



A Social Aspect of Tourism Development in India

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Abstract : *Tourism activity in India is an important useful industry in the whole country and pass substantially to foreign reciprocation earned. Tourism from being regarded as a pastime activity for the leisured few in society has grown into a many billions diligence and a multi faceted commotion. Competently on account of its unusual socio quantum and anticipation excursion has also become the theme of scholarly liking. The main objective of the research paper is to get a light the prospects of tourism industry in India in the era of liberalization, privatization and globalization. Today, our Indian tourism industry is on the initiation of a major variation for great financial gains. Nevertheless, tourism is much more than an economic activity; it has become a way of life. Without ignoring the problems of tourism industry and its implications on the future growth of tourism industry in India, we make an attempt to identify the potentials of tourism industry in the present generous atmosphere.*

Keywords: *Tourism, Globalization, Travelling, Environment, Development,*

I. INTRODUCTION

Through confined to his hearthstone and home, his ground of birth on domicile, man is a creature who loves to travel, if only to search for new adventures or explore new lands to conquer and occupy. Since the beginning of human history, this urge to move about has been an important human activity. Form the earliest historic times man has cherished the desire to discover the unknown, the explore new and strange places, to seek changes of environment and to undergo new experiences. There was a time when men and women alongwith their families or tribes roamed about in search of food and shelter, and in the process, discovered new areas to settle down. The search for food and shelter led to new conquests and adventures. The mythologies, epics and historic of various nations contain decryptions of such adventure. (Bhatia A.K 1982)

The process has continued through the age, which have perhaps also corresponds with different states in the development of technology and the changes in the mode or travelling and the facilities available. Meanwhile new worlds have been discovered, new areas brought under human occupation, new nations have emerged and there have been reloventory changes in technology as well as human expectation, but the urge to travel has remained unchanged. Over the countries the passion for travelling has become stronger and more popular among the average citizens. New motives have been added to the reasons for people undertaking long or short journals, for example, the curiosity or urge to see different people or just to have some adventure, a change from the normal ways of life, some elation and fun. In fact, this latter type of travelling has become more common and rewarding during recent decades. This hobby or raveling largely goes under the broad and general term of tourism.

The new phenomenon of travelling more for the thrills of adventure and fun, etc has become a worldwide movement with its domestic and international aspects, and many allied or subsidiary activities have also been generated by it. (McIntosh, R.N 1999)

Before quoting some appropriate and current definitions, we may note some of the prominent or noticeable characteristics of the phenomenon. The first element is the movement of the people, a physical movement, a journey. It can be for a short excursion, a day trip or even half day, for a short and temporary stay or visit of sight and recreational natures but not for residence or for purpose or work. The destination or place of visit can be within the country or beyond the national frontiers. The journey may cover more than one place of centers of attraction .above all, it's generally a leisure time activity, through quite often, and business is combined of travel and vise of foreign exchange facilities. In fact, such trips within a country had outside are becoming quite popular.

In the year 1910, an Australian economist, herman scholars took of the economic aspects and potentials of the growing tourisms movement in Europe and defined tourism as the sum of total operation mainly of economics nature which relate directly to the entry, stay and movement of foreigners inside or outside a city, region or a country.

II. CONCEPT OF MODERN TOURISM

Local transpiration and accommodation are the two basic components of tourism. The term local is related to holiday destination and what it offers to the tourists to get to his destination the tourists has to travel and therefore some mode of transport is required on reaching the destination he requires some kind of accommodation for providing food and comfortable sleep. The basic concept of tourism, whether domestic or foreign, is to plan or undertake and stay mainly for pleasure or as a leisure time activity, this also means that persons some and visit places of tourists intersects not to earn any money but to spend it, whatever they have earned and whatever they can afford to spend on their visit in the place of

their interest. This definition also indicated the basic approach of modern tourist's trade, to attract tourists with money, who naturally set the fashion or put forward their expectation with regard to comforts, services and recreational facilities.

