

Tourism Infrastructure in Mass Gathering

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Abstract - Tourism infrastructure is the basis for the development of tourism and it helps tourists to visit and travel across their favourite tourist places conveniently. Tourism infrastructure includes a large number of services like Accommodation, Transportation and Tourism, necessary to meet the needs of tourists and increase satisfaction during their stay on the Special occasional days. The subject of this paper is the consideration of the relationship between the Tourism infrastructure and development of tourism. This paper suggests that tourism infrastructure is depends on both modernization and investment. It is necessary for the tourism development to increase income and attract more tourists. The aim of this paper is to analyse the tourism services at Special Occasional days of Mass gathering and develop new strategies and policies for the development of Tourism. It helps to increase the Indian Tourism Economy for development of Tourism industry.

Key Words - Tourism Infrastructure, Religious Mass Gathering, Tourism Economy

I. BACKGROUND OF THE STUDY

India with its recognized geographical and cultural diversity remains the hotspot for global tourists. As of now, the total contribution of travel and tourism sector to the world GDP was approximately USD 7,170.3 Billion. It contributed around 9.8% to global GDP, higher than other significant sectors like Agriculture (8.5%), Education (8.4%), Automotive Manufacturing (7.0%) and Banking (5.9%).

The Travel and Tourism sector in India provides significant socio-economic benefits. According to the World Travel & Tourism Council (WTTC) Report, as of today, the sector's contribution to GDP is estimated at ₹304 Billion which is around 6.3% of National GDP. These have further been forecasted to rise at a growth rate of 7.8 % in 2017. The sector supported 37.3 Million jobs in 2016. These have been further forecasted to increase to 38.4 Million jobs by 2017 and reach approx 46 Million jobs by 2026.

II. INTRODUCTION

India has already made a place on the world's tourism map because of its great potential to attract tourists to the diversity of its tourist sites spread all over the country through Media. It is also known that we still lay behind our other neighbouring tourist countries like China, Japan, Singapore, Malaysia and Thailand.

In this study, we will discuss the status of infrastructural development, including the transport network and Standards of hotel accommodation and tourism. Tourism product is the complex consumptive experience that results from a process where tourists use multiple of services

(information, relative prices and transportation, accommodation, and attraction services). Tourist experiences also depend on economic and political conditions and structural features which contribute to the nature of the destination product. This type of product to a supply and demand analysis and described how the various components of the destination interact with travellers during their trip.

“Tourism has been a major growth industry across the world for over five decades. Factors underpinning this growth include the growth of income levels and wealth, improvements in transportation, changing lifestyles and consumer values, increased leisure time, international openness and globalization, immigration, local and National special events, education, information and communication technology, destination marketing and promotion, improved general and tourism infrastructure and so on“

Tourism Infrastructure is a component of the regional and national tourism product. Infrastructure is comprised of basic devices, buildings and service institutions, whose existence is crucial to the proper operating of an economy and society infrastructure is divided into two components like Technical and Social.

- Technical, includes basic devices used in transport, Communication, gas, heat, power and road industry.
- Social, includes devices and institutions connected with education, culture sciences, health, physical culture and tourism, Public administration.

Religious tourism is one of the most important kinds of tourism; its main objective is to participate in religious events which influence the diversity of religious tourism offers. To participate in the major mass gathering events, create a product of religious tourism that will correspond to both the spiritual and religious needs of pilgrims.

Objectives

1. To analysis the infrastructure standards at Mass Gatherings.
2. To develop the new strategies for Tourism development to increase Indian tourism economy.

III. LITERATURE

Literature provides different views on components of tourism infrastructure. Thus, according to the Tourism & Transport Forum 2012, tourism infrastructure is the supply chain of transportation, social and environmental infrastructure collaborating at a regional and national level to create an attractive tourism destination. **Transport infrastructure** in this chain provides destination access to tourism from the international and national markets and includes roads, airports, and railways. **Social infrastructure** is connected to accommodation facilities in the form of rooms to accommodate tourists and other supporting physical structures for various kinds of activities and services that attract tourists. This infrastructure includes hotels, convention halls, stadiums, galleries, and other necessary facilities. **Environmental infrastructure** is a natural infrastructure, and it refers to national parks, marine parks, and reserves which visitors can tour. In addition to these three types of infrastructure, tourism infrastructure includes the shared infrastructure, made of a network of regional, state, and national tourism organizations on the market where there is a tourist destination and is engaged in the distribution of tourism products.

