

Need of Strategic Planning For Development of Tourism in India

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Abstract

Tourism development is definitely a geographical and environmental phenomenon. By identifying the potentialities of India with its North-South and East-West extent since the colonial era the Himalayan and most of the hilly areas are been developed as a tourist centers by the British Government that time. Even today after 67 years of independence many hill-stations are maintained their glory as a tourism centers.

After Independence, the tourism impacts are felt across the range of economic, social, cultural and environmental contexts even in India. With rich cultural background and largest variety historical monuments India has all the potentials to establish herself as International Tourism center. But at many times lack of proper implementation of policies and the lack of civic awareness affects and even restricts the growth of tourism in our country. According to Shaw and Williams's tourism is the pathway of regenerating post-industrial economies of the third world countries

Tourism has its negative impacts too. The development process will create environmental pollution, traffic congestion, erosion at sites, and disruption of natural habitat. Tourism being a service sector, having intangibility characteristics need to be pushed through tangible form and one of such solution is creating ambience. The researchers are of the opinion that the root causes of non-achievement of targeted growth in tourism are poverty and lack of government attitude. To overcome these problems and to achieve the desired growth, there is a need of strategic planning at grass route level. Such planning and implementation will give a new boost to this tourism sector.

KEYWORDS: - Boosterism, Physical-Spatial, Community-Oriented Approach, foot-hill region, Brand Ambassador, Conservation of Decreasing Resources, Medical Tourism, Incremental & Master Plans, Aroma therapy

INTRODUCTION: -

Tourism is an intensely geographic phenomenon. But it has a economic, social, cultural and even political relationship with people and space or places where it is developing. It is rapidly increasing and becoming one of the major tertiary activity in world and there by even in our India.

Tourism has significant implications for the process of physical development of any region and resource exploitation. The frequent visits of the tourist to tourism places always exert various impacts and even lead to much modification in the infrastructure. This directly or indirectly modifies the local geographies. This is a very common scenario at the tourism places especially in the developing countries like India.

No doubt tourism brings various dimensional benefits but it has many negative impacts too. Tourism is also responsible for the range of detrimental impacts on the physical environment such as: Pollution of air and water, traffic congestion, physical erosion of sites, disruption of habitat and the species that occupy places that visitors use, and the unsightly visual blight that results from poorly planned or designed buildings and other infrastructure for tourist and tourism development.

The concept of Eco-Tourism has been introduced in the tourism sector. This has major three aspects—Environmental Balance, Economic Development and Protecting the Interest of Local Community. In the view of these aspects role of PLANNING and developing STRATEGIES for tourism development is essential.

OBJECTIVES:-

- 1] To study practicality of planning approaches which has to be used in development of tourism.
- 2] To find out the need for 'Planning' in tourism development.
- 3] To justify the need for tourism planning at the National Level.

METHODOLOGY: -

PRIMARY DATA:-

- 1] Actual visits to various tourist Centres in India.
- 2] Interaction with the tourist.

SECONDARY DATA:-

Secondary data will be collected from various sources like Reference Books, Magazines, News Papers. Various website are used for data collection. Based on the data collected by using primary and secondary sources the researchers were able to achieve the desired objectives. The outcome of the same is discussed below: -

1] TO STUDY PRACTICALITY OF PLANNING APPROACHES WHICH HAS TO

BE USED IN DEVELOPMENT OF TOURISM IN INDIA:-

There are various ways to explain the concept of PLANNING. But commonly it is related 1] Sequence of Operations 2] Interrelated Goals and Objectives. But according to Mr. Murphy (1985, 156) "Planning is concerned with anticipating and regulating change in a economic and environmental benefits so as to increase the social, economic and environmental benefits of the development process" Thus according to him the planning is essential as it helps in many ways such as:- **1] Anticipate the changes.**

2] Seek solutions to perceived problems.

3] Planning helps in designing ideal possible developmental benefits.

4] It even helps in predicting the outcome of tourism development in certain tourist sites.

5] Provides services with infrastructure development, marketing of tourist places

With environmental management.

The general model defines a typical process that may be applied in a wide range of planning. The actual planning approaches are commonly categorised in THREE approaches:-

a] BOOSTERISM: - It means giving wide publicity to the scenic beauty and facilities available.

But under this approach the process of planning is aligned with exploitation of the natural and cultural resources of the tourist destination to gain the maximum economic returns.

But the data collected shows that, in case of Indian tourism this approach of BOOSTERISM is optimally utilised. Large scale advertisements are been made and even well-known personalities are been remunerated and utilised as a Brand Ambassador for a particular STATE TOURISM CORPORATION e.g. Gujrat Tourism Corporation has been advertised by Shri. Amitabh Bachchan. **The major goal of planning is that conservation of decreasing and important resources and secondly planning process develops harmony between tourist and local people but in some tourist centres it seems to be lapsed.**

b] PHYSICAL-SPATIAL APPROACHE: - This approach is grounded in traditional forms of urban planning and its primary concerns for regulating physical development and the proper ordering of land- use and associated infrastructures.

This approach involves the Statutory Planning Authorities relating to the physical design and layout of tourist centres and the zoning of activity.

