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ISSN (Online): 2455-7838

SJIF Impact Factor (2015): 3.476

EPRA International Journal of

Research & Development (IJRD)

Volume:1, Issue:9,November 2016



Published By :
EPRA Journals

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A COMPARISON BETWEEN INDIA AND CHINA’S TOURISM SECTOR

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ABSTRACT

This article deals with the tourism and through this an attempt has been made to compare and contrast tourism sector of India and china .this article reveals that china is performing better than India in tourism and it also highlights the points where India lag behind china .

WHAT IS TOURISM?

The first definition of tourism was made by Guyer Feuler in 1905. According to UNWTO;

"Tourism comprises the activities of persons travelling to and staying in places outside their

usual environment for not more than one consecutive year for leisure, business and other purposes."

Tourism can be divided into:

Domestic tourism	Inbound tourism	Outbound tourism
<ul style="list-style-type: none"> • Healthy economic growth and rising income levels • Changing consumer lifestyles • Availability of low cost airlines • Diverse product offerings • Easy finance availability 	<p>New product offerings</p> <ul style="list-style-type: none"> • Rich natural/cultural resources and geographical diversity • Government initiatives and policy support • Multiple marketing and promotion activities • Healthy economic growth levels • Host nation for major international events 	<p>Rising disposable income with the Indian consumer</p> <ul style="list-style-type: none"> • Attractive tour packages • International events and increased business travel • Healthy economic growth • Easy finance availability

GROWTH AND EVOLUTION OF INDIA'S TOURISM

It was only after the 80's that tourism activity gained momentum. A National Policy on Tourism was announced in 1982. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. The Ministry of Tourism has adopted a „pro-poor tourism“ approach which could contribute significantly to poverty reduction. More than half of Tourism Ministry's Plan budget is channelized for funding

the development of destinations, circuits, mega projects as also for rural tourism infrastructure projects. The other major development that took place was the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering.

INITIATIVES TAKEN BY GOVERNMENT

Name of the initiative	Information
'Hunar se Rozgar' Programme	A special initiative was launched in 2009-10 for the creation of employable skills among youth belonging to economically weaker sections of the society in the age group of 18-25 years (upper age limit raised to 28 years in November, 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor.
Visa on Arrival (VoA)	Considering the importance of Visa facilities in enhancing tourist inflow, the facility of „Long Term Tourist Visas“ of five years duration with multiple entry, carrying a stipulation of 90 days for each visit, has been introduced on a pilot basis for the nationals of the 18 selected countries
Publicity and marketing strategy	Campaigns were also taken up for “Incredible India” branding on TV during 2nd Formula Grand Prix and London Olympics, 2012, during the International Film Festival of India (IFFI) held in Goa, and during the International India Film Academy (IIFA) Awards 2012 in Singapore. The Ministry had participated in major international Travel Fairs and Exhibitions in important tourist generating markets the world over, as well as in emerging and potential markets, to showcase and promote the tourism products of the country.
NICHE TOURISM PRODUCTS	Accordingly, the following Niche Products have been identified by the Ministry of Tourism for development and Promotion: i) Cruise ii) Adventure iii) Medical iv) Wellness v) Golf vi) Polo vii) Meetings Incentives Conferences and Exhibitions (MICE) viii) Eco- Tourism ix) Film Tourism
TIGER TOURISM	As per the Supreme Court directions, the Ministry of Environment and Forests has issued guidelines for tourism activities in tiger reserves in the country. As per this guideline, no tourism activity is permitted in the core areas of Tiger Reserves. The Ministry of Tourism is in favour of regulated tourism in Protected Areas of the country.

RURAL TOURISM	Rural Tourism is essentially an activity which takes place in the countryside. It is multifaceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco tourism.
AGRI- TOURISM	Agri tourism is considered as the fastest growing sector in the tourism industry. The concept has been successfully implemented in states like Maharashtra, Kerala, Rajasthan, Jharkhand, Gujarat and Himachal Pradesh. It has become a new avenue for earning the income for the rural farmers.

