 2030." Key Strategic Objectives 1. The key strategic objectives of the Policy are: 2. To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend 3. To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force 4. To enhance the competitiveness of tourism sector and attract private sector investment 5. To preserve and enhance the cultural and natural resources of the country 6. To ensure sustainable, responsible and inclusive development of tourism in the country

### Growth of Tourism Industry in India

The growth of tourism industry in India since 2018 is continually growing in respect of number of foreign tourists' arrivals and foreign exchange earnings. According to the annual report of tourism industry of 2017-18, Foreign Tourist Arrivals (FTAs) during 2017 were 10.18 million with a growth of 15.6% over same period of the previous year. During 2016, FTAs were 8.8 million with a growth rate of 9.7% over 2015. In the year 2016, there were 5.77 million arrivals of NRIs in India, with a growth rate of 9.7% over 2015. International Tourist Arrivals (ITAs) include both FTAs and Arrivals of Non-Resident Indians (NRIs). In the year 2016, there were 14.57 million ITAs in India, with a growth rate of 9.7% over 2015. Foreign Exchange Earnings through Tourism during the period 2017 were Rs.1,80,379 crore with a growth of 17% over same period of previous year. The Foreign Exchange Earnings from tourism in rupee terms during 2016 were Rs.1,54,146 crore with a growth rate of 14.0%. During 2017, a total of 1.7 million foreign tourists arrived on e-Tourist Visa registering a growth of 57.2%. During 2016, FTAs on e-Tourist Visa in India were 1.08 million as compared to 0.445 million in 2015, registering a growth of 142.5%. [1,2,3]

### Opportunities of Tourism Industry in India

The current scenario looks very positive. We are optimistic that with the new government giving priority to tourism, there would be welcome steps to boost the sector. More international tourist arrivals can be expected and may reach 15 per cent growth, and thus help India achieve one per cent of the share of global tourism as projected by the Union Ministry of Tourism. The target is to achieve the 16-million-tourist mark by 2020. This will give a lot of opportunity to tour operators, tourist guides, hoteliers, and transporters. It will also give an opportunity to the government to collect more taxes. Medical Tourism is a great opportunity for India. Also, more and more conferences and conventions are taking place in India and the country has become an ideal location for MICE Tourism. Ecotourism, nature-oriented tours, etc., are catching up in various locations in India. With a growing number of young outbound travellers, transition from the middle class to upper middle class and desire to visit another country, the number of outbound tourists is ever growing, and so is the opportunity to serve them. More and more jobs will be created and opportunities of growth in Tier-II cities will be available. Travel and tourism play an important role in India's economy compared with other nations; India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals. Tourism, particularly nature and ecotourism it helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

### Challenges of Tourism Industry in India

There are a number of challenges in tourism industry in India like infrastructure, accessibility, amenities, human resources, security and safety, information and communication, lack of publicity, bank and ATM facilities.

#### Lack of proper infrastructure

Infrastructure needs for the travel and tourism range from physical infrastructure such as part of entry to modes of transport to urban infrastructure such as access roads electricity, water supply, telecommunications etc. The sector related to the travel and tourism industry includes airlines surface transports accommodation and infrastructure and facilitation system. The poor infrastructure has been a major reason why the international tourist has been skipping the country. Access and connectivity [4,5,6]

To harness India's tourism potential, several efforts are being taken for opening new destination and exploring niche segments. However, infrastructure facilities such as air, road connectivity and hospitality services at these destination and the connecting cities are inadequate. This remains a major hurdle for the development of tourism.



