

E-TOURISM AND INDIAN HERITAGE: A BOOST TO FLAGGING ECONOMY

Jisha D Nair, Ph. D.

Assistant Professor, Department of History Payannur College, Kannur, Kerala.

Abstract

This Paper examines an in-depth analysis of the present and future prospects of Indian tourism industry, heritage, hospitality, e-tourism, innovation, growth, future and how they are linked. Tourism is a relevant opportunity for the economic development, for creating the employment opportunities and social well being. Heritage has always been one of the most inherent aspects of Indian tourism. This paper analyzes the use of emerging trends of Technology in tourism marketing and focuses on some of the initiatives taken by India to promote heritage tourism and fills in some of the gaps in the literature by researching a variety of different heritage sites in India. Heritage tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. The paper also deals with how e-tourism increasingly determines the competitiveness of the organization. The arrival of the Internet has increased the opportunities to boost the hospitality industry. This paper also highlights the troubles and challenges confronted by the tourism industry. There are many challenges that bar the growth of this sector but the good news is that these challenges can be converted into opportunities.

Keywords: *ICT, internet, e-tourism, hospitality, Heritage tourism.*



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

INTRODUCTION

A civilization that is over 5000 years old, India, a land of geographical diversity, blessed with a long history of rich civilization and culture. It is a possible business paradise with a good form of attractions starting from stunning beaches, hill stations, scenery, forts, monuments, fairs, festivals, art, crafts, culture, forest, wildlife, and non secular centers etc. India's cultural heritage is various, wealthy and distinctive. What's uncommon is that it has absorbed, followed, tailored, and yet maintained its precise identity. Through the years, each have left behind their particular traditions which are meditated in each element of Indian lifestyle, be it art, dance, drama, tune, structure, language, cuisine or religion. The country's made history, cultural heritage, diversity of faith, kind of landscapes and medication fascinate each, budget and luxury travelers. Lonely Planet (travel guide) has rated India among the top five travel destinations in the world.

As the world's seventh largest country, India has a lot to offer potential visitors, including the mountain ranges of the Himalayas, the backwaters of Kerala, the Thar Desert and endless historical and cultural attractions. Developing country like India, tourism enterprise has

become one among the foremost sectors of the economy, contributive to an oversized proportion to gross domestic product and employment opportunities. Consequently there is a brilliant deal of scope to increase tourism across India. There are unique sorts of tourism which includes adventure tourism, sports tourism, water tourism, Geo tourism, tradition tourism, Eco tourism, business tourism, scientific tourism, space tourism, pilgrimage tourism, flora and fauna tourism, historical past tourism, rural tourism etc. Tourism is the fastest growing industry in the world in terms of employment and revenue. On an average 7 million people travel internationally and 70 million domestically every day.

Over the last few decades, tourism has evolved into a full-fledged industry. It has been duly recognized in National Tourism Policy, 2002 that tourism not only generates employment but also upgrades human skills. The infrastructure created for tourism is utilized by all different sectors of the economy. In India, tourism is the foremost motive force of economic growth. It is taken into consideration to be the giant sectors of the economic system for attracting funding and producing employment. Tourism additionally an employment generator as a result, efforts are being made with the aid of the vital and state governments, tourism boards and other stakeholders to promote tourism with the adoption of progressive strategies.

PROBLEM STATEMENT

As most studies conducted in this area are mainly on heritage conservation and architecture appreciation, a much-needed study on E-tourism is required. Therefore the problem under investigation is the huge burden of unemployment, poverty and social deprivation faced by ever increasing Population, while opportunities exist in the tourism industry to address their economic, socio-cultural and environmental challenges. India has a potential for dramatic growth of tourism. Tourism activity has long lasting socio-monetary influences on the host financial system and network. The paper also presents future developments in e-Tourism that will influence the tourism industry structure. It will also help to bring out a consumer's perspective of the advantages of social media over traditional marketing methods.

OBJECTIVES

The goal is to understand the possibilities of E tourism enterprise and history in India within the epoch of Liberalisation, Privatisation and Globalisation. Indian tourism enterprise these days is on the brink of a large alternate for massive monetary profits. Also to develop

sustainable economies and to protect herbal and cultural resources, which enhance the high-quality of life for citizens and travelers who take part within the services and attractions.

