

Atidhi Devo Bhava: A glance on Indian Tourism

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Abstract: Traveling is a part of human life's destination; travellers love staying and experiencing the spectacular landscapes and enthralling spots for many reasons. When they approach any new land, a struggle starts for the basic requisites like food, water, shelter, safety etc. But the social relationships of human being are changed with the best hospitality being displayed in the name of hosting. Many countries have been welcoming strangers and offering them necessities with good hospitality. Speaking about the hospitality of Indian concept, with a deepest ethical roots, India has ever been best in hosting the visitors with a high sounding principle of 'Atidhi Devo Bhava' which means 'Guest is the incarnation of God'. This principle is an inseparable word from our blood that displays how best the Indian tourism stands for. So this concept focuses to develop tourism in our country and also we proudly call that India is a best location for all deserved tourism attractions. The development and significance of Indian tourism was shaped after independence with annual fund allocation of year by year on five years plan by promoting different schemes for development of Indian tourism. Now India gives competition to other countries with a dynamic development nature. Indian government highly supports by presenting different schemes for tourism industries. On the part of India's Economy, to develop this tourism, we need to frame different plans like; finding unexplored places, improve coastal areas with advanced attractions, giving chance to local organizations, improving accommodation with basic amenities for domestic and international tourists, developing historical places, Utilization of festival seasons, Using Traditional dress, taking support from local people, Initiate promotional products with an indication of the India's legacy and historic significances and to attract the tourists, as the citizens of India we need to promote our culture and Traditions to the world through social media and treat tourists like our family members and developing amity with them undoubtedly prosper our Indian Tourism.

Keywords: Indianism, Atidhi Devo Bhava, Traditional dress, Initiate promotional Products, Social media.

1. Introduction

India is a kind of country which is always focusing to respect others because 'respecting' is an integral part of the people who lives in India. From ancient period Indians have been respecting to their Elders, Parents, and Teachers; and most importantly they treat 'Guests' with a respectful manner. We could observe that during ancient times people used to move from one country to another country for many reasons. But the people from different lands with different cultures long for experiencing Indianism because of its rich culture and varied heritage, and its emerging civilization, healing methods and deep rooted

education. Despite its culture and advancement ruined by the trade and wars done by the different races, India could resist its cultural and scientific damage by its patience and fervor of fraternal integration. Indians displayed good hospitality for the visitors and could set a perfect example in showing the standards of hospitality to the world. This was the reason at that time why India would be the final destination for creating all opportunities for the civilized travelers what they wished for. Respecting the guests is not only the culture of the nation above all it's the inseparable symbol of the Indian mind and attitude revering in our blood. So tourism is one of the ways to show the world what India is. In India, the tourism would be with different experiences like Cultural, Healthy, Adventurous, Wild Life and Religious Tourisms etc. India is a best location for its deserved Climate, Hospitality, Multi-cultural and Religious aspects. This is the reason the way India will fulfill all types of tourisms.

2. Development of Tourism in India

Tourism was identified as a development segment after independence. The priority for allocating the budget for tourism in India shaped in the year 1956 during the second five years plan with a view to promote the cultural exchange and amity among the different citizens of the globe. Eventually, the government of India increased the tourism fund year after a year recognizing its scope. Some of the worth mentioned steps taken by Indian government in 1980-90's are, A National Policy on tourism was formulated in 1982 and also created a Tourism Finance corporation to generate funds for tourism projects. The National committee on tourism announced a comprehensive Plan in 1988 for making an effective growth in tourism. Later it was followed up in 1992 by National Action Plan for Tourism. This created an importance for Domestic tourism by public policy creators in 1990- till the date. It created an important issue in the National Tourism Action Plan in 1996. A new tourism police developed the roles of state government and central government for safe guarding international tourists in 1997 with this it focused to develop tourism sources.

3. Present Position of Tourism in India

Indian tourism ranked 34th out of 140 countries with the statistics revealed by Travel and Tourism Competitiveness report 2019. Comparing with 2017 report, India improved 6 places of its rank. This was the best improvement over top 25%

of countries ranked. During 2012 India stood with 16th position in the world among the tourism receipts reported by the World Tourism Organization and also secured 7th position over Asian and Pacific Countries. The Data given by World Travel & Tourism Council in 2018 revealed that the Tourism could generate 9.2% of India's GDP and also created employment opportunity for 42.673 million jobs. The contribution of Tourism Sector in India's GDP is expected to improve Rs.32,05,000 crore (US \$ 492.21 billion) in 2028.