## Amenities

Amenities 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 etc. Human Resources

Availability of skilled manpower is a major challenge faced by the travel and tourism industry, to sustain growth in the travel and tourism industry, trained manpower or workforce is required. Information and Communication

Though the official languages of the republic of India are Standard Hindi and English yet the government of India has given 22 languages of the 8th schedule the status of official languages. Because of such diversity in the regional languages the foreign tourist has to face the problem of communication with the locals. Security and Safety India is highly lacking on this attribute of competitiveness. The major reasons being the internal community riots and also the terrorist attacks faced from time to time. The country is highly unsafe for females and there is poor discipline as well as political instability in the country. Lack of Publicity

Lack of publicity for good tourist destinations among the travellers and also lack of good education to the locals on receiving guests and hosting them. Also, lack of publicity on cuisines and cultures. Bank and ATM facilities

Most tourist locations do not have Bank and ATM facilities. Another issue with an adverse effect on India's tourism is its widespread environmental pollution. India's vast natural, geographic, cultural, and artistic diversity present huge prospects for the travel and tourism business, and the government's promotion and strong marketing efforts are expected to help tourist arrivals. India has made strides, but the public's opinion of the country is shifting too slowly. Infrastructure investment has been made; however, infrastructure does not only include airports, hotels, and roadways. It also encompasses the telecommunications network, banks, and healthcare, among other things. To capitalise on opportunities afforded by general expansion in world tourist arrivals, the Indian tourism sector requires an urgent image makeover and more investment in development, growth, and infrastructure, especially through Public-Private Partnerships. According to the survey, there is also a need to solve issues such as exorbitant Luxury Taxes on hotels by states, as well as ensuring higher cleanliness and safety for tourists, which can assist to increase this sector significantly. "With global visitor numbers likely to rise, and emerging economies expected to grow faster than mature ones, India is poised to benefit from a wealth of tourism opportunities."

## II.DISCUSSION

For an adventure lover, India offers everything to enjoy in adventure related activities. Adventure tourism is rapidly gaining its popularity in India. Due to varied landscape, climatic variation and rich biodiversity India is a dream destination for every adventure tourist. There are thousands of rivers, plains, mountains altogether to make India one enchanting tourism destination. The leading adventurous activities available in India include Camel Safari in the Thar Desert which gives special experience. Mountaineering is famous especially in Himalayan ranges, the highest mountain range in the world. It offers ideal locations for rappelling and rock climbing. The valleys here are thrilling and offer higher levels of challenges. There are also new activities like Jeep Safaris and biking trips at higher altitudes. India has an extremely long coastline that has helped scuba diving. Goa, Lakshadweep, Andaman and Nicobar Islands may be cited as an example for scuba diving and snorkeling. The tiger reserves and national parks in India offer opportunity for elephant safari, a leading adventure activity in the country. A number of large rivers including the Brahmaputra, Ganges, Yamuna, Kaveri, Kali and others help tourists to enjoy thrilling river rafting experiences. There are many skiing destinations in India due to the existence of abundance of mountains and snow during the winters. The Ministry of Tourism has formulated basic minimum standards for adventure tourism activities for the Safety and security of tourists. It also provides financial assistance to state governments and union territories to develop infrastructure in adventure tourism destinations. It covers the facilities for trekking, rock climbing, paddle boats, water scooters, mountaineering, aero-sports, winter/ water related sports, trekker huts, wildlife viewing facilities, hand gliding, paragliding, bungee jumping and river rafting etc. The Indian Institute of Skiing provides all modern equipments and training facilities for adventure sports. [7,8,9] Various adventure courses have been offered. The National Institute of Water Sports upgraded its facilities for training in water sports activities. Ministry of Tourism of India has given security clearance for opening additional peaks in Jammu and Kashmir (Leh Area) which will help in positioning the Indian Himalayas as Adventure tourism destination. India is one of the best ecotourism destinations in the world. Eco-tourism is considered to be the fastest growing marketing industry of tourism today. From the deserts of the Rajasthan to the green forest of Cherrapunji, from the mighty Himalayas to the beautiful coastal lines of the South, India has been a favorite ecotourism destination with

