



## Touring With Leisure- Strategies to Develop Urban Tourism in India

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### Abstract

This is an important segment of urban life. People tired of urban monotony wish to take tour of the locality. The people who take tour wish their time is happily spent with outing options for leisure & fun. Indian urban centers have very less tourism options hence the urban people search for rural landscapes & this builds the pressure on rural areas. Urban tourism is an important factor of government tourism initiative. Across the world there is a growing tendency of developing city tourism. Even Indian can follow the global paradigm, & initiate an integrated urban tourism policy. This paper focuses on strategies to develop urban tourism initiative & spotlights the importance of governmental role in developing urban tourism.

**Keywords:** urban tourism, government, challenges

### Introduction

Indian tourism is supporting the Indian economy since very ancient times. Tourism has been a very imperative sector for augmenting revenues for government. Ancient India has special regulations for promotion of tourists. Today Indian GDP of 6.6 % is supported by tourism industry. (Market research division Ministry of tourism council Annual report of Ministry of tourism 2012). Nearly 39.5 million jobs are supported through tourism industry. Average growth rate of the industry is 7/9% It is the third fastest growing tour market. 7.42 million Foreign tourists visited India in 2014 India is the 38<sup>th</sup> most favored tourist destinations Indian domestic tourists cross 1 billion. This is 16% increase

since 2012 (Market research division Ministry of tourism council Annual report of Ministry of tourism 2012).

**The Concept of Urban Tourism** - urban tourism means touring & tripping within city destinations. This means touring is limited to city limits hence it is also called as -city tourism.

**Classification of Urban Tourism** - Indian urban tour circuits can be classified as

1. Capital cities both central & state capitals such as New Delhi , Bangalore , Bhopal , Mumbai , Chennai , Ranchi , Guwahathi , Port Blair , Chandigarh , etc
2. Metropolitan cities such as Delhi, Mumbai , Calcutta, Chennai
3. Large historic cities such as Ajmer , Amritsar , Allahabad , Aurangabad,



Dwaraka , Chidambaram . palakka d,  
Hyderabad , Jabalpur , Jodhpur ,  
Rameshwaram , Baroda , Bhuj  
Mysore , hampi , Nagpur , Pune ,  
Jayapur,

4. Inner city areas- such as Rajkot ,  
Gurgoan , Lucknow, Indore , Pimpri ,  
Nasik , Ghaziabad, Faridabad ,  
Thane, Kanpura, Mahabaleshwara ,  
tiruvannamalai , Kancheevaram ,etc

5. Revitalized water coastal lines  
areas such as Mangalore, Goa ,  
Mumbai , elephant caves , Karwar  
etc

6. Industrial cities such as Bangalore,  
Nagpur , Noida, Hoshiarpur ,  
Chandigarh , Patiala , Kanpur ,  
Vijayawada , Firozabad , Bhiwandi ,  
Ludhiana , Moradabad, Bhagalpur a,  
Rourkela ,Bokaro , Indore , Pitampur  
Dibrugarh etc.

7. Seaside resorts and winter sports  
centers – Mangalore , vishaka  
pattanam , Machalipattanam , Panaji  
, Surat , Vadodara, Diu , Daman ,  
Cochin , Tuticorin, Porbundar ,  
Tiruvanthapuram , thrissur , Calicut ,  
Kottayam , Enrakulam , Mumbai  
Puri etc

8. Purpose-built integrated resorts  
such as tourist home stays in ladhak ,  
Shimla , Darjeeling , uttaranchal ,  
Jammu , Kashmir , Srinagar , etc

10. Specialized tourist service centers  
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11. Cultural art galleries, museums,  
conclaves

