

A Study on Challenge and Opportunities of Tours and Travels Business in Tourism Industry with Special Reference to Puducherry

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Abstract-Tourism is the reason of people visiting to different destinations for their pleasure or business, or commercial activity. In the modern world, tourism has many advantages in the contemporary world. It promotes global connection, help for the economic growth of the nation and make it a well-renowned location for the tourists. Business opportunities depending on the tourism industry are numerous and sustention of business needs to face challenges. Tours and travels have a very large scope at the present and future as the tourists never stops to explore places. Of course, there are many challenges and obstacles in the field of tourism as it requires huge efforts of maintaining the attraction, sustaining resources, refurbishing the places and various ideas to take the touring place to the next level. This paper concentrates on tours and travels - business opportunities, challenges, reviews and suggestions which are related to a global scale and mainly at Puducherry.

Indexed Terms -Tourism Industry, Tours and Travels, Tourists, Economic growth, Puducherry.

I. INTRODUCTION

Tourism is a very vast industry holding lots of potential. A limitless number of opportunities are provided for the people. Tours and travel is a huge network connecting cities, towns, villages and people for different purposes. India being a very diverse nation there are countless places to travel and visit and the population is also an advantage for the tourism industry. Tours and travels agency are available in abundant at present. The study aims to bring out the overview of tours and travels business in the tourism

industry.

Tourism is also known as the travel industry. It is linked to the idea of people traveling to other destinations, either domestically or internationally, for leisure or social or business purposes. Nowadays, tour and travels business is booming with many offer packages and exciting tour plan ideas.

- Global Tourism Industry:

The global tourism industry measured by revenue is expected to reach \$2.3 trillion in market size by the end of 2023. On average; the size of the global tourism market has grown by 0.8% between 2018 and 2022. Globally, giving of travel and tourism to GDP is estimated to be approximately USD 5.8 billion in 2021 and will increase every year.

- Tourism Industry -India:

India is estimated to contribute 250 billion USD in GDP from tourism, have 137 million jobs in the tourism sector, earn 56 billion USD in foreign exchange earnings, and has 25 million foreign arrivals by 2030. By 2028, Indian tourism and hospitality are expected to generate USD 50.9 billion in visitor exports, compared to USD 28.9 billion in 2018. International tourist arrivals are expected to reach 30.5 million by 2028. In the financial year 2020, the tourism sector in India accounted for 39 million jobs, which was 8.0% of the total employment in the country. By 2029, it is expected to create around 53 million jobs. Outbound travel from India is estimated to reach 29 million by 2025 and is expected to cross USD 24 billion by 2024. Over the past 8.5 years, India has developed extensive tourism infrastructure worth around INR 7,000 crore (nearly USD 1 billion) to enhance the tourism experience.

Puducherry is a quaint place and a place for dream vacations. Despite keeping a very low profile in terms of tourist promotion, Puducherry's tourist arrivals are increasing every year. Tourist arrivals are estimated to increase by 20% annually. It has a floating population of 1 lakh per day. Pondicherry attracts both foreign and domestic tourists. Their number is steadily growing every year. Leisure and holidays are the main destinations for 60% of the tourists visiting Puducherry. This reveals the tremendous potential for developing Puducherry in number one place.

II. EMERGING ENTREPRENEURS IN TOURISM INDUSTRY

Entrepreneurs are vital to market economies because they can act as the wheels of the economic growth of the country. By creating new products and services, in the tourism industry they increase new employments, which eventually results in the increase of velocity of economic development.

- Global entrepreneurs:

Global entrepreneurs are those who pursue and run fresh and modern firm undertakings like exporting, licensing, opening a new sales office, or acquiring another venture across national frontiers. After receiving a far lower score in 2021, when it was placed at 16th overall, India's standing in the National Entrepreneurship Context Index (NECI) report from the Global Entrepreneurship Monitor (GEM) represents a significant improvement.

- Entrepreneurs in India:

The government of India appreciates the potential that entrepreneurship bears in giving a inspire to the economy and supporting the financial status of the people of the country. Here is a notable list of successful entrepreneurs in India barring the big name - "Incredible India", in the view of enhancing tourism sectors all over the country has fetched in many small-scale enterprises and business openings with a view to increase and support the country's economy.

Entrepreneurs in Puducherry:

Tourism has proved to be the most profitable business in Pondicherry. Tourism businesses can be started on a small scale or large scale. There are many services that

you can provide in the tourism business. Tourism is a significant part of Pondicherry's economy. So many young entrepreneurs emerge in the field of tourism from Pondicherry. Often the tourism department conducts exhibitions and trade shows to attract the visitors in a large scale. Business options are wide and new entrepreneurs emerge very year with new startups.

III. REVIEW OF LITERATURE

Vlatka (2011) investigates on tourism entrepreneurship and the enhanced theories in setting up ventures, particularly focusing on Croatia. The results disclose the absence of routine business ventures, and a theoretical model is developed to condense the difficult scale of aspects that emphasise the different performances of the examined entrepreneurs.

