



SUSTAINABLE GROWTH OF TOURISM INDUSTRY

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Introduction

India can always possess of its rich cultural inheritance. Travel and Tourism in India is a vital part of Indian tradition and culture. In ancient times, travel was primarily for pilgrimage –as the holy places the country attracted people from different parts of the world. People also travel to participate in large scale feasts, fairs and festivals in different parts of the country. Cultural tradition was also earlier developed where ‘*Athithi Devo Bhava*’ (the guest is god) and ‘*Vasudhaiva Kutumbakam*’ (the world is one family) became bywords of Indian society. The rulers of different parts of India built luxurious palaces, enchanting gardens, amazing temples, grand forts, tombs, and memorials. These bear evidence to the exquisite legacy of this land, and are examples of unparalleled craftsmanship of the people of the previous ages. The beauty of India’s cultural heritage and the prosperity of nature’s endowments make India tourists’ paradise.

India is at 68th rank among 139 most attractive destinations of the world and scores 8th rank on natural resources and 24th rank in cultural resources includes 30 world heritage sites and creative industries in the country. India’s air transport network is ranked at 39th; the ground transport infrastructure however remains underdeveloped at the 43rd rank. India is ranked first regarding tourism air attendance. The World Economic Forum study states that India also benefits from excellent price competitiveness, 6th rank overall, with low ticket-taxes and airport charges. These rankings are based on the Travel & Tourism Competitive Index (TTCI) 2011, which measures the different regulatory and business related issues.

Literature review

Roberts (2014) mentioned that psychographic variables provide a stronger and more useful base for green consumption than demographic variables. Their finding was that perceived

customer effectiveness (PCE) toward solving environmental problems was the most important correlate of ecologically conscious customer behavior (ECCB). Perceived customer effectiveness (PCE) is consumers' attitudes or beliefs that individuals can positively influence the outcome to such problems.

Sahoo (2011) represented that the Indian tourism industry is an engine of growth having vast potential for generating employment and earning large amount of foreign exchange. But the Indian tourism ministry has still miles to go to achieve growth in near future. It has become high time for India to promote eco-tourism to protect and sustain the diversity of the India's natural and cultural heritage. Despite being rich in scenic, serene and sublime landscape, the contribution of Indian tourism industry to its GDP is insufficient. India has 2.42% of world geography, 700 km of coastlines, hundreds of sanctuaries and hill stations which make it the hottest tourist destination in the global tourism map but still it is not amongst the top 10 tourist destinations of the world and is exploiting only 0.6% of international tourist arrivals. As far as the contribution of tourism and travel industry to GDP is concerned India occupies 124th rank in the world. To strengthen the position of Indian tourism industry in the world scenario, all wings of the central and state governments, private sector and voluntary organizations should involve in this modest endeavour to achieve sustainable growth in tourism.

Pritwani (2011) highlighted that although the foreign tourists are attracted towards the tour operators providing e-services yet there is no significant difference in the satisfaction level of tourists availing services from the traditional tour operators and the tour operators using tourism websites to render tourism services. The analysis of the data collected from the foreign tourists found that the e-satisfaction level of tourists can be increases by providing them quality information and safe online transactions. Tourists are found to be satisfied with the website design, convenience and product information but they are very much dissatisfied with the dimensions of financial security. Hence, the researcher suggested to put emphasis on the aspects of providing quality information and financial security by the tour operators to enhance the online satisfaction of tourists. Dowell (2011) also found that first time international tourists differed from repeat international tourists in terms of gender, age, marital status, education and occupation. Kamil (2010) discovered that knowledge is the most significant factor in determining tourist decisions to visit Malaysia except for African, West Asian, and south/central American tourists. Kurihara (2010) found that foreign visitors highly prioritized safety followed by transportation and price among the eight items making up the

tourism environment. Japan ranked at fourth number among the 14 countries in the total tourism environment score ranking.

It is imperative to look at the green practices that would affect various customer segments by their perceived images of green restaurants and their behavioral intention. This study would help restaurant owners to design products and services in a more customer-oriented way regarding green attributes and give them effective guidelines to attract more customers to their business as they adopt green practices.

Objectives of the Study

1. To examine the growth of tourism industry in Indian and International context.
2. To discuss about the competitiveness of India as International tourist destination.
3. To study green practices adopted by restaurants of India.