LITERATURE REVIEW

The study is mainly based on survey reports, newspapers and articles related to the topics published in journals, and the secondary data is used to supplement and support the forementioned documents. MM Khan 2009: Has written a vital book series on encyclopedia of tourism. There are four volumes which cover exclusive aspects together with foundation, operation, tourism, inn industry and ticketing and booking. Romila Chawla 2003: Wrote an important book entitled Tourism in the 21st century she has focused on the challenges faced by this industry because of development of Information Technology and importance of tourism industry in bringing national integration.

RESEARCH GAP

A reasonably big quantity of literature each on the small scale and large scale ranges may be visible with reference to tourism. The literature survey has benefitted to the researchers for the identification of potential and possibilities for E-Tourism and heritage Tourism improvement. Maximum studies counseled that authorities perform an essential role in facilitating using virtual trade for the tourism corporation and in developing their capability to advantage the advantages, through reputation building and education programmes. This paper additionally analyses, development of tourism from traveler's desire attitude. To cover this research gap this energetic subject has been decided for re-visit.

NATIONAL POLICY ON TOURISM

The major developments that took place were the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. The Indian government has provided policy and infrastructural support that has been instrumental in the growth and development of the industry. The tourism policy of the government aims at speedy implementation of tourism projects and development of integrated business enterprise circuits, special capability building within the cordial reception sector and new promoting methods.

A countrywide policy on tourism was formulated in 1982 focusing on the development of tour circuits and assigned the obligation of selling worldwide tourism to the relevant government and home tourism to the country governments. Tourism was made a priority sector for foreign direct investment (FDI) in 1991 making it eligible for automatic approvals

up to 51% of the equity. In 1992, a countrywide movement plan was prepared and a countrywide strategy for tourism development became evolved in 1996, which advocated the strengthening of an institutional set-up in human useful resource improvement, putting in place of an advisory board of tourism industry and alternate, the integrated development of tourist locations and the promotion of private sector in tourism development.

In 1997, a draft New business Policy in tune with the economic policies of the Government the draft policy is currently under revision. The planned policy acknowledges the roles of Central and State Governments, Public Sector Undertakings and therefore the non-public Sector within the development of business. Tourism turned into granted 'Export House' popularity in 1998 making Hotels, travel marketers, excursion operators and tourist shipping operators eligible for such recognition entitling them to various incentives. On the way to take benefit of the liberalized financial regime and the developments taking location round the sector, a brand new countrywide tourism coverage is under attention of the government.

INFORMATION AND COMMUNICATION TECHNOLOGY

The Information and Communication Technologies (ICTs) are changing significantly the ways in which traditional destination management activities like Planning, Marketing, Promotion, co-ordination etc were being carried out. Beginning with the 1980s, the Information and Communication Technologies (ICT) transformed the domain of tourism globally. WTO, states that the Internet is revolutionizing the distribution of tourism information and sales. Total contribution via tour and tourism sector to India's GDP is expected to increase from US\$ 136.3 billion in 2015 to US\$ 275.2 billion in 2025.

India ranked third among 184 countries in terms of travel & tourism's general contribution to GDP in 2016. Travel and tourism is the third biggest foreign exchange earner for India. A sum US\$ 17.731 billion become earned under foreign exchange via tourism at some point of January-August 2017. It is anticipated to support over 370 million jobs in near future. The sector accounted for 9 per cent of total employment generated in the country in 2016 and the employment in the sector is expected to rise to 46.42 million by 2025.

E -TOURISM

The epithet of Indian culture is "Athiti Devo Bhava", which means guests are like our God. The last year released data from the ministry shows a healthy rise in foreign tourists arriving in India. The government introduced the e-visa facility in November 2014 and this has reduced considerable paperwork and has facilitated ease of travelling for India-bound tourist. The e-

visa arrival in 2015 was 1,10,65, it rose to 4,34,927 arrivals in 2016 — a whopping 293% spike. February, in particular, sees a rise in the total number of e-visa entries — a 369% rise. During the last decade of twentieth century, India saw the emergence of e-tourism, its excogitation and growth. It is because of the online revolution and its application in which the travelers are greater fascinated to get information on destinations, centers, availabilities, prices, geography & weather and present reputation of pleasant relation. This brought about the improvement of e-commerce techniques in tourism industry and greater offerings inside the form of online motel booking, flight reserving, vehicle reserving, bus booking got here into vanguard as on-line offerings supplied by means of the huge online tour industries.