Some authors identified the difference between tourism infrastructure and tourism development, claiming that tourism development depends on infrastructure. Tourism infrastructure includes ancillary and complementary facilities, equipment, systems, processes, and resources necessary for the functioning of every tourist destination. This primarily includes roads, railways, airports, and the like, which make a tourist destination accessible for tourists. In addition, infrastructure includes health care systems, services, and public services. Building on infrastructure and facilities, which exist only because of tourism activities. Their main purpose is accommodation and meeting the needs and desires of tourists, in the form of hotels, campsites, restaurants, sports facilities.

Olsen and Timothy 2006, Tilson 2005, Panasiuk 2010 was study on the term product of religious tourism can be understood as the complex of sensations which gets a tourist (pilgrim) while taking the decision to go on a pilgrimage, during the pilgrimage gatherings and after

returning, as well as the complex of spiritual experience from the moment of leaving the holy place of residence till coming back to it"

IV. METHODOLOGY OF THE STUDY

Methodology is system of rules, principles and procedures that regulate scientific investigation and which provides guidelines for collecting data here with reference to The Importance of Tourism Infrastructure in Mass Gathering. This is a descriptive study, which largely involves books, scientific and professional journals, and newspaper articles.

Indian Infrastructure and Tourism

India is probably the only country that offers various categories of tourism like religious, mountains, forests, history, adventure tourism, medical tourism (including Ayurveda and other forms of Indian medications), spiritual tourism, beach tourism etc.

Since the 1990s the Indian tourism industry did not have it so good in development. Though the Indian economy, it is still growing faster than the rest of the Countries. With Indian economy growing at around 5 per cent per annum and rise in disposable incomes of Indians, an increasing number of people going on holiday trips within the country and abroad is resulting in the tourism industry growing wings. The potential for India to attract tourists is unlimited and tourism infrastructure can play an increasingly beneficial role in the Indian economy in the years to come.

The growth pattern suggests that Indian tourism growth is not solely based on foreign tourist arrivals alone as due to global reasons and disturbances, this phenomenon is always affected adversely. However, domestic tourism has been growing in a settled way. Fairs and festivals of India are continuous phenomena. Events like Pushkaras and Onam in South, Kumbha in north events that summon a lot of tourists almost every year.

Accommodation, transport and recreation facilities are the key components of any major tourism destination or cultural fairs. The competitiveness of these facilities at a national scale determines whether they become valuable assets for attracting visitors to a destination. Plans for improving the overall infrastructure of a destination need to be based on detailed information highlighting the current state of such infrastructure.

It is quite obvious that India does not possess good roads. This is far too less to attract international tourists. Entire Europe loves to travel by road for tourism purposes, but Indians have to think multiple times before travelling on roads. Moreover, undisciplined driving makes it even more dangerous. India has one of the highest rankings in road accidents. Indians have 3 types of transports to reach their planned destination area like Waterways, Airways and roadways.

An Indian government will arrange the special infrastructure facilities for Tourist who is intended to visit cultural mass gatherings like Kumbh in north Pushkaras in south India. A tourist requires not just an access to a tourist destination but also an easy access to reach their favourite destinations in terms of cost, time and level of comforts. For Example, whenever an easy connection is lost for the area of high altitude or of bad weather, alternative mode of transport must be at hand for a tourist. The service supplies are favourable if there are easy connections also between different modes of transport from one route to another; and between the major and minor places of tourist interest. Nowadays, it is the capacity of a transport system which determines the size of tourist traffic at the destination area, the increase or decrease in the rate of tourist flows. Besides an increase in the capacity of the transport system, the provision of comfortable seating, reasonably high speeds and discounts in the rail, road and air fares are becoming incentives. They further go to increase the tourist traffic for generating greater revenue. It is estimated that the tourists pass on their income to us by spending around 40% of their total expenditure on travel alone.