Mastura (2011) examined the attributes of little and average hotel owners and managers and the issues and problems they encounter in relative to their survivability in the industry. The result exposed that most of the owners and managers of little and average hotels were male, middle-aged or older, with secondary and upper-level education, and whose prior specializations or knowledge were not related to tourism. The business was established with strong self-confidence after the financial crisis in 1997–1998. Small-scale hotels depended on information technology as a significant tool to encourage their hotels, in addition to standard practice such as word of mouth and signboards.

Ige (2015) the study seeks to spot and extricate the precise features of the tourism and hospitality industry's entrepreneurial process. Further, to group them under subclassifications of similar attributes for effective and efficient management applications and to predict the upcoming entrepreneurial processes in the hospitality and tourism industries. The innovations of new tourism goods, efficient marketing, efficient message, and innovative small and medium-sized enterprises SME applications in the industry are yielded to bring the imagination of the paper.

IV. SCOPE OF THE STUDY

Students have endless career opportunities in the fast-growing travel and tourism industry. In this field, there are many careers that students can pursue, such as those

in hotels, government tourism departments, airlines, tourism activities, immigration and customs services, travel agencies, and more. This paper analyses the various opportunities and challenges facing the tourism sector.

V. OBJECTIVES OF THE STUDY

- To reveal the opportunities for tours and travel businesses in the tourism industry in Puducherry. To identify the challenges faced by tours and travel business in tourism industry in Puducherry.
- To examine the sustainable growth of tours and travels in business in tourism industry in Puducherry.

VI. BUSINESS IN TOURS AND TRAVELS

In the olden days, people used to carry their goods on animals like horses, donkeys, etc. To travel long distances, people used livestock like horses. The various modes of transportation have reduced that burden. A few days of travel can be turned into a few hours of travel. As it saves lots of time, people prefer tours and travel. Thus, there are lots of business opportunities in the field of tours and travels.

- Growth :

In recent times, tourism has grown tremendously all over the world. Areas that were not so important a few decades ago are seeing high growth. This is due to the growing number of business openings in the tourism and travel sectors. They are the emerging economies of the world rather than traditional tourist destinations. New ventures are opening up, leading to new destinations gaining popularity and attracting more visitors to the travel destination.

- Opportunities :

Diversified employment opportunities are created through tourism and hospitality in various sectors, such as accommodations, transport services, travel agencies, food and beverage establishments, tour operating companies, and natural and cultural attractions. It is a very profitable business. Different people visit travel destinations and enrich the place, providing a new experience for them and the people they meet. It makes a small or big difference in the world and results in economic and cultural cooperation.

- Challenges :

Tax values, travel promotions, organizational issues, precautions, and cross-border regulations are the challenges facing tourism. In some places, tourist attractions are not ready for visitors. Language is also a major problem for tourists, as the languages of foreign states and countries are rarely understood. Even English doesn't help in some situations. The poor quality of health, safety, and local transport has undermined the reputation of the Indian tourism industry.

VII. TOURS AND TRAVELS –GLOBALLY

A travel and tourism company trades in travel-related services and products. As such, expected flight tickets, tour packages, car rentals, excursions, hotel accommodations, and many other items are added to the core product line.

- Growth :

Tourism offers big opportunities for emerging markets and developing countries. It creates jobs, strengthens local economies, contributes to local transportation and development, and helps protect the natural situation and cultural property and heritage, as well as reducing poverty and inequality.

- Difficulties Faced :

Challenges facing tourism include taxes, travel hikes, security, infrastructure, and cross-border laws. Tourists or travelers may sometimes refer to travel marketing as exaggerated, leading to loss of ethnic identity and values, cultural conflicts and demand for resources, and ethical issues.

VIII. TOURS AND TRAVELS – IN INDIA

Indian tourism programmes are a collection of various cultures, traditions, festivals, and places of interest. Indian tourists have many options at their fingertips. India is a country of rich cultural and heritage diversity. There are plenty of travel destinations, so a choice has to be made to finalise the trip.

- Growth :

By 2022, the Indian business travel market will be worth \$35.6 billion. Looking ahead, IMARC Group expects the market to reach US\$ 59.5 billion by 2028,

exhibiting a compound annual growth rate (CAGR) of 8.71% over 2023–2028. Additionally, it is expected to contribute USD 512 billion to India's GDP by 2028 and 53 million jobs by 2029. It is estimated that India contributes USD 250 billion to its GDP through tourism and USD 56 billion in foreign exchange earnings. An increase in the number of tourists—about 25 million foreign visits—is expected to be achieved by 2030.