Tourism not only facilitates the travelers, on the other side it also gives opportunities to small enterprises to develop their business across the world. As net based totally electronic commerce removes all geographical boundaries, companies get scope for getting enterprise across the boundaries. The net allows travelers to get admission to reliable and correct records, and make reservations the use of a fraction of the time, fee and overcome inconvenience required by way of traditional strategies. It improves the service exceptional and contributes to a better tourist pleasure. Tourism region is also one of the widespread individuals to foreign exchange reserve of the country.

The tourism, as all extraordinary activities within the tertiary quarter discipline, wishes an intensive guide using the multimedia representations so that it will offer a photograph or a tangible revel in to the client. The wi-fi networks, together with the cellular networks, allow the users the relationship of the communication to the global network, being widely utilized in motels, airports, and so on. The 3G and 4G cell generation allowed achieving a new stage inside the multimedia statistics conversation. The Ministry of Tourism has launched a new e-commerce platform on its website and the primary goal of this platform is to facilitate small and medium entrepreneurs to be on worldwide community to sell and promote their product on line. The multimedia technology became one of the key domains of development and it influences the tourism field.

HOSPITALITY

The Indian hospitality industry has emerged as one of the key industries among the services sector in India The hospitality industry and leisure industries are widely regarded as being extremely competitive and fast moving. The fortunes of the hospitality industry have always been linked to the prospects of the tourism industry and tourism is the foremost demand of

the industry. Hotels are also vital component of the tourism industry. The hospitality sector has been growing at a cumulative annual growth rate of 14 per cent every year, adding significant amount of foreign exchange to the economy. Government of India is allowing 100% Foreign and Direct Investment(FDI) in Hotels and Tourism, through the automatic route and also identified the investment opportunity of about \$8-10 billion in the next 10 years in tourism sector.

In the hospitality industry, social media has potential applications beyond traditional marketing activities. By effectively monitoring, cultivating, and acting on information gathered through social media, a hotel can position itself to do a better job not just of managing customer relationships, but also of attracting and recruiting employees. Hotels can use multiple social media sites to interact with customers and guests, perhaps even using different languages and channels, thereby augmenting traditional marketing communications. Social media can also enable hotels to identify and track a consumer through various channels, giving the hotel access to the insights needed

HERITAGE TOURISM

'Cultural Heritage and Sustainable Tourism' is the theme for 2017 tourism. The World Travel & Tourism Council (WTTC) has named India and China as the fastest growing tourism industry in the next 10 - 15 years.

As we tend to flip the pages of history, the made heritage of Asian nation comes alive with all its fragrance and color that are still inhaling the heritage forts, palaces, temples and monuments fringed in every and each corner of this multi sidecountry, India. The splendid architecture, minutely carved motifs, embellished facades of the heritage monuments narrates the immense skill of the craftsmen of the yore which have been fascinating the world for many centuries. India's glorious past and cultural diversity make an effective blend which attracts millions of tourists each year to its heritage tourism. World Heritage day is celebrated on April 18 and it was subsequently approved by the General Assembly of UNESCO in 1983. The Archeological Survey of India, under the Department of Culture, is the premier organization for the archaeological researches and protection of the cultural heritage of the state. Maintenance of ancient monuments and archaeological sites and remains of national importance area are the prime concern of the ASI. The government of India and the ministry of tourism and culture inspire history tourism in India via providing numerous blessings to the Indian states which can be particularly well-known for attracting tourists. Besides it

regulate all archeological activities within the country as per the provisions of the traditional Monuments and archeological Sites and Remains Act, 1958.

UNESCO has returned up with the mission to safeguard these treasures that area unit the best gifts to world from India. Once acquainting with these unimaginable Indian heritage sites and protected monuments with twenty two world heritage sites, sixteen of that area unit monuments. These 16 cultural sites have been enlisted by UNESCO in 1972 from India for Preservation as world Heritage are Ajanta Caves, Ellora Caves, Agra Fort, Taj Mahal, Konark Sun Temple, Mahabalipuram group of Monuments, Goa Church, Khajuraho group of monuments, Hampi group of Monuments, Mughal City Fatehpur Sikri, Elephanta caves, Brihadesvara temple Thanjavur, Qutub Minar, Buddhist monuments at Sanchi, Humayun's Tomb and Bhimbetka Caves in Madhya Pradesh.