HISTORICAL DEVELOPMENT OF TOURISM

Before looking at the emergence of tourism industry in India, looking at the history of travel, would be in order, in the history of the world, there has never been a migration of people from one country to another on such a large scale as it taking place today. According to world tourism organization on 1983. The resident of one of the most advanced country of the world usa. Spent more than 300 billion on domestic international travelling which are more than the expenditure to their country on defense. **(Bhatia, A.K 1993)**

Out of much reason for the rapid growth of this industry in the world, a rapid change in automobile industry is important. Fast expansion of aircrafts fleets, improved communication system, world wide availability of rental care and accommodations are a few reasons to home. Although there has been travelers in the past also but people believed that man prefers safety necessary. For example argons left central Asia due to change in climatic conditions. The travel is directly related to trade because with the invention of money people started trading and for trading they went from one place to other. It's also supported by the civilization of Mohan jadaro and Harappa where money was already in existence.

III. SOCIAL SIGNIFICANCE OF TOURISM

Every state has social duties toward its citizens. It aims at providing healthy adequate leisure time activities to its citizens. These can be achieved if the state provides facilities of tourism through the corporation of tourism development.

Group travel has become important social phenomenon and seems to be growing year after year. People interested in a group tour are those who are socially inclined and enjoy being together. They feel that their trip will be more enjoyable and free from anxiety if they travel by group tours. Probably the cant most significant envelopment in the group travel plan, a membership in the club makes possible travel opportunities and vacation destination facilities at a price below that paid by a non member for a similar facility. Another variation on group travel is the growth of the different types of tour promoted by the airlines. . Groups of the fifteen or more are afforded reduced fares. Another provision is for the affinity groups tours and is officiated to with legitimate group for a period of six months is necessary in order to avoid the facilities provided by the airlines. Such tours are usually served by supplemental airlines. Still another arrangement is the inclusive tour character in which an entire aircraft is made available for a group of persons who wish to travel. One of the fastest group arrangements is that of incentive tours provided but company to its members and their spouses who are successful in achieving some objective usually a sakes goal.

Special interest group travel is another segment which is growing in importance. Tour are arranged for these interested in a variety of vocations, A arrangements' for tours is made for those interceded in archaeology, architecture, art festivals , castles and palaces, history literature and golf, gardening, yoga etc. Social and organization are also organizationing more group travels. Women's groups' social groups, youth groups, alumni and professional societies increase singly take extended trips together as a group.

The social scientist who forecast the nature of society in the future seem to indicate that all modern countries are progressing towards life styles which favor the growth and development of s tend to the more venturesome and tourism . Increasing number of people their teens and twenties tend to the more venturesome and willing to travel to place all out the world. They also use means of travel which perhaps the older person at youth hostels, or other low priced accommodation. Rising standards of living, technological improvements resulting in increasing productivity per worker, increase leisure time with decrease in work week, increase in leisure time with degrease in work week, longer vacations, changes in the age compositions in the population the increasing level of educational attainments, better communication, increased social consciousness of people for the welfare and activities of other people thought the world, and shrinking of world by fast jet travel have combined to produce great interest in travel. Domestic travel within all countries has also been increasing and the sociological, economics and technological changes likewise favor this type of travel. The power of travel to increase understanding and appreciation among peoples of the world is very significant. It has a great educational value. Realizing the tremendous social benefits occurring due to tourism, government policies in progressive and enlightened nations encourage travel, particularly domestic. Travel as a mean of acquainting the citizens with other as a mean of acquainting the citizens with other parts of their country and creating appreciation for these. The importance of tourism was acknowledged formally when United Nations general assembly designated 1965 as the international tourist year with a unsnaps resolution recognizing that tourism is a basic and most desirable human activity deserving the praise and encouragement of people and all governments. **(ibid)**

IV. TOURISM AND DEVELOPMENT –A WORLD SCENARIO

Smith (1988) and Britton (1991) argue that much tourism work lacks a theoretical framework, due to the fact that many of the contributors are trained in peripheral fields, and thus are not exposed to the dynamic complex of social and cultural processes, which inundate tourism phenomena. Previous tourism related studies in the literature, which has a significant amount of work revolving around the impacts of tourism, witnessed concepts and theories that were borrowed or adopted mainly from other branches of social sciences, including geography, though, many researchers failed to recognize their origin **(Goeldner et al, 2000)**. For example, concepts and framework from Geography often serve as foundations for the study of tourism, where the dynamic process that underlie a tourism destination could be understood using approaches such as spatial analysis **(Pearce, 1995; Johnston, 1997)**.

