



Problems faced by tourists/ travellers while travelling in India

Pawan Kumar*

Faculty Department of Hotel Management
BPS Mahila Vishwavidyalaya , Khanpur kalan, Sonipat Haryana, India
Email id :Pawanbtm.ihtm.10@gmail.com

Vikash Gupta

Department of Tourism & Hotel Management
Central University of Haryana
Mahandergarh, Haryana, India

Corresponding author*

Abstract

Tourism is mainly associated with movement of people from one place to another, but just like other industries, the tourism and hospitality sector helps in inter alia, the critically needed generation of foreign exchange, employment opportunity provision and, infrastructural development. A country like India with its huge diversified culture, varied customs, traditions and a large number of tourist destinations in different regions, depends predominantly upon the tourism industry for overall development. The government of the country understands the importance of tourists, so in order to boost the tourist arrivals numbers, it has taken various steps to support industry which are not in the scope of this article. Still, there are various problems which are faced by tourists/ travellers while travelling through the different destinations in the country. Through this paper the researchers want to examine the various problems faced by the tourist/ travellers to India. The methodology employed was to collect responses from a convenience sample of respondents based on a structured questionnaire. This helped in identifying the basic needs of the tourist related to their comfort and safety while they were travelling through India. The participating respondents freely provided their different responses, which were further technically analysed in an attempt to find the various problems faced by them which could be generalised to other travellers. For future prospective research, this paper provides an opportunity for the later researchers to examine the various regionally found problems faced by travellers traversing the entire country.

Keywords: Tourism, travellers, India, tourists, hospitality.

Introduction

Tourism-an Overview

Tourism is globally regarded as one of the fastest growing industries contributing to the economic development of a country. Tourism contributes in earning huge foreign exchange without exporting national wealth, and this is important mainly for developing countries like India (Narayan, et.al., 2010).

Tourism as an industry also plays an important role in providing large scale employment to both skilled as well as unskilled employees. Tourism is primarily a service industry as it does not manufacture or produces goods like other industries, but offers services to various types of people from a range of niche markets, by combining various interrelated industries under the umbrella of the hospitality sector. It is a complex industry involving

various socioeconomic activities, i.e. attracting people towards tourist places, accommodating them, providing various facilities related to food and beverage, transportation, leisure, entertainment and so on. By coordinating with various segments of society, tourism helps in forging tremendous infrastructural improvements and ultimately leads to the critical development and growth of regions (Lew, 2011). Destination image can be connected to travel-related behaviour, explicitly whether tourists will revisit a destination and whether they may consider recommending a destination to family and friends (Chi & Qu, 2008). India is a country which has a vast number of tourist destination sites and unique natural splendour. It has diversified cultures and traditions in different regions, special festivals, clothing styles and heritage sites which attract tourists from all over the world.

Various scenic sites like Manali, Kerala, Goa, Darjeeling, Shimla, and so on as well as heritage destinations like Agra, Jaipur, Delhi tend to fascinate not only domestic tourists but also foreign tourists from all around the world. Due to the Indian government's efforts in the last decade, which were aimed at in boosting revenues in the tourism sector and projecting India as the ultimate tourist spot, such initiatives have helped in creating a phenomenal growth trajectory in the tourism industry and in national GDP.