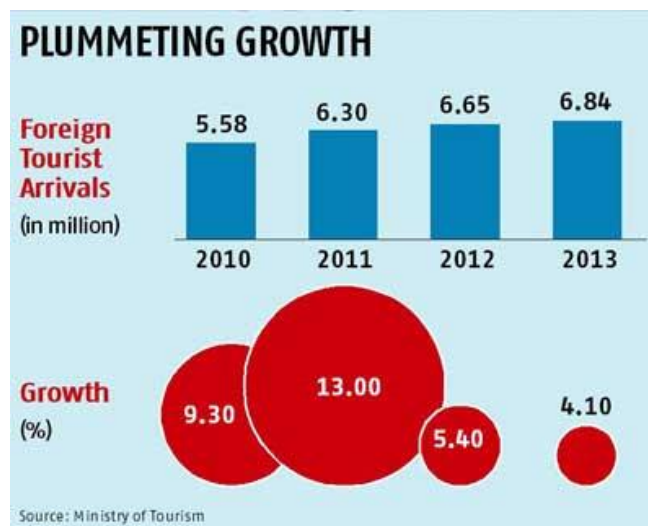
TAKING A LOOK AT THE STATISTICS

The travel and tourism industry contributed 5.35% of GDP in 2013. It created 22 million jobs and is the second largest tourism market in Asia.

AMAZING FACTS ABOUT INDIA'S TOURISM YOU

- Tourism in India generated 95 billion dollars in 2012 contributing 6% of GDP**
- Tourism in India provides 40 million jobs and is expected to grow at the average annual rate of 7.9% till 2023.**
- India was ranked at 38 position in terms of foreign tourist arrivals in 2014**
- Tamilnadu , up and Maharashtra emerged as the top tourist destinations in 2014**
- Most of its foreign tourist are from US**
- Seven to eight million visitors visit Taj every year**

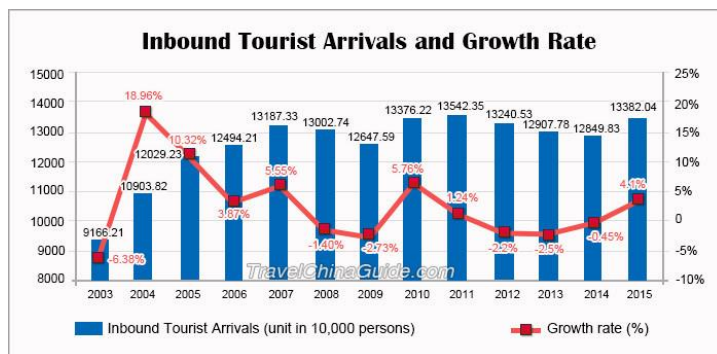
As compared to 2000, the arrival of international tourist increased from 2.65 to 6.85 million. Our outbound tourism is also seeing a rise. US and Europe are



Some of the popular destinations of Indian tourists. Indian tourism is witnessing a steady growth as shown in the figure and has become a very important sector of Indian economy.

AN OVERVIEW OF CHINA’S TOURISM SECTOR

With a rich history, modern wonders, natural beauty and its world famous cuisine, china promises to offer an amazing experience to tourist.



There is a slight decline in the inbound tourism since 2007 there are various factors responsible for it such as:

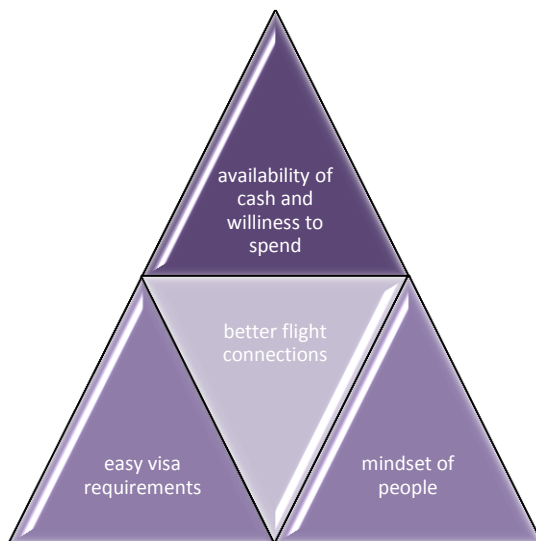
1. Fluctuation of the exchange rate
2. Economic recession in European and American countries
3. The decline of the country's national image caused by corruption
4. Air pollution and food security problems.