On the other hand, Pearce (1979) identifies six major areas of specialization from the perspective of geographical interest in the study of tourism: the spatial aspects of supply, the spatial aspects of demand, patterns of movement and flows, the

impact of tourism, the geography of resorts, and models of tourist space. Erstwhile, **Oppermann (1993) and Pearce (1995)** suggest that existing geographically-related theories in tourism have grown along two main paradigms: the diffusionist model and the dependency model. Both contain the construction of places and spaces at their heart (Crang, 1997). However, the former addresses tourism as a regional agent of development and as such, tourism development is diffused from core to peripheral areas. The latter on the other hand, carries the notion of a subjugated peripheral area by its core counterpart. In the context of countries deemed peripheral, such as the world's less developed countries, there is little detailed research undertaken on tourism (**Brown and Hall, 2000**).

SOCIAL ASPECTS OF TOURISM DEVELOPMENT

Tourism is a socio-cultural event for the traveler and the host, part of travels attraction is the opportunity to see different areas of the world and observe foreign cultures and way of life international travels brings the residents of urban industrial societies to less developed nations and culture. The contrast between resident and visitor under these circumstances in because of the difference in language, cultural values, economic development and politics. Such differences are also observed in domestic tourism and this brings people of different backgrounds and lifestyle together and can lead to conflict concerning land use and economic priorities in the destination areas.

There is some doubt as to whether tourism is a cause or symptom of change in this rapidly evolving world. Cohen has challenged the popular notion that tourists are a major factor socio cultural change. This view prevails particularly in the areas form which tourists originate, where people are aware of tourism but not of other factors of change in popular destination areas it is often not shared by the people of the areas itself, whose attitudes to the consequences of tourism are left unexamined.

V. EFFECT OF TOURISM ON SOCIETY

The impact of tourism has affected a lot over the society; people have changed their life style by imitation the western style. Instead of pooja, keertan and jagran, one can hear western music not only in restaurant and hotel but also in mandirs.

AIDS a dreaded disease is now noted Maharashtra also. It is supposed to be transferred here through the tourists who come from all over the world. Crime and consumption of liquor, charas, and ganjha heroine have also been seen to increase in Maharastra, which show the ill effect of tourism.

Prostitution is one of the worst work is also noted here. People of Maharashtra are known for their religious culture but now in a run to become modern, have started in religion marriages and conversion of their religion is also found, which may disturb the proper system of society.

VI. REVIEW OF LITRATURE

Pirece (1996) in his book viewed tourist destination form five board sectors namely attraction, transport, accommodation supporting facilities and instructions. He explain that attraction encourage tourist to visit the location, the transport service enable them to do so, the accommodation and supporting facilities catter for the tourists well being their stay and the infrastructure assures essential functioning all of the sectors.

Hall (2000) Admitting international visitors and facilitieng their travel within a nations borders is a political action therefore country approach to international tourism is a part of its foreign policy, as well as a part of its economics and commercial policy. There are endless examples of the political and foreign policy implication to international tourism, increased contacts between people of different cultural can lead to increased knowledge and understanding in turn can contribute to a relaxation of tension between nations.

OBJECTIVES OF THE SUTDY

1. To know the status of tourism in India
2. To know the public awareness about tourism

WORK PLAN RESEARCH METHODOLOGY

For the research work, a clear thought out research methodology applied in present study. The entire study confined to the of whole country. To analysis the sociological impact, the researcher adopts the following approach:

The secondary information published by detaches and other agencies engaged in the promotion of tourism during last one decade were analysis with reference to sociological aspects. News items features and radicals published in various leading newspapers and magazines and reports during last five years were analysis.

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