

## Tourism and Hospitality

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**Tourism:** Tourism is travel for pleasure or business. The business of attracting, accomadating and entertaining tourists is Tourism.

International receipts grew to US dollar (\$) 1.03 trillion in 2011, corresponding to an increase in real terms of 3.8% from 2010. The word tourist was used in 1772 and the word tourism in 1811.

**Significance of Tourism:** it is an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations. Tourism brings large amounts of income in to a local economy in the form of payment for goods and services. It even generate oppourtunities for employment in the service sector of economy associated with tourism

The world tourism day is celebrated by the World Tourism Organisation, every year falls on September 27. In 1988 the tourism organisation declare its team as "Tourism"

Road Transport Organisation: There are various tourist organisations which have their own fleet of road vehicles for the use of tourists. The govt.of india gave permission to some Indian companies who enter in to collaboration agreements with well known international companies to operate" rent –a – car".

Indian Railways: It have been playing their due role in the promotion of tourism development, the Indian Railways carry annually 3 billion passengers, about half of them suburban. From June 1987 Indian Railways introduced special Ind – rail tickets for foreign tourists payable in foreign currency.

Impact of Tourism: The overall impact of tourism on a national scale may be difficult to measure as it is pervasive activity rather than a tangible commodity. It can be more easily accessed and assessed in specific situation where the parameters can be more precisely defined.

### Hospitality:

It refers to the relationship between a guest and a host, wherein the host receives the guest with goodwill including the reception and entertainment of guests. Louis Chevalier de Jan court describes hospitality as, "The virtue of a great soul that care for the whole universe to the ties of humanity".

In ancient cultures hospitality involved welcoming stranger and offering him food, shelter and safety.

In Ancient Greece, hospitality was right, with the host being expected to make sure the needs of guests were met.

### The Hospitality Industry

The hospitality industry is a large umbrella industry that contains several different divisions of businesses:

- Air and land travel
- Hotel
- Food and beverage
- Entertainment such as movies/theatre/sports
- Tourist attractions

Due to the variety of businesses, the hospitality industry is usually one of the largest revenue producers for countries. Hospitality usually focuses on extra money that people have to spend on pleasurable things and leisure, though not always. Business conventions, trainings, and meetings in different countries can also affect the hospitality industry greatly. While the hospitality industry can be influenced by a type of visitor, it can also be influenced by domestic and international travelers.

### India's Hospitality Industry

India is sometimes thought of as a poor economy; however, recently in the last several years the Indian economy has expanded considerably. The economy has started to grow as well as the personal wealth of its people. This domestic success has created the need for more restaurants, hotels, and entertainment venues for travel. However, the domestic side of tourism isn't all that makes India's hospitality market share so large.

India is a country with a long history, and historically many people visit the country for spiritual reasons, bringing in visitors from all over the world. Additionally, the country has 32 national heritage sites bringing in history buffs, and a wide variety of nature reserves and parks for those looking for adventure. The variety of available sites makes India a popular choice for many visitors. This has inspired many hotel chains like Marriott to start working with India to create more hotels within the country. What helps this endeavor is that there are a lot of empty buildings in India, so businesses coming in do not have to spend money to build a new hotel. Instead, they take old buildings, clean them up, and make them new again. The rehabilitation of the old is cheaper, and also helps gentrify areas.

Other areas in the hospitality industry come from businesses that have outsourced their work to India, because the wages are so much cheaper. This brings in business people who are meeting and working with the international companies, thus strengthening the industry.

**Advantages**

Advantages in the hospitality industry for India right now are varied. First, they have the educational facilities to make sure they have skilled workers. Skilled workers usually means low turnover so there is not a constant need to spend extra money to train new people.

Additionally, India has become recently popular for low-cost medical treatments. With highly skilled doctors and the cost for medical treatments so low, it brings in people from all over the world to have work done that they cannot afford at home even with insurance. Since medical procedures can take time, it ensures that 'medical tourists' stay longer, which adds significantly to the revenue of the country. The Indian government has actually realized the positive of this type of tourism and has created a new visa which is easier to obtain for these situations.

**Conclusion:**

It is our honest hope that this policy on TOURISM being presented for the first time, will find wide acceptance and will help to enrich our life and bring greater prosperity to our people in the year to come.

Government efforts in providing the accommodation of the YatriNivas also accommodate more and more in the inexpensive sector. The youth hostels association of India place a key role in developing Tourism and Hospitality in India, today Tourism with its rate of rapid growth is not only big business but also the world's fastest growing industry, and even the development of hospitality also increased in the past 5 years.

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