rich flora and fauna. The country has biological parks, zoological parks, coffee and tea plantations, wildlife sanctuaries, mighty mountains and thick green forests. That is why ecotourism is growing so popular. The tourist may experience trekking, cycling, nature study, bird watching, village home stay, agro tourism activities during his eco-tour. Thenmala in Kerala was the first ecotourism destination in India. Other than this, Kerala, the northeast India, Western Ghats, Andaman & Nicobar Islands and the Lakshadweep are some of the places where we can see the treasured wealth of the Nature. Some of the Best ecotourism destinations in India are Munnar, Backwater waterways, Thenmala, Eravikulam National Park, Periyar National Park, Kodaikanal in Kerala, Coorg, Nagarhole, Nagarhole National Park, Bandipur National Park in Karnataka, Galgibaga Beach in Goa, Sunderbans National Park in West Bengal, Khanchendzonga Biosphere Reserve in Sikkim, Kaziranga National Park, Majul in Assam, Mawlynnong in Meghalaya: Jotsoma village in Nagaland, Namdhapa National Park in Arunachal Pradesh, Tsomoriri Wetland Conservation Reserve in Ladakh, Kanha National Park Madhya Pradesh and others. The government of India has formed a 13-member committee, called Ecotourism Society of India. It which focuses on creating awareness about ecotourism and helps in framing guidelines. To encourage Ecotourism in the country, the Ministry of Tourism has honored with categories of awards like "Best Eco friendly Hotel", "Best Responsible Tourism Project", "Best Eco friendly Practices by Tour Operators" in the National Tourism Awards presented annually to various segments of travel, tourism & hospitality sector.

Agri Tourism: Agriculture is the backbone of India and more than 70% of the population dependent on Agriculture directly or indirectly. Nearly 26 % of India's GDP comes from Agriculture. More than an occupation, agriculture is India's culture. Agritourism is the latest concept in the Indian tourism industry, which normally occurs on farms. The concept of Agritourism is very simple one. The urban tourists go to the farmers' home, stay there like a farmer, engage and experience the agricultural activities, eat the local rural food, wear traditional clothes, get the knowledge of the local culture, traditions. They enjoy the folk songs and dance, buying fresh farm products, picking fruit, feeding animals, animal rides, cow milking, participating in village fairs and festivals, involving in rural art and craft etc. Thus they get an opportunity to experience the real and authentic contact with the rural life and various farming tasks. Venturing in the agri fields like the ploughing of the fields, other water bodies, mountains and forests are added attraction to the tourists. These activities provide an authentic and interactive experience of rural life, in the delightfully fresh air. In turn it generates rural employment and help farmers to earn supplementary income for their livelihood. The blending of Agriculture and tourism together offers unique opportunities for the farmers to diversify and expand their operations. [10,11,12] Agriculture Tourism was given a major boost in Maharashtra Tourism Policy 2016. In Maharashtra, AGRI TOURISM DEVELOPMENT CORPORATION was incorporated in 2005 and owns the pilot Agritourism project of 28 acres in Palshiwadi. ATDC the umbrella organization for the Agritourism successfully operating its own pilot Agritourism project. The ATDC survey in 2014, 2015, 2016 shows that 0.40 million, 0.53 million, 0.7 million tourists have visited these centers respectively totally generating 35.79 million Indian rupee. It develops and promotes jobs to women and youth in the rural communities. Some of the successful agri tourism centers are Baramati Agri Tourism Center Palshiwadi, Anand Krushi Paryatan Kendra, Dirgayu Agri Tourism Center, Bhorkar Agri Tourism Center, Saptparni Agri Tourism center, Bhumi Agri Tourism Center and others