Data Collection

This study is primarily based on secondary data. The different sources from which data have been collected are:

- TTCI published by World Economic Forum
- UNWTO Reports
- Annual Reports and Economic Survey of Tourism Ministry of Government of India
- Singapore tourism board annual reports
- Various journals and magazines of tourism, news releases etc.

Growth of Tourism in India

The growth of tourism in India can be discussed on the following grounds:

Foreign Tourist Arrivals

The large number of foreign tourists is visiting India are depicted through following table 1. It is clear from the table that since 1991 the number of foreign tourist arrivals in India is rising. Though there was a little fall in the year 2009 as foreign tourist arrivals were 5.11 million as against 5.28 million in 2008 but again in the year 2010 the foreign tourist arrivals picked momentum and is noted as 5.78 million and 6.29 in the year 2011.

Table 1**Arrivals of Foreign Tourists Arrivals and Foreign Exchange Earnings in India**

Year	Arrivals (in millions)	Earning of Foreign Exchange (US Billion Dollar)
1991	1.68	Not available
1992	1.87	Not available
1993	1.76	Not available
1994	1.89	Not available
1995	2.12	Not available
1996	2.29	Not available
1997	2.37	2.89
1998	2.36	2.95
1999	2.47	3.01
2000	2.62	3.46
2001	2.54	3.19
2002	2.38	3.10
2003	2.41	4.46
2004	3.36	6.17
2005	3.92	7.49
2006	4.45	8.63
2007	5.08	10.72
2008	5.28	11.83
2009	5.11	11.52
2010	5.78	13.54
2011	6.29	14.27

Sources: Department of Tourism Annual Report and Tourism Highlights UNWTO, Bureau of Immigration, Govt. of India for 1997-2008 and Ministry of Tourism, Govt. of India for 2009 and 2011

Foreign Exchange Earnings

Tourism in India has emerged as the largest net foreign exchange earner. Table 1 represents the data regarding foreign earnings of India during past 15 years. It is found that in India the contribution of foreign exchange earnings from tourism have increased manifold since 1997 and have reached 14.27 US billion dollars in 2011.

Peak Seasons for Tourists Arrival in India:

The table 2 below shows the peak season of foreign tourist arrivals in India. It clearly shows that India's fairs and festivals attract tourists across the world and the period from October to March is the peak season of foreign tourists' arrivals in India.

Table 2

Peak Seasons for Tourists Arrival in India

Months	Reasons
October-November	Maximum festivals Dusshera, Durga Pooja, Diwali, Pushkar fair (in Rajasthan)
December	Christmas
January	Republic Day, Lohri
March	Holi

Competitiveness of India as an International Tourist Destination

The following discussion illustrates the state of competitiveness of Indian tourism industry:

1. Security & Safety- India is highly lacking on this attribute of competitiveness. The major reasons being the internal community riots and terrorist attacks faced time to time. The country is highly unsafe for females and there is poor discipline as well as political instability in the country. In the TTCI index of 2011 India was ranked at 78th out of 139 economies showing poor security environment of the country.
2. Maintenance and Cleanliness- The general cleanliness and sanitation level of the country is also very poor. Out of the top 10 polluted cities of the world two cities of India – Ludhiana is on the 5th position and Kanpur is on the 10th position.
3. Information & Communication- Though the official languages of the republic of India are Standard Hindi and English yet the government of India has given 22 languages of the 8th schedule the status of official languages. Because of such diversity in the regional languages the foreign tourist has to face the problem of communication with the locals. Also the official website of Incredible India campaign of Ministry of tourism, Government of India is less informative which could have otherwise solved this language and communication problem. There is improvement in the mobile phone networking of India and currently India has a total

of 15 mobile network operators with Idea, Vodafone and Reliance Communications bagging the top three positions.

4. Infrastructure- As per the TTCI rankings of 2011 India's Air transport infrastructure and the ground transport infrastructure bag 39th and 43rd position respectively out of 139 countries, which is pretty well. Efforts made by the government of India are also commendable which are visible in the form of opening of Terminal 3 at the IGI airport, Delhi which can alone handle 34 million passengers providing ultra-modern facilities. This airport was ranked 6th in the world in the year 2011 whereas it was not even among the top 100 in the year 2007. This showcased the seriousness and dedication of the Indian government for developing its infrastructure. The mobile teledensity of India is 74.15% and that of the world is 86%. Various schemes are being implemented with financial support from Universal Service Obligation Fund (USOF) for providing access to telecom services to people in the rural and remote areas as an effort of the Ministry of Communication, Government of India to provide better telecom infrastructure.