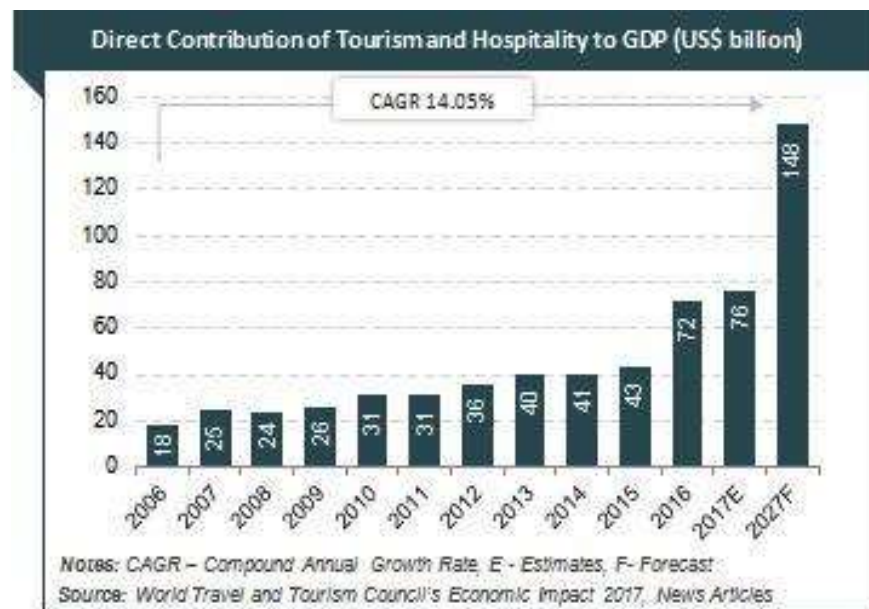


Figure 1. Direct Contribution of Tourism and Hospitality to GDP
Source: World Travel and Tourism Council's Economic Impact 2017, News Articles

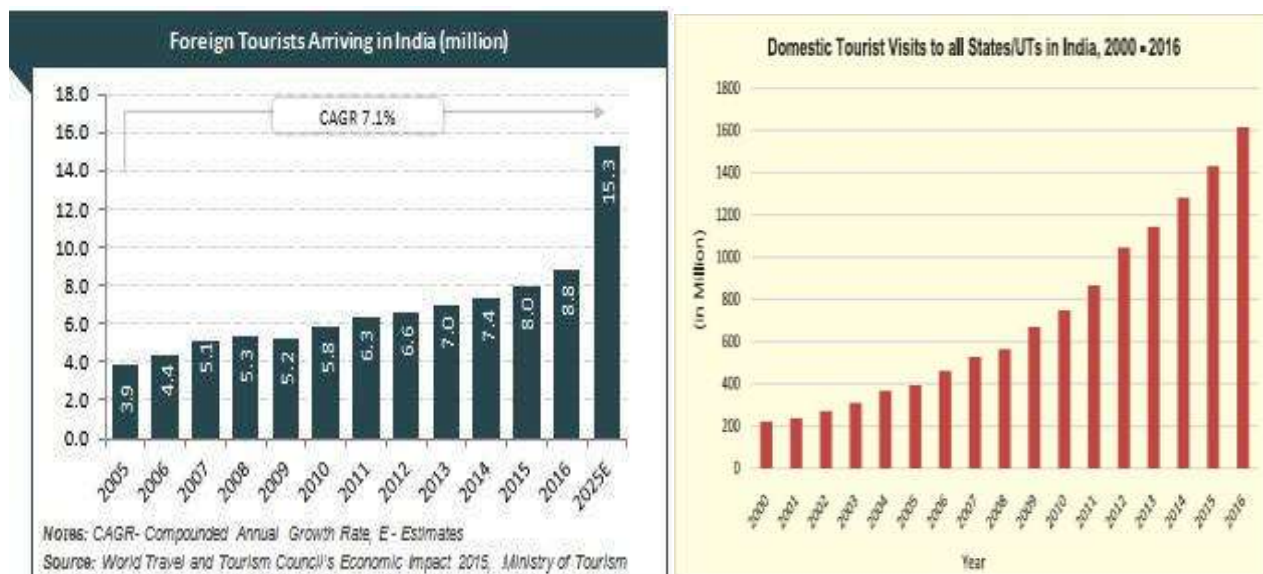
Contribution to GDP

Tourism in India accounts for 9.6 per cent of the GDP and is the 3rd largest foreign exchange earner for the country. The tourism and hospitality sector's direct contribution to GDP in 2016, was US\$ 71.53 billion.

During 2006 - 2017, the direct contribution of tourism and hospitality to the GDP was expected to register a CAGR of 14.05 per cent which it did. The direct contribution of travel and tourism to GDP is now expected to reach US\$ 147.96 billion by 2027. The huge importance of tourism to economic growth, cannot be denied and nowadays most international organizations argue that tourism growth can stimulate economic and sociocultural development of any society (Cárdenas-García et.al., 2013).

