



Tourism in Developing Countries

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I. INTRODUCTION

Tourism has traditionally acted as major source of income within many developing countries. The huge amounts of investment put into this sector points to the important role it plays in the growth of the economy and the development of economic potential. At independence, India identified tourism as a major driver of the economy and as over the years strived to develop this sector through numerous investments. As a result there has been development and opening up of many tourist markets, making India one of the leading tourist destinations in the world. There has also been development in domestic tourism, a factor that a largely boosted tourism in the country.

Despite the positive impacts of tourism, the sector also faces numerous challenges that these countries have had to grapple with. The government has put in place strategies to overcome these challenge which threaten its economic potential. There are numerous factors that have influenced the growth and development of tourism in developing markets. These factors are a political, social and economic.

II. ECONOMIC FACTORS

The economic stability of a country plays a great role in the development of other sectors within that country. A stable and highly performing economic climate encourages investment in various sectors and consequently there is more economic growth. India and other developing countries that place great emphasis on tourism have experienced the influence of economic actors on tourism development in their countries.

III. FOREIGN INVESTMENT IN TOURISM

India has open economic policies which allow foreign direct investment in tourism and other support services. The hospitality industry in the country is dominated by foreign investors from many western countries. The hotel industry is especially important as tourists who come into the country expect first class accommodation and treatment, a factor that has a great influence on their perception of tourism. The open door economic policies are also replicated in other tourist markets which become another major tourist destination in the developing world. Last year, foreign investment in tourism in India ranged into billions of dollars with foreign investors building hotels and other facilities that greatly contribute to tourism development. Although India has relatively few infrastructure solely owned by the government, it is still regarded as the leading country in Asia as far as its investment in communication, transportation and financial with a positive GDP growth of 4.5 % mostly owed to tourism growth. Among the economic developments, which make tourist industry to prosper, are increase of computer literate skilled workers in the industry whose dealing with the tourist has become more effective. India, having a good percentage of its foreign income coming from other remittances from its citizens working overseas, it has also seen the need to encourage foreign investment by providing economic regulations that attract them. Indian infrastructural growth has been credited by many economists even being ranked as the immediate alternatives to developed countries.

However, the dominance of the hospitality industry by foreign players has to an extent hampered the development of domestic tourism as foreign investors are not familiar with local tastes. As a result, there is a perception that their hotel packages are tailored for the foreign markets and do not appeal to local tourists. This has hampered the growth of domestic tourism, although in recent years there has been a gradual effort at attracting local tourists to the tourism circuit in India.

It is also worth noting that India has a high population of its country within the middle class and therefore there is more disposable income within the population. Statistics indicate that over 40% of Indians are middle class citizens meaning that they possess the potential to afford holidays and safaris in the country's tourist attraction areas. This factor has greatly influenced the growth of domestic tourism.



IV. SUPPORTING ECONOMIC FACTORS

Indian Infrastructure:

India has a well developed infrastructure that supports tourism activities. The country has a well developed road network within the main highways and other feeder roads leading into tourist attraction areas. This has encouraged investment in tourism transport with people being encouraged to invest in tourist vans. It therefore means that foreigners interested in visiting India have good transport connections into the country. India has a reliable source of electricity power from several of its hydroelectric power supplies. This has proved its ability to provide energy in tourist related areas and recreational facilities. This electricity includes maintaining the electric fence systems in the national parks, providing security measures for the tourists in the process of their visits.

Financial Services:

India is also hailed for its international standards banking systems that have allowed efficient transfer of money therefore ensuring a smooth monitorial flow of the visitors while away from their countries. The country is proud to own many international banks while there are other family owned, local and microfinance whose service delivery has reached that of international banks.

India has always enjoyed its progress in international economic relations, this is mostly due to its flexibility and openness in the allowing other nations also to invest in its country. From this mutual relationship, India has always accessed both supplies and markets across borders with no problem therefore in accessing both tourists and other supplies that can be useful in facilitating tourism management.