5. Prices- India is highly competitive when prices of general commodities, airfare, accommodation charges and prices of food at tourist spots are discussed. In the list of top 10 least expensive nations of the world India bags 4th position. But the policy of the Indian government to earn foreign revenue through charging more entry fees from foreign tourists at tourist spots is highly criticized.

6. Facilities- India has a sound banking system with its five banks among the top 300 and two among the top 100 banks of the world in the year 2011 (State Bank of India 64th, ICICI 81st, Punjab National Bank-239th, HDFC 242nd and Bank Of India 263rd). The medical facilities are among the best in India with Fortis hospital, Bangalore rated 1st in the list of world's best hospitals for medical tourists.

7. Attractions- India has vast diversity in weather and climatic conditions. India's geography and geology are climatically pivotal. Though the Tropic of Cancer (the boundary between the tropics and subtropics) passes through the middle of India, the bulk of the country can be regarded as climatically tropical. India resolves into six major climatic subtypes and is largely subject to four seasons: winter (January and February), summer (March to May), monsoon (rainy) season (June to September), and post-monsoon period (October to December). But the environmental hazards cannot be ignored as India accounts for 5.83% of the world's carbon dioxide emissions adversely affecting its competitiveness. It has a large pool of historical monuments and cultural heritage with more than 3680 historical

monuments as listed by archaeological survey of India. It has uniqueness of local blend but still India is lacking on the grounds of manmade attractions such as amusement parks, adventure sports and nightlife which need strengthening.

8. Behavior of Country Residents- India is particularly lacking on this ground as there is lack of education among the taxi/auto rickshaw drivers and other service providers of tourism in India. Foreign tourists are usually ill-treated at tourist spots. The number of rape cases have increased manifold in India since 2010 and India is the 9th most dangerous country for travelers in the world. The locals are just not willing to help a foreign person in normal circumstances.

9. Factors Affecting the Purpose of Visit- India is blessed with vast natural resources and is ranked at 8th out of 139 countries by TTCI report 2011 for its natural resources. But this blessing has yet to be optimally utilized as we are lacking on the grounds of tourism infrastructure.

10. Other Factors- There is widespread begging and cheating in the country at various tourist spots which makes the whole environment at these places embarrassing. The corruption level is also very high and India scores 3.1 out of 10 in the corruption perception index of 2011 and is ranked 95th in the list of least corrupted nations of the world making it one of the highly corrupt nations of the world. The extent of terrorism is also rapidly rising and adversely affecting the competitiveness of India as an international tourist destination.

Tourism is a popular global leisure activity. International tourism is hitting new records every year. Despite the challenging conditions, international tourism being a very important activity, is contributing approximately 5% of the world's GDP, 6% of the total exports and employing one out of every 12 people in advanced and emerging economics. World Economic Forum's TTCI 2011 has stated the changing trend of international tourism from advanced economies to emerging economies. Over the last decade, the Asia Pacific region has been the fastest growing tourism region in the world. This is the reason to select this topic for my study.

Table 3**ITA and ITR of World, France, India and Singapore**

Parameter	Unit	Year	World	France	India	Singapore
Geographical Area	Sq. Km	2011	51007.200 (100)	547030 (0.107)	3287590 (0.645)	710.2 (0.00014)
International Tourist Arrivals	Millions	2007	901 (100)	80.8 (8.968)	5.08 (0.564)	10.3 (1.143)
		2008	919 (100)	79.2 (8.618)	5.28 (0.575)	10.1 (1.099)
		2009	883 (100)	76.8 (8.698)	5.11 (0.579)	9.7 (1.099)
		2010	940 (100)	76.8 (8.170)	5.78 (0.615)	11.6 (1.234)
		2011	983 (100)	79.5 (8.087)	6.29 (0.640)	11.6 (1.180)
International Tourism Receipts	US \$ billion	2007	856 (100)	54.2 (6.332)	10.72 (1.252)	11.30 (1.320)
		2008	941 (100)	56.6 (6.015)	11.83 (1.257)	12.18 (1.294)
		2009	853 (100)	49.4 (5.791)	11.52 (1.351)	10.26 (1.203)
		2010	927 (100)	46.3 (4.995)	13.54 (1.461)	15.15 (1.634)
		2011	1030 (100)	53.8 (5.223)	14.27 (1.385)	17.99 (1.747)

Source: UNWTO Highlights (2007-2011).