In India many of the tourist destinations do not reflect any zoning of tourist sites, and the natural biodiversity hot-spots are even destroyed for tourism development. For example; in Sahayadri ranges –tourism and mining both affects the environment and even leads to landslide. In SHIMLA, KULLU, MANALI tourist centres of Himachal Pradesh lacks in planning process and maximum Himalayan foot-hill region is destroyed for constructions of roads and lodging and boarding facilities and for new opening of fuel stations. LATEST NEWS OF 18th August 2015 related to land slide in KULLU has killed more than 50 people and so many got injured. It has also disturbed the socio-economic life of the local community. This raises the question about sustainability of tourist activity.

c] COMMUNITY-ORIENTED APPROACHES:-This reflects the growing realisation that local participation is often essential to securing sustainable development of tourism and effective management of tourism's environmental impacts and also that community involvement is generally most effective way of resolving socio-cultural tensions between local people and tourist. Thus, in theory, planning that should be community oriented, which can help not only to provide essential frameworks but also will raise standard of living of that community. Infrastructure improvement will even

benefit the local people in form of employment and revenue generation.

This approach sounds most realistic. But wherever water parks are developed in vicinity of greater Mumbai region, has adversely affected the local community.

For example: - the SHANGRILA WATER RESORT on the Bhiwandi-Nasik highway in Maharashtra has forced the local people to migrate and they didn't get any compensation as the houses were illegal. The earlier existing brick making small scale industry do not now exist in and around this water park for the cause of reducing air and dust pollution in this region.

Secondly the recent development of small WATER PARK-RESORT NEAR DOMBIVLI, in Maharashtra, has also affected the local community. The vegetable cultivators are forced to seal their land at very less compensation. They were not even given the employment in such tourist centres. Most of the staff is been brought from other states of India, to pay less and maximise the profit.

2] TO FIND OUT THE NEED FOR PLANNING IN TOURISM DEVELOPMENT.

According to McIntosh in the year 1989 and even Burns in the year 2004 {they are considered as the experts of Tourism Development in the world} the approaches of tourism development are contrasting. Hence there is need for different types of PLANS have to be formulated to make the success the tourism sector. They have suggested implementation of Master Plans, Incremental plans and Occasionally-Systematic plans.

Master Plans are very complex and demand for more involvement of Government Resources. In case of India there is requirement of adequate fund for tourism development in the Five-Year Plan of India. Government of India has realised the importance of Tourism Development to balance the payment by invisible trade. But could not able to compete the world tourism challenges. In the recent years India has shifted their interest to MEDICAL TOURISM. To gain maximum returns for this type of tourism the systematic steps are been taken and hence Mumbai has become an INTERNATIONAL MEDICAL TOURISM CENTRE. AND KERALA IS CONSIDERED S THE MEDICAL CAPITAL of India. To gain this recognition the Incremental plans are implemented. The Incremental planning recognises a need for constant adjustment of development process to adjust with the changing conditions. To implement the plans Kerala is the best destination in India. There are beautiful beaches, back-water, as well as a huge Aurvedic Medicine background with Aroma therapy as an alternative medicine. Aurvedic Massage therapy is highlighted in the Tourism development sites of India. This is creating a very good impact for giving India a separate Identity in the Tourism sector.

3] TO JUSTIFY THE NEED FOR TOURISM PLANNING AT THE NATIONAL LEVEL:-

Every country prepares plans with predetermined objectives and India is not exception to this. The basic objectives are:

- 1] To provide employment even in the remote areas.
- 2] To maintain the balance between Developed and underdeveloped regions.
- 3] To generate foreign exchange and to reduce disequilibrium in the balance of

payment.

4] To achieve Sustainable development without harming the environmental quality.

5] To Create a Separate Identity at International Level.

6] To help in maintaining political relations with neighbouring countries

These objectives of tourism may vary from destination to destination. But it is conceptual in character and normally seeks to define primary goals from tourism development and identify policies and broad strategies for their implementation. The National Tourism Plans is for the development of a region. The uneven distribution of wealth in a country can be even reduced by implementation of National level Policies for deliberate tourism development. Eg. GOA after getting a status from Union Territory as a Separate State has started highlighting the beaches and beauty of the state even through the Bollywood Industry. This helped Goa to acquire separate identity at the international level too.

National level planning process even helps in formation of zones of the tourism centres like Market Centres, places of tourist attractions, entertainment places, no transport zone, core areas in the forested regions etc. Eg. At Borivali National Park, in Mumbai, Maharashtra. Tourist zone, buffer zone and core area which is strictly prohibited for tourist are been made and the smooth tourism development is still continued. Even in Mahabaleshwar-Panchgani hill station tourism destination has create no-transport zone.

National level tourism planning is also often directed towards strategic marketing. In the developed destination of developed countries it is been done. India has very recent years realised this and is putting their steps to promote tourist destinations. Slowly, Indian face on the World Tourism Map is getting modified with help of innovative marketing strategies.

The national tourism planning incorporates the regional and local level planning even. Regional Plans may also reflect the management of visitors together with supporting services such as accommodation and transport development. The local level plans may be short-term but it is essential for controlling development and drastic changing land-use at the tourist centres.

CONCLUSION:-

In the view of the natural patterns of tourism development in the developing country like India, the accessibility is being given priority. The National and Regional plans have been implemented for developing Konkan Railway Route to connect Southern Coastal region. This will reduce the migration rate and also the coastal region can be fully utilised for tourism generation. This will help in increasing accessibility between the developed Mumbai Region to its hinterlands and up to Kerala. This is the excellent example of the strategic planning and its implementation.

Total transformation of the region is possible if proper planning is associated with the tapping the tourism potential regions in India. Planning has to be used as a mechanism for the distribution and redistribution of tourist related investment and economic benefits. Systematic Planning Process will definitely assist the development of new tourist places and economic realignment of established tourists centres. India

has to totally concentrate on implementation of planning processes.

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