Social Factors:

India and most of the developing countries have a rich cultural heritage that is greatly attractive to tourists. The Indian coastal areas that tourists love as many cultural and historical artifacts which attract foreign visitors.

Most of the Indian traditional activities and cultural values up to date have remained as a source of tourist attraction to many foreign citizens. There are also tourist related artifacts produced from the traditional activities, which normally portrays a high level of technicality, skills and creativity, which even today's technological development has not yet outworn them. Among these skills, include pottery, carvings, paintings and other forms of decoration.

Tourists are also interested in observing other cultural activities like, traditional circumcisions, sacrifices dances, crowning of social leader, wedding ceremonies among others, which are characterized by a high degree of creativity and uniqueness and hence attractive. Most of the tourist attraction sites are based on real life alongside some of the cultural groups who have maintained their traditional activities and therefore still act as a supplementary source of entertainment in the tourism industry.

Indian people are known to live in as a collective group of both nuclear and extended family this has helped in efficient transfer of cultural influences from one generation to the other and therefore conserving the culture. Early in the olden days, there used to be rivalry over property in this case livestock, grazing and watering fields among the people of different communities but with education and government administration intervention, such vices were replaced by cohesive strategies with no conflicts.

With the introduction of universal education in India the social livelihood among the citizens in India has improved communication process. Through the introduction of quality education, there has been an improved communication network mostly between the tourist stakeholders and the local communities living within the tourist attraction sites. This has reduced the incidence if hostility among the tourist by this rural community since they have perceived the white as an enemy due to the colonization stigma. Effort from the government to explain to them the importance of such people to the community has become effective and instead they have been incorporated in tourism improvement strategies. These local communities after a series of training have become of great use in protecting the animals from poaching, forest from deforestation and also acting as tour guides and securities to the tourists.

V. TOURISM OUTLOOK AND ATTRACTIONS IN INDIA

Tourism in majority of the developing countries is the second ranked source of foreign income, first one being agriculture. In India, the major tourist attraction sites are the wild life followed by unique geographical features and some of the cultural dynamics amongst different communities. Many state leaders regard its vital importance in its role in economic development as a complete industry for exporting services. Tourism provides great macro economic impact mostly in, providing foreign income for purchases of imports and creation of mass employment from hospitality, recreation, forestry, wild life transport, security cultural among others. In as far as tourism is concerned India has been regarded as one of the most exciting destinations for international tourists in the world. Initially when one could mention India with respect to tourism, the first picture to come to one's mind was the wild life but with the fast pace of development, leisure has been incorporated among the reasons to visit India for holidays.

Tourism in India is by magnitude the highest by far in foreign income earner owing its achievement from not only its natural resources but also the stakeholder's devotion in excellent plan and show case implantation. This has made Indi despite having almost similar natural resources in Asia to be the first and most favorite destination for tourist in the region.



India as the tourism stakeholders put it, it has been blessed with a well-integrated combination of natural mostly, geographical features whose uniqueness has always being a source of amazement to tourist and hence attracting them. The most amazing thing is despite the several visits, photos and videos taken on several sites, it has never reached a point of monotony but instead more curiosity ids developed making more visitors to frequent as many consecutives holidays as possible.

India happens to attract many in its activities like climbing it, exploring its wild life and vegetative variations among the slopes. However irrespective of a variety of different attraction sites and scenery, tourism exploration in India cannot be a 100% complete in terms of satisfaction in the absence of wildlife exploration,. The most famous and amazing tourist attraction issues are the big mammals and the herds behavior of migrating beasts and birds among different habitats.

Several boards operate independently with a common aim of maintaining and improving the tourism industries in India. These boards are listed alongside their area of operation as follows: Indian wild life service in the maintenance, management and conserving the wild life and its habitats, plantations developing board in ensuring local wildlife and other ecosystems in the area of their management are conserved. Hospitality companies ensure the locomotion, accommodation and the general welfare of the visitors.