Market Size

The tourism industry depends mainly upon number of tourists travelling to a particular destination, heritage sites, scenic places of a region or a country mainly for the purpose of leisure, entertainment or even for business purposes also (now MICE related services are also covered under tourism sector). Tourism thus includes both types of tourists whether they are domestic tourist or foreign tourist. India has witnessed a remarkable growth in the number of tourists coming from foreign countries.



Source: Indian Tourism Statistics- at a glance, 2017, Ministry of Tourism

In 2016, foreign tourist arrival in India was 8.80 million compared to million in 2015 at annual growth rate of 9.7%. This has been due to flexible government policies, developed rail and road infrastructure, ease in availability of e-visas to foreign tourists. The number of Foreign Tourist Arrivals (FTAs) in April 2017 were lakh as compared to FTAs of lakh in April 2016 and 5.42 lakh in April, 2015.

For 2005-2025 period Foreign Tourist Arrivals (FTA) is expected to register a CAGR of 7.1% in India & is expected to reach 15.3 million by year 2025, according to the World Tourism Organization

The number of domestic tourists visits in the country was 1613.55 million in 2016, compared to 1431.97 million in 2015 at an annual growth rate of 12.7%. Realizing the importance of the number of tourist visits under tourism sector, government is taking various steps for boosting the number of tourists under this sector. As it not only helps in generation of foreign exchange and revenues for government but also acts as an engine for economic development of country by providing employment and helping in infrastructural development in country. Considering this, there is need to understand the problems faced by tourists while travelling across the India.

“India is the most digitally-advanced traveller nation in terms of digital tools being used for planning, booking and experiencing a journey@@, India’s rising middle class and increasing disposable incomes has



continued to support the growth of domestic and outbound tourism...Domestic Tourist Visits (DTVs) to the States/Union Territories (UTs) grew by 15.5 per cent y-o-y to 1.65 billion (provisional) during 2016 with the top 10 States/UTs contributing about 84.2 per cent to the total number of DTVs, as per Ministry of Tourism” (Tourism and Hospitality in India, 2018).

Foreign Tourist Arrivals (FTAs) in India have also increased 8.4 per cent year-on-year to 1.06 million and the number of FTAs on e-tourist visa increased 58.5 per cent to 2.40 lakh foreign tourist as per the Ministry of Tourism, Government of India. India is now expected to move up five spots and soon be ranked among the top five business travel market globally by 2030. In addition, business travel spending in the country is expected to treble until 2030 from US\$ 30 billion in 2015. It is possible that International hotel chains will also now seek to increase their expansion and investment plans in India, and such ventures are anticipated to account for up to 50 per cent of the share of the Indian hospitality industry by 2022, well up from the current 44 per cent (Tourism and Hospitality in India, 2018). A major Travel and Tourism Competitiveness Report for the year 2017, ranked India 40th out of 136 countries overall. The report ranked the price competitiveness of India's tourism sector 10th out of a total of 136 countries (WEF, 2013). What is certain is that forex amounts are rising steadily:

Foreign exchange earnings from tourism in India (1997-2017)

Year	Amount (US\$ million)	% change	Amount (₹ crores)	% change
1997	2,889	2.0	10,511	4.6
1998	2,948	2.0	12,150	15.6
1999	3,009	2.1	12,951	6.6
2000	3,460	15	15,626	20.7
2001	3,198	-7.6	15,083	-3.5
2002	3,103	-3.0	15,064	-0.1
2003	4,463	43.8	20,729	37.6
2004	6,170	38.2	27,944	34.8
2005	7,493	21.4	33,123	18.5
2006	8,634	15.2	39,025	17.8
2007	10,729	24.3	44,360	13.7
2008	11,832	10.3	51,294	15.6
2009	11,136	-5.9	53,700	4.7
2010	14,193	27.5	64,889	20.8
2011	16,564	16.7	77,591	19.6
2012	17,737	7.1	94,487	21.8
2013	18,445	4.0	1,07,671	14
2014	20,236	9.7	1,23,320	14.5
2015	21,071	4.1	1,35,193	8.8
2016	22,923	9.8	1,54,146	14.0
2017	27,693	20.6	1,80,379	17.0