- **Problems Faced :**

Lack of awareness about rural tourism, tourist destinations, and local communities is a hindrance to the growth of Indian tourism. Not many people know that rural areas are tourist destinations. Due to a lack of proper security arrangements, rural areas are perceived as unsafe by tourists, which put their experience at risk. This creates a negative image of the destination and can be a hindrance to the benefits that tourism can bring to local communities. Lack of proper sanitation, roads, and adequate infrastructure is still a big challenge in adventure tourism as these places are locked in remote areas.

IX. TOURS AND TRAVELS – IN PUDUCHERRY

Pondicherry Tours offers a variety of high-quality travel services to Pondicherry, Auroville, Chennai, Cuddalore, and across Tamil Nadu at the best rates. Pondicherry Tours in Pondicherry offers a variety of carefully selected tour packages and car and bus rentals to meet the exact needs of all schools, colleges, and corporations.

- **Growth :**

Puducherry has recorded a year-on-year growth of 10% in tourist arrivals over the last 2 years. In 2021, the GDP of Puducherry, India, was 3.75 million INR. The GDP of Puducherry, India, has grown from 1.89 million INR in 2012 to 3.75 million INR in 2021, growing at 8.13%. The increase in the number of visitors to Puducherry confirms the fact that the tourism industry is a major supporter of the tourism industry.

X. BUSINESS OPPORTUNITIES IN TOURS AND TRAVELS BUSINESS

Puducherry has great tourism potential with tourist destinations of various social backgrounds in four districts, namely Puducherry, Karikal, Mahe, and Yanam. Agriculture and tourism are major contributors to Puducherry's economy, and around 45% of the UT's population depends on agriculture and allied industries. Puducherry is a major tourist destination due to its beaches and historical sites. While the tourism industry can provide business startups in a variety of sectors, tourism and travel are key business ventures for sustainable growth. Local travel, travel bookings, and transport with tie-ups to foreign destinations help the business thrive. In this fast moving technology era, travel agencies are a good resource for the public.

XI. SUSTAINABLE GROWTH IN TOURS AND TRAVELS BUSINESS

Potential entrepreneurs of any business start their venture with an ideology of constant improvement. Setting up a travel agency makes planning and touring easier for people. This creates more interest and desire among the public to visit more places with stress-free arrangements and relaxation. The start of online tours and travel businesses in this technological world has fuelled the growth of business in the tourism sector. The increase in online portals for booking tickets to various destinations within the country and abroad shows that the travel business is on a futuristic path. Engagement with foreign consulting firms that help students and people migrate has also continued to grow over the past few years. This is part of the steady growth of the tourism and travel businesses.

XII. CHALLENGES FACED IN TOURS AND TRAVELS BUSINESS

There are not as many challenges faced by Puducherry in tours and travel because of the consistent number of tourists. The tourism business has so far encountered difficulties only at the time of disaster, an outbreak of any disease or any unusual climate change. But the prevailing increase in the growth of population and the low town plan structure, traffic situations are very challenging. This could be increased when more visitors arrive during seasonal vacations. Apart from this the

very common problem is cleanliness maintained at the tourist spots, which can be a negative review from tourist and can result in the decreasing the number of visitors to the town.

XIII. OBSERVATIONS OF THE STUDY

Tourism is a vast sector with abundant opportunities and highly profitable business opportunities. As the growth of tourism is increasing day by day, businessmen may prefer this sector to start their new ventures. The study developed possible ways to identify the facts that support the structured objectives and explained the facts about the sustainable business opportunities of tours and expeditions in the tourism industry. From the study, it is clear that the growth of tourism and travel businesses is a good option due to the steady growth achieved in the last few years and that it will continue in the future as well. The challenges faced are also explained to quantify the difficulties to be dealt with by business ventures.

XIV. SUGGESTIONS FOR THE STUDY

Promotion of tourism through social media channels, religious places of worship, international and national trade fairs, the allocation of tour guides, the preparation of better infrastructure for tourism activities, etc. not only adds benefits to the growth of the tourism industry but also provides a gateway to it. Emerging entrepreneurs need to start new, innovative businesses. Improvements in security conditions at tourist destinations make it safer for foreigners. By adding new qualified tour guides, tourists can enrich their knowledge about the place they are visiting.

XV. FUTURE SCOPE OF THE STUDY

The study focuses on tourism and travel business opportunities, challenges, and development levels in the tourism sector. More extended research may include other businesses such as hotel and restaurant businesses, theme parks, exclusive craft showrooms, or mini coffee and tea stalls. This study covers only Puducherry; it can be extended state-wise in the South and North, and comparative analysis can be done.

CONCLUSION

Tourism is a very valuable interest both for the government and tourists and they support each other constantly. Also, the government should deliberate enhancing the conditions of the country as a greater number of tourists could visits the country. India's tourism industry is experiencing a strong extent of growth, driven by the flourishing Indian middle class, growth in high spending foreign tourist and coordinated government campaigns to promote "Incredible India". Project plans on converting Puducherry into a Smart City is a very big lead in attracting more tourists to the town.

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