### **Understanding Urban Tourist -**

Urban tourism depends on urban people who want to take off time with leisure for an outing with their families as they wish to know the ethno -cultural significance of India through tour destinations. They would like to visit museums , art galleries , aquariums , concert halls , convention centers , drama theaters, amusement parks , fun forts , entertainment plazas, biz sporting complexes , cultural bonanza , Consumer fairs & such other sponsored festive events. Urban people want to share this leisure time with fun, entertainment & information.( Report of the Ministry of tourism council- government of India 2014).Most of the urban complain that the accommodation facilities , rooms , lodges , boarding , street conditions , eateries , shopping facilities etc are what they expect from touring. but most of the urban touring places either suffer from shortage of basic amenities or infrastructure facilities s. the lack of parking facility , amusements , ATMs, drinking water , food outlets etc. sometimes the transportation to such destinations are so hazardous that urbanites like to stay at home rather than touring. Most of the urban cities suffer from land mark marking. Urban mapping , destinations listing , data on internet , online services etc. ( Report of the Ministry of tourism council- government of India 2014).



### Strategies

1. Setting up of Information centers / internet centers, tourism information centers, tour guide information , brochure & manual guide centers , nodal centers for linking tourism spots etc will help urban tourism industry
2. Handicrafts training by encouraging the development of supportive networks of women entrepreneurs across India can help promote urban tourism .
3. Training urban youth & women as a whole on product development & management marketing or urban products in an organized way can promote urban tourism capacity building & training them towards producing special products for foreign & local tourists can support urban tourism. ( Report of the Tourism department 2014).
4. Cultural sensitivity approaches & commitment to society provide women involvement in urban tourism. Hence women can be provided with training to reach out urban tourists. ( Report of the tourism department Government of India publication ministry of tourism 2014).
5. Programs to generate income on tourist spots can also assist promotion of urban tourism. In this way urbanite's consumer needs can be met within the purview of the tourist destination. (Report of the Tourism department 2014).
6. Urban tourism related handicrafts artisanal cooperatives can train women entrepreneurs , youth , skilled persons to promote urban tourism
7. . As government can be made to fund seed capital to urban Self help groups to engage in tourism promotion & tourism related industrial encouragement
8. Requirements of local tourism needs can be met through awareness programs which aims at social inclusion can be a best tool to endorse urban tourism. Women can be trained in this respect .Report of the Tourism department 2014).
9. Revenue from urban tourism enlargement helps in their livelihood opportunities and assist in sustainable development through building infrastructure , drinking water projects, sanitation facilities , improved accommodation , access to specialized health care, etc ( Report of the tourism department Government of India publication ministry of tourism 2014).
10. Besides urban tourism helps in procuring equitable access , volunteering opportunities, tour packages, exchange ideas, success stories and customized program design services which can be an useful tool in capacity building.(Promoting Women's Empowerment through



Involvement in Ecotourism: Experiences from the Third World -Journal of Sustainable Tourism Vol 8 issue 3 2000).

**Innovation in Urban Tourism** – Indian urban tourism can be promoted with several pioneering innovations.

1. promotion of bicycle tourism inside urban circuit
2. financing for ecofriendly investments & making pollution free city touring
3. Collaborative process through inviting NGOs, private enterprises, tour organizations etc (Report of the tourism department Government of India publication ministry of tourism 2014).
4. Popularizing traditional architecture, traditional accommodations, garden houses, green postures, reducing motorized transport has been tested in other countries with success.
5. projecting urban tourism as main engine for economic growth with harnessing local human resources for tourism promotion with good training
6. domestic tourism has to be projected as a base for developing tourism sector
7. Promotion of a global brand with specialties hither to not known will help Indian urban tourism industry.

8. acknowledging the key role of private sector as a facilitator & catalyst of tourism sector as tourism should be physically invigorated , mentally rejuvenated , culturally enriched , spiritually elevated,
9. Finally developing a tourism circuit with special carbon free connectivity can boost urbanites . ( Report of the tourism department Government of India publication ministry of tourism 2014).

**Conclusion-** Thus urban tourism is an imperative factor of tourism initiative. Policy makers can provide novelty in popularizing the urban tourism sector. An emergent tendency of developing city tourism which has been innovatively taken up by other countries across the globe can be taken as example. Even Indian can follow the global paradigm, & initiate an integrated urban tourism policy. These initiatives will assist in providing sustenance & help the growth of GDP. A nation can proceed with an upward movement & India can move up in the scale of global tourist destinations.



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