Source: Kumar, S. (2018)

Literature Review

After fully realizing the importance of the Tourism sector in the social and economic development of the country, the government is taking various steps towards boosting the tourist arrivals in the country. In order to further promote the tourist arrivals in the



country, the government along with various agencies is focused on finding out the problems which tourists are exposed to when they travel to India. Various authors, content writers, institutes, etc. have tried to ascertain various problems faced by tourist or travellers in India whether they are domestic tourist or foreigner tourist. Some of these commentators include inter alia Sharell Cook, an author and content writer, on 06 February, 2017, through Tripsavvy who has have spoken of nine common problems travellers can expect in India and Dr. T. Subash (2015), who has stressed various potential, challenges and opportunities related to tourism in India. Farida Rizwan, a content writer and blogger, through her blog posted on 2 February, 2014, stated that there are six major problems faced by foreigners on a daily basis while travelling in India including poor accommodation and a sense of lack of security.

An article “Why India is not so incredible for tourists” published on 3 August, 2013 in Firstpost, talks about three key problems with which India struggles in its efforts of attracting the tourists to different tourist spots across the country. These problems were lack of accommodation, poor infrastructure such as roads or a lack thereof and security concerns and a range of bureaucratic hurdles that tourists need to surmount. Dr. Rupal Patel (2012), has asserted that India’s tourism industry and progress and emerging issues are critical to confront. He highlighted the problems faced by tourists which are related to poor transportation, a lack of hygienic amenities at halting points, and issues regarding security and harassment of tourists. A report by the Indian Institute of Tourism and Travel Management, 2011 entitled “ Study of problems and challenges faced by medical tourist visiting India” tells about the various problems which medical tourists are exposed to while travelling in India. A key finding was that a large number of tourists travelling to India for medical procedures emanate from low GDP countries. These tourists are very cost conscious and many of them support themselves. They select India due to its comparatively lower costs for treatment but are ill-prepared for the overall cost of travel and high accommodation prices.

A useful Report by Indian Institute of Tourism & Travel Management, September 2010, helps in “analyzing the factors of slow-down in Tourist arrivals in India” which highlights the various problems faced by tourists while travelling in different locations in India. Subash (2015) states that “Safety and security of tourists is of paramount importance in any country as it majorly impacts the inflow of foreign tourists in the country. Domestic tourist movements are impacted in states and tourist locations where tourists consider a threat to their safety and security. It holds special significance for India which has been ranked at a low level of 74 amongst 140 global economies on safety and security parameters as per the World Economic Forum’s Travel and Tourism Competitiveness Report 2013”. Chockalingam and Ganesh (2010), note the various problems encountered by the tourists in India and includes similar issues such as problems related to infrastructure, quality of accommodation and lack of transportation. Ravi Bhushan Kumar (2009), has tried to identify the various challenges of Indian Heritage Tourism in a Chapter “Problems and Prospects of Tourism in Rajasthan”, highlights the various problems of tourism by considering the various factors related to the problems faced by tourist as well as problems faced by officials of RTDC.

Objectives of the Study

To find out the reasons for the slowdown in tourist arrivals in comparison with other countries even after various government initiatives.



To examine about the various problems faced by tourists/ travellers while travelling different destinations across the India.

To determine the educational qualification of respondents from different age group.
To suggest corrective measures to eliminate the problems faced by tourists.

Methodology

For this study, responses were collected from 96 respondents of different age groups, and from different localities, possessing different educational qualifications and including both male and female respondents. Their responses were collected through an online questionnaire in order to seek to determine the different problems faced by tourists in India. While filling in the questionnaire, the respective respondents were free to provide their responses as per their opinions. The problems that came to the forefront during the study are primarily based on the responses of respective respondents and thus on the evaluation of the questionnaire responses.

