



## **THE STUDY OF IMPACT OF TOURISM SECTOR IN INDIA IN THE FIELD OF GENRATING EMPLOYMENT OPPORTUNITIES AND FACING CHALLENGES**

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### **Abstract**

The environment in India is most suitable for tourism. India is supplying various goods of special quality in International market. Due to raise in competition Indian marketers adding their share in service sector also. Service Sector is vital element for India for survival in International market. Services like Banking & Insurance, Telecommunication Travels & tourism etc. are ways to enter in export market and earning foreign exchange. This paper attempts to give light on tourism sector and challenges faced by this sector in India.

Tourism services are generally provided by various business and government organizations. To the greatest extent, they provide services to the traveling public. The generation of employment & challenges of these services exchanges are the thrust of this paper. This paper focuses on the management and marketing of various tourism services. Actually the scope of this sector is vast but researcher aims to list out important concepts relating to Tourism Marketing.

**Keywords:** Tourism, Service Sector, Employability Challenges etc.

### **Statement of the problem**

As discussed in abstract tourism sector plays dual role in society. It provides job opportunities and tourism services. But problem arises when the tourist from domestic country or other country tourist visits the tour spots and create harm to natural resources in large quantity. It will create loss of environment by various ways. Tourism sector is facing many challenges in this competitive era.

### **Relevance of the study**

This research would be relevant in following ways-

1. The study would review the main areas of employment through tourism.
2. It would give light on the various challenges of tourism sector.
3. It would list out conclusion of the study.
4. To provide the suggestions regarding facing the challenges.

## **Objectives of the study**

1. To study the Service sector- Tourism in India
2. To study various factors influencing the employment through tourism.
3. To know the environmental impact of developing tourism sector.

## **Introduction: Tourism Sector & Employment Opportunities**

Nowadays India is representing a huge career options in Tourism & Traveling sector. This is positive side of this service sector but on the other hand tourism facing many challenges in Indian market. In this research paper researcher is listing out the current scenario of Tourism Sector. One can select any of the careers in this sector as well as this is the way to enter in today's huge International Marketing. Tourism is one of the large sectors which can earn foreign currency. Negative impact of tourism arises when number of visitors uses the level of environment more than its ability. Tourism also causes threats to natural resources. Due to information technology word become small and near this is the leading key behind success of tourism sector.

Tourism sector provides work opportunities in various areas like, Tour Guide, Travel Agent, Drivers & many more. These areas can be divided into following sub-areas and all are discussed in detail as follows-

**1. In Tourism Department-** in this department where actual services are provided to the consumer. This department specially runs by Central or State Government. But now due to privatization many private organizations entered in this service department and they are catering society not only tourism services but also career opportunities. This department provide job like- Tour Planner, Personnel Manager, Sales & Marketing Manager & Staff, employment in reservation counter, various Government jobs offered by Ministry of Tourism.

**2. In Tour Operations-** Tourisms sector also provides jobs in Tour operations. In this department management of various tours all over India are performed. There are various companies which provides national & International tours for tourists. These tours include hill stations, river rafting, camping, rock climbing etc. so the person who is having special skill of any of these activities can enter in profession. The work operator can be divided into various categories of tour operations.

**3. In Transportation** –One can find job in any of the transportation media. In railways, Road Transportations, Shipping or in Airlines there are many employment opportunities are available which are suitable to various skill & knowledge. E.g. In airlines- In flight Crew member, Air Hostess, Flight Purser, Counter & Reservation Staff etc.

**4 In Travel Agencies-** These agencies are run for satisfaction of client by providing them there requirement & preferences. Travel Agencies make best travel arrangement for tourists. In competitive environment many travel & resort groups appoint Travel Agent to promote their tour packages. Travelling agencies need the human resource in large and they are ready to take fresher also. The person with pleasing personality & good Communication Skill can go for this job. With this agencies provide jobs in various areas.

**5. In Food & Hospitality-** As the tourist may be any corner of the country or world, when they travelling to other area they are in need of food & Hospitality. The tourism sector is responsible for expansion of this department. This department also assists to agriculture and

dairy products development. So this is the department where many businesses directly or indirectly running and earning money.

## **Challenges face by Tourism Sector in India**

Tourism Sector facing various challenges in India. As the pandemic situation has already affected the whole world, India is also not an exemption to this. Pandemic affected every sector including Tourism sector. These challenges should be managed by tourism authority otherwise it will lead to depletion of this sector. All the challenges can be discussed as follows-

**1. Challenges Related to Health issues-** Although it is still too early to note what the long-range impact of Ebola, coronawill be on the tourism industry, tourism professionals would be wise to consider this disease not as a single event but rather as symbolic of any potential pandemic. There is a clear potential interrelationship between travel and the spread of a pandemic. The Ebola case should put the tourism industry on-notice as this is the first time in many decades when banning travel from one part of the world to another has been seriously discussed. Tourism officials must not only worry about the spread of disease but also a disease's economic impact.

**2. Challenges of Security Issues-** The rise of ISIS and other radical terrorism groups' posses a major threat to tourism. Not only is the tourism industry security sensitive, but major disruption tends to have longer life spans than the news cycle at large. The coming year will present tourism security specialists with any number of challenges. Among these are:

**3.Challenges of Terrorism** - Single cell or lone wolf terrorism will increase their threat to the tourism industry and will be harder than ever to detect

**4.Challenges in Cyber Crime-**Cyber crimes, once relatively rare in tourism, have become major issues in the world of tourism. The fact that credit cards may be stolen and used without permission means that both public and private security officials must become ever more mindful of this new threat. Many areas of tourism have adopted cash-free policies and if travelers are now afraid to use their credit cards or fear identity theft then the system is placed in jeopardy.

**5. Challenges of Economic Issues-** Although in Indian economy appears to be improving or at least not getting worse, this trend is not true for other parts of the world. Tourism professionals would do well to consider:

- The cost of credit.
- As in past years, the middle class will remain the heart of the tourism industry.
- The New Year may bring a great many undulations within the financial industries and these ups and downs will impact tourism.

**6. Challenges about Customer service-** The traveling public is learning how to demand more and is seeking alternatives to those businesses that are providing poor customer service. The past year saw new lows in many areas of customer service within the travel industry. Although airlines still lead the way in poor customer service, other parts of the

tourism industry need to reconsider the quality of the service that they provide. A major sore point with travelers is the fact that there is a charge for minimal service items.

## 7. Challenges regarding Environmental Issues-

When tourists visit the tourist spot & utilize the more ability of environment's ability. This problem arises all over world where number of visitors rising day by day. Development of tourism sector creates pressure on soil, water and other resources. This will lead to Soil Erosion, pollution, endangered species, natural habitat loss. So we can say that the tourism sector affect negatively on environment, this impact may affect negatively in following ways-

1. Pollution
  - **Solid waste and littering**
  - **Air & Noise Pollution**
2. Depletion of scarce natural resources
  - **Water resources**
  - **Local resources**
  - **Land degradation**
3. Physical / Geographical Impact

## Conclusion

This study gives light on various career opportunities in tourism sector. This paper highlights on the serious negative impact of tourism on environment. Tourism sector is inevitable part of our life and this is our first responsibility to protect our environment, Due to high rate of growth of population. To face competition in today's world tourism sector have to deal with various challenges in it. Effective research in this field can help this sector to survive.

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