Various measures are being taken by Chinese government to increase its inbound tourism which consists of 72-hour visa-free transit, high speed trains to make travelling faster in china; various

campaigns against pollution and to provide food security are being undertaken.

If we talk about outbound tourism china is seeing a growth because of increase in living standards, salaries of its people. The hottest destinations include South Korea, Japan, Thailand, France, Italy, Switzerland, Germany, USA, Singapore and Maldives, some of which are nearby Asian countries. The government expects domestic tourism expenditure to reach around US\$890 billion by 2020 - more than double the figure in 2013.

The following figure summarises the factors for growth of outbound tourism in china:

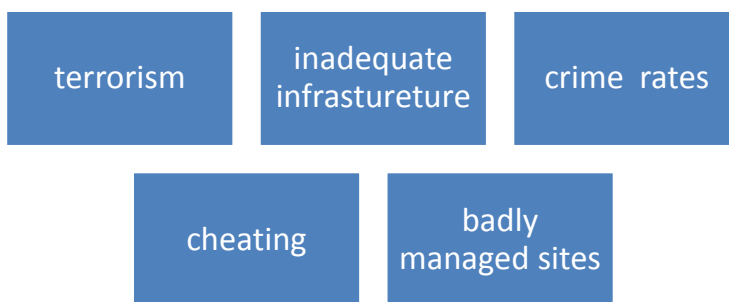


Chinese have cash and a willingness to spend; the visa requirement for Chinese tourist is simpler in many countries with a view of luring them. Flights connections are better as well as Chinese entrepreneurs have set their sights on the fast growing tourism industry. Just like other Asian country Chinese people consider travelling abroad a sign of prestige.

DRAGON VS TIGER

A comparison between India and china's tourism sector reveals that though India's tourism

is growing but still china is performing better than India. While China has already transformed itself into the world's fourth most popular destination for foreign travellers, welcoming 26.1 million visitors from abroad "Incredible India" managed to lure only 5.3 million. India and china are both ancient civilisations but Indian culture is still alive whereas Chinese culture is disappearing which is an advantage India need to take advantage off. The main reasons for better performance of Chinese tourism sector over India are



Terrorism: one of the main hindrances in front of India is terrorism. For example Kashmir, one of the most beautiful places to visit is suffering from the burns of terrorism. Tourist tends to avoid such places due to safety reasons.

Inadequate infrastructure: lack of proper roads, transport facility is also adversely affecting our tourism. Beijing alone has as many star-rated hotel rooms as all of India. There is an urgent need to develop our infrastructure for development of our tourism.

Crime rates: security is an important factor while deciding your travel destination and that is where India falls behind china. let's take an example say Delhi has so many historic buildings , parks , famous cuisine but it has a high crime rate specially against women so tourist specially women tourist who are travelling alone may skip Delhi from their list.

Cheating: many times tourist is cheated which also adversely affect our tourism sector.

Badly managed sites: you can easily see lumps of garbage, writings on walls of monuments and other unhygienic things all of this leaves a bad impression on the mist of tourist. As compared to china, India is lagging behind in this aspect.

CONCLUSION

Though India and china are both Asian countries with rich cultural heritage, china is performing better than India in tourism. India has a huge potential to become number one tourist destination with a variety of landscapes, different cultures, various cuisines etc. We need to take advantage of this diversity. For our tourism sector to flourish it is eminent that our infrastructure need to improve, government need to device an effective tourism strategy and concerns with respect to safety needed to be solved.

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