Demographic Profile of the study

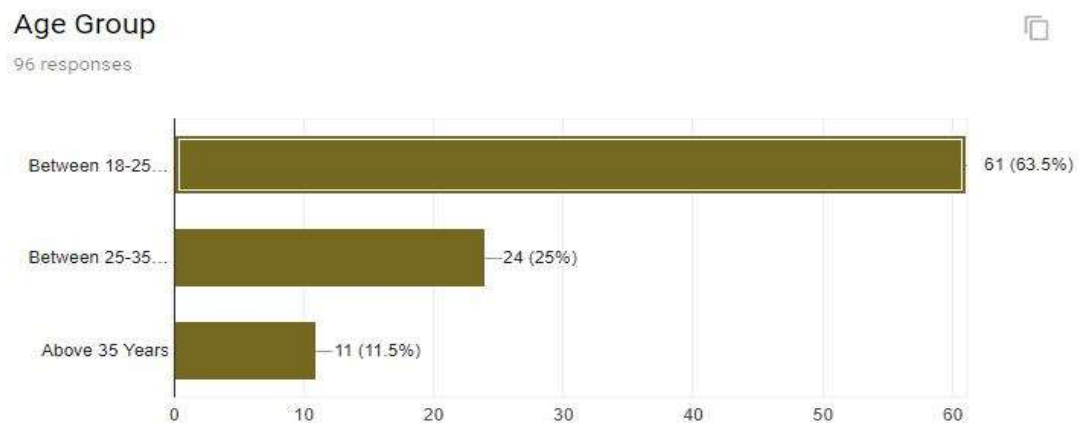
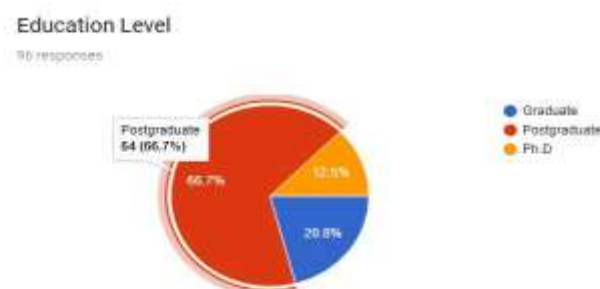


Chart 1. Demographic Profile of the study

From the Chart 1, it is clear that out of 96 respondents, 63.5% respondents were from 18-25 age group, 25% respondents were from 25-35 age group and 11.5% respondents were above 35 years of age.

Chart 2 below clearly depicts the educational qualification of the respondents, which tells that most of the respondents were Postgraduate (66.7%), and the rest include respondents who were Graduate (20.8%) and Ph.D. (12.5%).





Locality

96 responses

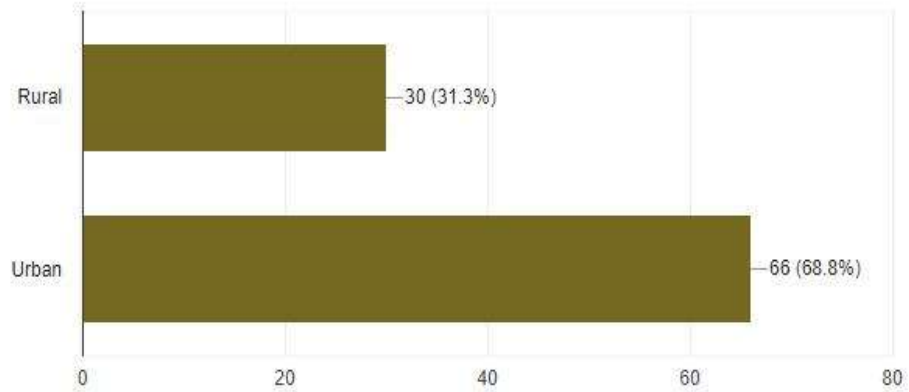


Chart 3

It is clear from the Chart 3 that 68.8% respondents were from urban areas, and rest 31.3% were from rural area.