Indian government has also taken the initiative to incorporate the private sector in this business to aid in its efficiency of improving tourism service delivery.

VI. POLITICAL FACTORS

The political stability of any country plays an important role in attracting visitor's at its borders. A major factor that has placed India at the top of tourist destinations is its relative political stability compared to other developing and emerging tourist destinations. Since its independence, India has provided security to its visitors a factor that has played a great part in its development. However, India has also had its fair share of insecurity that has sometimes posed a challenge.

VII. CHALLENGES

One challenge that India has greatly suffered from in the development of its tourism is environmental degradation. As tourism grows, there is a drive towards clearing large areas of land for the construction o facilities such as hotels. This has lead to depreciation of forest cover. The destruction of the environment along the coastal areas as also posed a great challenge to tourism development in the country.

In mot developing countries, governments do not invest back into the community the funds gained from tourism. This is one of the problems that communities in India have always complained about. The government therefore faces the challenge of satisfying communities living along the tourist destination. This has sometimes led to unrest in these areas as the communities demand a large share of the tourist revenues. The problem is greater in India where the population is large and with greater economic and scalar awareness by the people.

VIII. RECOMMENDATIONS

As various governments within the developing world pursue economic success they have put in place strategies to guide the future development of the industry. The future of the tourist industry is bright despite the grim outlook posed by the present challenges. The global economic crisis is especially a serious challenge at present. However, as economies in Europe and other traditional tourism markets recover, the tourist destinations will experience a boom.

Some counties such as India have at present put in place strategies to encourage domestic tourism which mitigates against global factors such as the financial crisis and travel advisories on security. In recent years, the growth of the domestic market in India has witnessed tremendous growth and there are indications that this is a trend that is set to grow. As more Indians explore the tourist attractions in their own country, hotels and lodges will continue reaping returns even during the low season.

The emerging markets are also creating a situation of competition, which has forced the traditional markets to evaluate their marketing strategies. The neighbouring Asian countries are struggling to catch up with traditional markets and this has given rise to intense competition in the tourism market. The increased competition means that tourists are likely to experience better packages and treatment in the various competing destinations. Value for money is an important consideration for tourist and increased competition provides an opportunity for realizing this advantage.

It is important that government in developing countries put in place effective policies to promote tourism. They should liaise with local communities to achieve this aim. The participation of local communities in the development of tourism strategies ensures that there is coordination of ideas, especially with regard to issues such as environmental protection and revenue distribution. The local communities understand their ecosystem better and their views should be incorporated in all issues



affecting tourism in their communities. There is also a need for the development of regional tourism in developing countries so that the market does not only rely on European markets alone.

On the overall, tourism development in the developing destinations faces mixed prospects. However, there is no denying that the industry provides great promise to the economic potential of the developing countries both in the short term and the long term. Policies by the various governments must be positively channeled and the various tourist organizations in these countries should work towards strengthening the industry for a better future.

IX. CONCLUSION

Tourism evidently plays a great role in the developing countries. This is more so in countries that have put tourism at the top of investment priorities. Considering these important factors, there is a need to conserve and maintain this industry by having many improvements in ensuring the industry is attracting and retaining more tourists. The first thing to consider is the importance of natural biodiversity to tourists. Wild life is the major tourist attraction sites therefore there is a need to maintain all the factors that make wildlife to be sustainable. This conservation measures include avoiding poaching and illegal logging, which lead to deforestation. Through the wildlife service providers, they educate the community on the importance of the wild life and the need to conserve it. Tourist related institutions in India and other developing countries should be started in order to train the local Indians on the better techniques to attract and retain tourists in the nation. This training may range from transport and logistics, hospitality management and tour guiding .Security measures should be improved in this case including elimination of terrorism threats in certain countries, ensuring a stable government to avoid violence because of civil war and other uprising which are likely to scare away tourists from coming. There is also need to establish presentable agents and scouts in the tourist's countries who provide first hand information and guidance on which country to go for holiday and the attraction sites that one is expected to experience.

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