Spiritual and Yoga tourism: India has been the cradle of spirituality. It is rich in traditions as well as the land of the Vedas and Temples. It is called the Spiritual Capital of the World. In India everything in nature i.e. rivers, trees, forest, stones, animals, birds and land are worshipped. All are treated manifestation of the sacred and divine. Majority of the people here have the faith in spiritual and religious centers and visit these places at least once in their lifetime. Even the foreigners have some curiosity about spiritual knowledge what India has and want to visit this country. Every major religion in the world, get support and nourishment in India. India is renowned for their religious and spiritual significance. Scattered all over India, these religious centers give the tourists the bliss and peace which may have inspired them to visit the spiritually and religiously rich India. Yoga is India's gift to the world that helps in self-realization and as a science seeks to keep the body, mind and soul in concert. India is the birth land of yoga and meditation and also renowned for being a spiritual one. Throughout India there are many famous well equipped yoga centers and trained teacher. These centers under the trees, on the banks of rivers or on the beachside offer various kinds of holistic therapies and treatments to rejuvenate one. There are number of ashrams and centers where one can take pleasure in a variety of therapies and relax. Ministry of Tourism, Govt of India stated that "Properly marketed, yoga has the potential to draw in a significant number of travelers". Spiritual and Yoga tourism is the main preference now as it offers tourism, treatment as well as spiritual value. There are many centers in India which teach the spiritual awakening and different forms of yoga like power yoga, hatha yoga, kundalini yoga, raja yoga, kriya yoga, karma yoga, learning the yoga sutras, back bending, pranayama, shatkriya, as well as deep meditation classes called Yoga Nidra. Apart from that it offers series of courses, healing program me, naturopathy programmes, training to be a yoga teacher, an alcohol-free vegetarian diet, and also silent

meditation that may help one to seek inner peace and spirituality. Rishikesh in India is called the Yoga capital. It's one of the main spiritual centre also. Many other prime destinations are West Bengal, Himachal Pradesh, Tamil Nadu, Uttarakhand and others, where many famous ashrams like Arambhadracharya ashram, Osho ashram, Kaivalyadhama ashram, Isha yoga centre etc are located. They provide free daily classes on yoga and spirituality. Golden Temple and Anandpur Sahib (Amritsar); Varanasi, Mathura, and Vrindavan (Uttar Pradesh); Somnath (Gujarat); Dargah Khwaja Saheb (Ajmer); Rishikesh and Haridwar (Uttarakhand); Pushkar (Rajasthan); Jagannath Puri (Orissa); Tirupati (Andhra Pradesh); and Bodhi Gaya (Bihar) are just some of the many top religious and spiritual destinations of India that inspire the religiously inclined people from far off places to go on spiritual tours and discover the meaning of their life and physical existence

Medical Tourism: Medical tourism refers to the people traveling to another country for medical treatment. Medical Tourism is one of the most powerful and booming industry in India. It is one among the top three destinations for medical tourism in Asia. It is also birthplace of medicines like Ayurveda, Unani, Yoga, Acupuncture, Homeopathy and others. Medical tourism in India is dominated by some of the most popular diseases connected to Cardiology, Neurology, and Orthopedics. Dental tourism accounts for 10% of the medical tourism. Foreign patients travelling to India to seek medical treatment in 2012, 2013, 2014 and 2015 were 171,021, 236,898, 184,298 and 233,918 respectively; the number has jumped to 361,060 in 2016, according to the Ministry of Tourism. [13,14,15] It is estimated to grow to \$7–8 billion by 2020. The number of medical visas issued by India rose 45% in 2016 from the year before; India issued more than 1.78 lakh medical visas in 2016, including for follow up treatment, as against 1.22 lakh in 2015, according to the data. It showed, an indication that India is rapidly becoming a hub of medical treatment for foreigners. Tourists are mainly from countries such as the US, UK, and Canada in addition to visitors from neighbouring countries like Bangladesh, Sri Lanka, and China. When it comes to cosmetic surgeries, doctors are surely doing great work in India. Patients are mainly from Afghanistan, Uzbekistan, Bangladesh, Kuwait, UAE, Mauritius, Maldives, Turkey etc. for treatments like skin allergies, vitiligo, hair loss, pigmentation etc. and it is increasing day by day. Maharashtra, Tamil Nadu, and Delhi have received the highest number of foreign patients primarily from South Eastern countries. . The city of Chennai has been known as "India's health capital". Multi- and super-specialty hospitals across the city bring in an estimated 150 international patients every day. Chennai attracts about 45 percent of health tourists from abroad arriving in the country and 30 to 40 percent of domestic health tourists Based on the government's statistics related to 2010. More than 55 percent of visitors went to medical centres in these three states alone. Cost advantage, high-quality hospital care, local tourist places, availability of ease air transport, quality hotel are the biggest reasons for this trend.