Sex:

96 responses

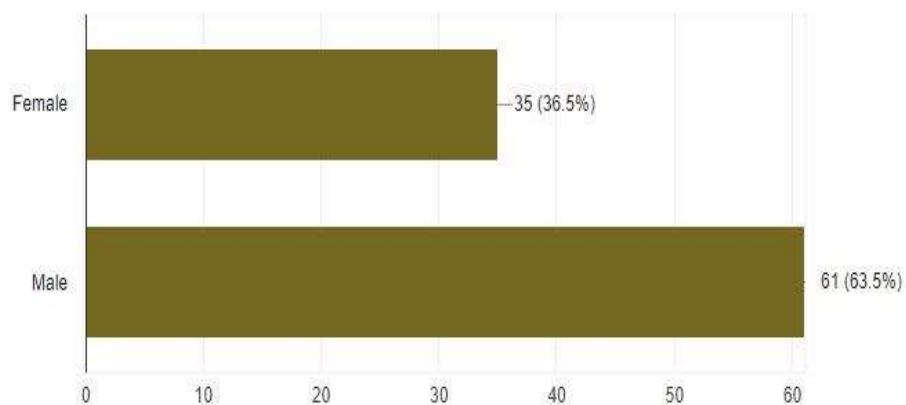


Chart 4

Out of 96 respondents, 63.5% respondents were male, and rest 36.5% were female.



Findings

Based on secondary data 10 variables were identified to know the various problems faced by tourists while travelling to different destinations in India. Through a structured questionnaire, respondents were asked to provide their responses on questions, on a five - point Likert scale. In order to limit these variables into factors, A factor analysis method was used. A rotated component matrix helped in the completion of this analysis by reducing the 10 variables into underlying 3 factors. These are:

Table 1. Rotated Component Matrix

Rotated Component Matrix			
Problems faced by Travelers while travelling in India	Component		
	1	2	3
Infrastructural Facilities	0.850		
Transport Facilities	0.765		
High travelling & accommodation cost	0.760		
Hygiene	0.759		
Safety and Security	0.656		
Food	0.614		
Gender Discrimination		0.790	
Religious Sentiments		0.770	
Language Barrier			0.848
Bad Behavior of Locals			0.638

Factor 1 Convenience Hurdles: Six variables have been found in this factor and it reflects the Infrastructural Facilities (.850), Transport Facilities (.765), High Travelling and accommodation Cost (.760), Hygiene (.759), Safety and security (.656) and Food (.614).

Factor 2 Perceived Sentimental Hurdles: Two variables have been found in this factor and it reflects the Gender discrimination (.790) and Religious sentiments (.770).

Factor 3 Regional Hurdles: Two variables have been found in this factor and it reflects the Language Barrier (.848) and Bad Behavior of Locals (.638).

Conclusion



It is a quite a difficult task to determine the different problems faced by travellers/ tourists while travelling to different destinations across different regions of India. This is because every region has its own customs, traditions, culture which are then all different from each other. The purpose of the study was to understand the common problems faced by travellers from different localities.

Through this study, three clusters of hurdles have emerged by which travellers/ tourists are greatly influenced, these are Convenience hurdles, Perceived Sentimental hurdles and Regional hurdles. Convenience hurdles are mainly created due to the improper facilities at tourist destinations while Perceived Sentimental Hurdles and Regional Hurdles are largely dependent upon the local people of each of the destinations visited by tourists.

This study was confined only to responses of the respondents through the online questionnaire and took into consideration only able-bodied people, and not the people with disabilities. Nonetheless, the findings are still useful to students and researchers who are conducting research in this particular field by applying the same aspects in a wider and deeper sense. In examining the theme region wise to determine specific problems faced by travellers, researchers can use a wider range of variables in determining the problems. The problems experienced by tourists differ depending on numerous factors influencing their tour environment. The problems significantly based on the respondents' gender, age, education, etc. and greater government support is needed for sustainable tourism to be realised. Tourism development is a useful strategy for urban but especially rural economic development and necessitates greater concern by the state and all stakeholders.