Statistics shown by WTTC, India Ranked 3rd Among 185 countries pertained to Travel & Tourism's total contribution to GDP in 2018. During the period January – July 2019 Foreign Exchange Earnings were US\$ 16.757 billion. By the year 2028, International Tourists arrival is expected to reach 30.5 billion. Moreover, during January – July 2019, a total of 15, 34,293 tourists arrived on E- Tourist Visa registering a growth of 21%. In the season of January – July 2019, Foreign Tourist Arrivals raised up to 60.84 lakh with the growth of 2.1%.

4. Government schemes

While addressing the nation in the eve of Independence Day from red fort, Prime Minister Narendra Modi sought Indian citizens to visit 15 domestic tourist destinations in India by 2022 to promote tourism.

Ministry of tourism, government of India invested R2075.12 crore during the financial year 19-20 for development and Promotion of tourist Places would be the primarily responsibility of concerned state government / union territory administration.

In order to safeguard the social and cultural beliefs of the tourists in the world, Indian government is bringing the fabulous schemes aided by the central and state nodal agencies. Some of the schemes recently introduced by Indian govt. are,

- Indian government decided to promote Central Financial Assistance to States/Union Territories under the schemes of Swadesh Darshan, Indian Government Created a National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) and for Assistance to Central Agencies for the development of tourism related infrastructure in the country.
- The government Extended e- visa facility to citizens of 167 countries. And also launches the Incredible India 2.0 campaign with market specific promotional plans for better success.
- The government improves Incredible India website with the aim to provide more information about India tourism. Successfully Launches of 24x7 toll free multi-lingual tourist helpline in 12 International languages for better communication.
- India organizes annual International Tourism Mart for promotion of tourism in North Eastern States. It provides a platform for all stakeholders in tourism and hospitality industries to interact and transact business

opportunities.

- Indian government started some Promotional activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in travel fairs and exhibitions; organising Road Shows etc.,

This information was taken by Press Information Bureau Government of India Ministry of Tourism, given by Minister of State (I/C) for Culture & Tourism, Shri Prahlad Singh Patel in reply to a question in Lok Sabha 01-07-19.

5. Plans to develop tourism

- Still India needs a much discovery on unseen and unexplored places. India is a land of charming and fascinating spots to be found for world tourism.
- We have plenty of coastal area so improve resorts and motels near to the beaches and most importantly create an adventurous and joyful environment with strong costal administration wing and also develop all necessities for tourists. Improve beach entertainment with Parasailing, Speed motor boat ride, for Kids develop floating water parks, Running Spa resorts on beach side locations, Creating Umbrella zones, constructing Tree houses near to seashore which give more impression, and finally create some safety diving zones to attract teenagers.
- Taking the support of local organizations which may help to develop tourism and also to support tourists; giving chance for local shopping malls with an agreement.
- Improving accommodation for tourists in a comfortable manner with perfect utilities and services created by good infrastructure facilities required for residential development as per the location.
- Improving basic amenities in the tourism locations such as restrooms, dressing rooms, lockers, dormitories, parking areas with protectable environmental forces.
- Developing Historical places and lands preserved by historical artifacts to get more attraction for tourism.
- Utilizing the festival season to attract more tourists in spiritual places.
- Using traditional dress in tourist locations which will create some attraction towards the visitors displaying our tradition what we belonged to.
- Imparting the local guidance to visitors for getting the things co-operative and uncontroversial.
- Initiate promotional products with an indication of the legacy and historic significance from which the spot is easily remembered by leaving the visitor with an unforgettable experience like t-shirts, hats, stickers, and flags with the tourism slogan and branding.

6. As a Citizen how to improve Tourism in our country

Today India's Tourism is a full-fledged industry to reach different tourists attention. Development of Tourism is not only

the part of Government. It highly supports to give different development schemes to Tourism industry, but to attract tourists as the citizens of India we need to promote our culture and Traditions to the world through social media. Because now days every one touching with social media, if we posting our cultural, tradition and our festival videos to the social media it will circulate to more people there may be chance to watching your videos on social media and having curiosity to visit such places. If any visitors come here we need to care them as our kids. Show Empathy and helping them to reach their destinations. Always respect to the tourist because we earning some income with their visit. So treat tourists like our family members. All ways try to maintain surrounding clean and neat it will show our status. Sale the products to tourists in the market price with integrity. Don't cheat any tourist it will create high impact on our Nation, with negative word of mouth. So having good behavior and being with friendly nature to tourist which developing the Nation Name as Jai ho Bharth.

7. Conclusion

The tourists have the greatest power. They can create an impact in every little aspect of the tourism business and economy, because they are consumers who can easily change their opinion. So when the Government and People will work together with integrated movements then only we can achieve best results in tourism. India has more capabilities with its nature to attract tourists from different nations.

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