### III. RESULTS

Challenges of Tourism Entrepreneurship:

- o Inadequate Infrastructure: Good infrastructural facilities in transportation, communication, electricity supply, water supply were needed for the successful running of tourism entrepreneurship in India.
- o Failure to Adapt Changes: Tourism entrepreneurs should have flexibility of mind in operation because of changing business environment.
- o Security Issues: Lack of security and insufficient protection of lives and belongings of the visitor by various security agencies had stuck tourist investment. Security condition in the country has affected the inflow of international tourism of the country.
- o National De-moralization: Corruption prevailed in the country make the procurement of licenses, permits, goods, and services from government agencies and even payment of taxes without giving bribes.
- o Inconsistent Government Tourism Policies: Government policy inconsistency has caused challenges among entrepreneurs.
- o Other challenges: It includes Lack of Credit Facilities, Highest tax rate, Domination of corporate, Lack of government advertisement, Lack of tourist destination amenities, Lack of government incentives, Law and order problems, Inadequate bank loan assistance, Lack of skilled workers, Poor traffic management, Poor civic facilities, Power shortage, Water scarcity, Unfriendly tourism culture, Lack of site seeing/Entertainment, Poor operation of TTDC, Lack of co-ordination between the department of tourism and Bureaucracy and red-tapism. [16,17]

In recent years, a wealthy middle class has established itself in Russia and Ukraine, for whom vacations are important — from package holidays to luxury trips. Countries like Cuba, Indonesia, Thailand, India and Turkey have welcomed an ever-growing number of Russian tourists. The Maldives, the Seychelles and Sri Lanka have also attracted more and more guests from Russia. According to the most recent UNWTO figures from 2020, Russian tourists provided \$14 billion (€12.9 billion) in revenue worldwide and accounted for 3% of tourism revenue. Before the pandemic, Russian tourists generated more than double that: \$36 billion. Ukrainian travelers contributed another \$8.5 billion, according to the World Tourism Organization's data. The tourism situation has changed in the above-mentioned countries, since Russia invaded Ukraine at the end of February. Based on last year's figures from the Indian Tourism Statistics reports, the country had around 2.51 million visitors from Russia, plus .29 million people from Ukraine. It is always logical for a country not to depend on too much on vacationers or holiday makers from a single country. Due to Russia -Ukraine war the total

number of tourists were decreased in India due to the ban in the airways. Until the pandemic, the tourism sector had been developing steadily over the last 20 years. Many countries had accomplished to diversify. India, for example, attracts around 2.51 million Russian tourists, as well as many millions from other parts of the world.

o In india, Foreign Tourist Arrivals (FTAs) FTAs during 2021 were 1.41 million (Jan-Dec) (Provisional) with a negative growth of 48.6% over same period of the previous year. o Foreign Exchange Earnings (FEEs) FEEs during the period during Jan 2020 – Dec 2020 were Rs.50,136 crores (Provisional estimates) with a negative growth of 76.3% over same period of previous year. FEEs during the period during Jan 2020 – Dec 2020 were US\$ 6.958 billion (Provisional estimates) with a negative growth of 76.9% over same period of previous year. o INDIA's Travel & Tourism competitiveness Index ranking has improved since 2013 , India has bagged 34th position in 2019[18,19]

#### IV.CONCLUSION

Tourism entrepreneurs and their business problems are totally different from other entrepreneurs. Failure or success of the tourism entrepreneurs purely based on the external environment support such as tourism infrastructure facilities, government policy, subsidies, , and tax policy, political stability of the country and state or region. so the government authorities should support morally the entrepreneurs to make them happy. The study's results reveals that entrepreneurship helps to create economic development through various SMEs actions. Basically, entrepreneurs take initiative for these activities that can generate self-employment for themselves as well as employment opportunities for others.[20]

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