References

- A study of problems & challenges faced by medical tourist visting India, 2011
www.tourism.gov.in/sites/default/files/Other/Med.pdf
- Cárdenas-García, P. J., Sánchez-Rivero, M., Pulido-Fernández, J. I. (2013). "Does Tourism Growth Influence Economic Development?" *Journal of Travel Research*, XX (X): 1-16.
- Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636.
- Chockalingam, M. & Ganesh, A.A. (2010). Problems encountered by tourists, *BEH - Business and Economic Horizons*,3 (3), October 2010, 68-72.
- Government of India. (2017). Indian Tourism Statistics at a Glance,Ministry of Tourism, Govt. of India.
- India's Tourism Industry: Progress & emerging issues, Dr. Rupal Patel, 2012
Available online at:
www.mygov.in/sites/default/files/user_submission/cb52cf608b2492a5a398ad45a4ec0374.pdf
- Indian Heritage Tourism: Challenges of Identification and Preservation, by Ravi Bhushan Kumar, 2009, Available online at: www.publishingindia.com/ijhts/24/indian-heritage-tourism-challenges-of-identification-and-preservation/79/467/



Kumar, R. B. (2009). Problems and Prospects of Tourism in Rajasthan, Available online at: http://shodhganga.inflibnet.ac.in/bitstream/10603/55457/15/15_chapter%206.pdf

Kumar, S. (17 January 2018). "Foreign Exchange Earnings (in Rupee and US \$ Terms) through Tourism in India in December 2017". Press Information Bureau, Government of India, National Media Centre, New Delhi.

Lew, A. A. (2011). "Tourism's Role in the Global Economy." *Tourism Geographies*, 13 (1): 148-151.

Narayan, P. K., Narayan, S., Prasad, A., Prasad, B. C. (2010). "Tourism and Economic Growth: A Panel Data Analysis for Pacific Island Countries." *Tourism Economics*, 16 (1): 169-83.

Problems & Prospects of Tourism in Rajasthan, Available online at: www.shodhganga.inflibnet.ac.in/bitstream/10603/55457/15/15_chapter%206.pdf

Problems encountered by Tourist, Madhavi Chockalingam, A. Auroubindo Ganesh ,2010 Available online at: www.ageconsearch.umn.edu/bitstream/128677/2/06_V3_BEH_INDIA_Madhavi_AurobindoGanesh_d_ac.pdf

Report on Analyzing the factors responsible for the slow-down of tourists' arrivals in India by Indian Institute of Travel & Tourism Management, September 2010, Available online at: www.niws.nic.in/report2.pdf

Report on Problems & Prospects of Accessible Tourism in India by Indian Institute of Travel & Tourism Management, September 2010, Available online at: www.tourism.gov.in/sites/default/files/Other/PPA.pdf

Rizwan, F. (2014). Six common problems foreigners can face on a daily basis in India, by Farida Rizwan, February 2, 2014, Available online at: www.topyaps.com/6-common-problems-foreigners-can-face-daily-basis-india

Subash, T. (2015). Tourism in India: Potentials, Challenges and Opportunities, *International Journal of Research and Analytical Reviews*, 21 (4) Oct-Dec 2015, 8 -18.

Tourism and hospitality in India. (May 2018). Available online at: <https://www.ibef.org/industry/tourism-hospitality-india.aspx>

Tourism & Hospitality Report, January 2016, Available online at: <https://www.ibef.org>

Tourism in India: Potential, Challenges & opportunities, Dr. T. Subash (2015). www.ijrar.com/upload_issue/ijrar_issue_222.pdf

Traveltips. (2017). Available online at: www.traveltips.usatoday.com/problems-faced-tourism-industry-india-109124.html

World Economic Forum. (2013). WEF Travel and Tourism Competitiveness Index.

Why India is not so 'incredible' for tourists, August 05,2013, Available online at: www.firstpost.com/india/why-india-is-not-so-incredible-for-tourists-1012121.html

World Travel & Tourism Council's Economic Impact (2017). Report