Figures in () Denote Percentages

Table 3 depicts data regarding geographical area, international tourist arrivals and international tourism receipts across the world, France, India and Singapore. It represents that out of the total world, India's area is 0.645% which is more than France (the leading country in the international tourist arrivals) and Singapore.

GREEN PRACTICES IN RESTAURANTS

There are several green restaurant organizations that provide online resources and adopt green practices. Based on thorough literature review, this study identified green practices that can be utilized in the restaurant industry.

- **Recycling and composting:**

There are many waste products which are recyclable in restaurants. They are glass, plastic, cardboard, and aluminum. Composting food waste helps to cut the amount of waste and improves the quality of the soil. These are possible green practices in restaurants regarding recycling and composting:

- a) Recycle paper, plastic, cardboard, glass, and aluminum at the back of the house
- b) Provide recycling bin in store (Self-service restaurant setting)
- c) Conduct food waste composting programs

- **Energy and water-efficient equipment:**

Energy and water efficient equipment can be applied in various areas in a restaurant -kitchen, Dining area, and bedroom.

- a) Use flow restrictors on faucets, low-flow toilets, and water-less urinals
- b) Replace incandescent light bulbs with longer lasting CFL light bulbs or LED
- c) Use motion detectors for lights in the restroom
- d) Replace exit lights with LED's
- e) Use of a system which monitors and controls comfortable temperatures efficiently with the HVAC(Heating, Ventilating and Air Conditioning) system
- f) Keep the entrance door closed or use a double entrance door

- **Eco-friendly cleaning supplies:**

- a) Use of environmentally friendly cleaners for dishes, and linen
- b) Use of environmentally friendly cleaners for tables and floors

- **Serving ware and packaging:**

Recycle service wares are made of post-consumer waste sources. These wares reduce the amount of waste.

- a) Use of take-out containers that are biodegradable (paper) or recyclable instead of using Styrofoam

- **Menu sustainability:**

Organic food is raised by non-toxic pesticides and fertilizers which are made without genetic engineering. Locally grown foods reduce the amount of air pollution associated with transportation. Therefore, restaurant managers should:

- a) Offer local ingredients in the menu
- b) Offer organic food in the menu
- c) Offer fish and seafood harvested sustainably and free of harmful pollutants
- d) Avoid genetically modified foods

Findings and Suggestions

To obtain customer' behavioral intention, restaurant managers should focus on improving the restaurant image to be evidence for that the company cares about the environment through conducting green practices. This goal can be achieved by adopting tangible and observable green practices in restaurants. For example, in the coffee house setting, cups, napkins, or cup sleeves are the most accessible instruments or utensils in customers' consumption process. Using mugs or glasses instead of disposable cups or using recyclable napkins or cup sleeves which appeal to the customers tangibly would help managers improve the image of the restaurants. Thus, managers should establish such green attributes to offer direct experience opportunities to the restaurant customers. Furthermore, managers should train their employees to educate customers on recycling opportunity offer within the store. By putting signs to inform customers on how they can participate in green practice to keep the environment clean, the managers may contribute to the improved the image of the restaurant. Restaurateurs may effectively induce a customer green behavior intention by conducting green advertisement. Furthermore, managers should take the company's resources into account, and maximize the utility of attainable green practices which gives clients of each segment the most positive behavioral intent towards the company. One of the ways to achieve

this purpose, restaurant owners may conduct a survey on the customers to find out the profile of green consumers the restaurant is dealing with. Depending on the green segments, the top green strategies effective for the specific restaurant should be implemented. For example, a restaurant planning to adopt green practice with limited financial resources can start with a green practice of 'using recyclable take-out containers'. Once they have sufficient resources to build more green attributes in the restaurant, they can have proper recycling and waste management system.

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