India is a land of Fairs and Festivals. Heritage tourism is an economic development tool designed to attract visitors to an area based on the unique aspect of the local history, landscape and culture. In fact, several tourists plan their vacations in keeping with the time of prevalence of those fairs. Pushkar Fair, Ajmer Fair and Surajkund Crafts Fair are some of the famous fairs of India. The KumbhMela and the grand Goa Carnival are extremely popular among the locals as well as the tourists. This helps not only boost regional and local pride but is also a good source of revenue for the local community as it generates employment. Historic preservation is a tool for preserving a historic place incubating small businesses, revitalizing downtowns generating local jobs creating improvement to a community. Through involvement and exposures to local historic sites residents become better informed about their history and traditions.

CONCLUSION

To sum up, notwithstanding the numerous problems, tourism enterprise was the second-largest foreign exchange earner for India. Indian tourism has huge potential for producing employment and earning large sums of foreign exchange besides giving stimulation to the country's overall economic and social development. The Foreign Tourist Arrivals in April 2017 were 7.40 lakhs as compared to Foreign Tourist Arrivals of 5.42 lakh in April, 2015. According to WTTC by 2020, Tourism in India could contribute Rs 8,50,000crores to the GDP.

To support development of the E-tourism industry and effectively face these challenges, well trained professionals are needed. Online tourism services are the services which are offered by the tourism portals to travellers through the Internet. Peoples want everything to be properly planned and they are taking initiatives to plan their own trips according to their convenience and this has made possible easily by the use of online tourism service portals. The travel & tourism region is expected to develop quicker than the broader economic system and plenty of other industries over the following decade. It's far expected to guide over 370 million jobs through 2025. Such robust boom would require tourism destinations internationally to provide environments that are conducive to business development. It will require powerful coordination among public establishments and the personal zone around the sector around the world.

Tourism has become the world's biggest enterprise, generating wealth and employment, opening the minds of both site visitors and the visited to special ways of life. To attract the foreign travelers in India, liberal guidelines and discount in taxes alongside a comprehensive package for attracting visitor and foreign investment are the need of the hour. Moreover tourism enterprise is significantly supported to grow horticultures, handicrafts, agriculture, production, rooster and the like. Powerful implementation of the regulations will assist inside the increase of the industry typical. It's far one of the vital foreign exchange earning industries has manifested amazing potential of increase below liberalized Indian economic system.

REFERENCES

- Agrawal O.P.(Eds), *DhawanShastri, Bio deterioration of cultural property, MacMillan India Ltd.,Delhi,1991.*
- A.Vijaya Kumar (2009), *Indian Tourism Industry in 21stCentury,Challenges and Responses. Sonali Publications, New Delhi.*
- Bhilia A.K. (1989): *Tourism Development – Principles and practices, Sterling, New Delhi.*
- Biswas, S.S. *Protecting The Cultural Heritage National Legislation and International Conventions.Aryan Books International, 1999.*
- Buhalis, D. (1998). *Strategic used of information technology in the tourism industry. Tourism Management.*
- Conservation of cultural property in India , annual Journal of IASC, New Delhi*
Dhawanshashi (Ed.), Recent Trends in Conservation of Art Heritage, Agam Kala Prakashan, New Delhi.
- Kandari, O.P. & Chandra Ashish, (2004), *Tourism Development Principles and Practices, Shree Publishers & Distributors, New Delhi.*
- Khan, M. A. (2005), *Introduction to Tourism, Anmol Publication Pvt.Ltd, New Delhi.*
- Misra S.K. (1990) : *Tourism in India – Policy and perspectives, PurshiPrakashan, New Delhi.*
- Copyright © 2017, *Scholarly Research Journal for Interdisciplinary Studies*

Pearce Douglas (1981) : Tourist Development, Longman, Scientific and Technical, Longman Group U.K., Ltd. London

Pedersen, Arthur (2002): Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers. - World Heritage manuals. UNESCO World Heritage Centre (Ed.). - Paris.

RomilaChawala (2004), Economics of Tourism and Development, Sonali Publications, New Delhi – 110 002

Sunita Chopra (1991), 'Tourism and Development in India', Ashish Publishing House, New Delhi.