The hotel industry in India success story is only second to China in Pacific Asia. The World Travel and Tourism Council says that India ranks 18th in business travel and will be among the top 5 very soon. Indian hotel industry has the supply of 110,000 rooms. According to the analysis of tourism ministry, 44 million tourists visited India last year and have risen to 10 million in 2010 – to accommodate 350 million domestic travellers. There is a tremendous opportunity for India as a destination for hotel chain looking for growth. India has different Categories in Hotels like Heritage Hotels, Luxury Hotels, Budget Hotels, Resorts and cottages having international standards Hospitality services.

The management of tourism needs a large number of trained supporting staff to look after its different departments. They include trained tour guides, travel agents or tour operators, stewards, chefs and a host of their assistants at the time of cultural gatherings. Out of these, the tour guides and tour operators are the key persons of management staff. They get associated with tourists mass gatherings from the preplanning stage of travel to the time they pack up for their homes. Their continuous supply has to keep pace with the expansion of the tourist industry for ensuring a prolonged and a comfortable stay at cultural mass gatherings of tourists.

New Strategies for Tourism development

- Maintain and develop the India tourism brand position established with the “**Incredible India**” campaign with National and International Brand Ambassadors.
- Development of human resources.

- Development of Cultural fair tourism products like Kumbha Mela & Pushkara Mela, rural and MICE tourism
- Effective monitoring of tourism projects.
- Improve effective linkages and close coordination between various Departments and Ministries of Government.
- Plan and implement a professionally managed integrated communication strategy to increase awareness about Cultural Mass gathering and its social and economic impacts.
- Improving facilities and quality of services like public toilets, Dress changing rooms, low-cost accommodation and transportation at major international cultural fairs like Kumbha and Pushkara Melas.
- Continuous market research on Cultural tourism to analyse and respond to information on pricing, security issues, health, safety and quality of tourism.
- Take effective steps for easier and faster availability of visas like Visa on Arrival, E-Visa policy for boosted up Foreign Tourists Arrival and visit Mass gathering.
- Approval of Hotel Projects like heritage hotels along with restaurants. Making use of various technological tools, including internet for advertising about their brand for greater and wider impact on the hotel industry.
- Introducing of current international standards in Hospitality Sector.
- Introduction of new themes like Camping Sites, Heliports, Convention Centre’s, Caravan Tourism, medical tourism, cruise tourism, Festival Tourism, Cultural fairs.
- Providing licenses to various service providers namely, tour operators, travel agents, travel transport for guidance to reach mass gathering areas.
- Shooting Short Documentary Films on Indian Tourism to promote the destination importance “**Padharo Mhare Desh**”(Welcome to my country)
- Adopting International Tourism Standards
- Promoting “Film Tourism”.

V. CONCLUSION

For successful tourism development, the need for more investments in modernization of infrastructure is increasingly appearing as a necessary condition. The higher level of tourism infrastructure development can contribute to increased efficiency of Services and qualities of tourism products like Accommodation, Transportation, Hospitality, and in some cases, such as Cultural mass gathering areas, increased supply of tourism services. For the existence on the tourism market, which is become more dynamic and demanding, In this regard, investment in the development

of tourism infrastructure is becoming an important element of tourism competitiveness.

When foreign tourists plan to visit cultural Mass gathering for the experience of local culture and traditions. They depend on a tour operator in the country of his or her visit right from pre-planning stage to departure back home. They need to be fed with prior information and confirmation of their visa clearance, insurance of necessary permits, pre-reservation of sightseeing entry tickets, ticketing and reservations during their travel and stay in hotels. As well as a domestic tourist also depends on a tour operator in their city for arrangements of hotel accommodation, transportation, flight tickets and food.

To conclude, I must say that all attractions and cultural gatherings are meaningless if accessibility is not smooth. Indian planners will have to understand this. If the tourism infrastructure is good then, automatically the Indian economy too will get a big boost.

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