

## **A COMPARATIVE STUDY OF INDIA AND THAILAND TOURISM**

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### **ABSTRACT**

*The travel and tourism industry is the lifeblood of many countries. Tourism is our second biggest industry in terms of the people it employs. This paper looks at the need of advance technology in tourism industry. The contribution made by the Industry is to employment, GDP and the balance of Payments is considered. The paper also covers ancillary industries like accommodation, travel agency which helps the tourism in India and Thailand. Other issues affecting the industry are discussed, including funding and the government's tourism strategies. The paper presents some statistics for the worldwide tourism industry providing an indication of its global importance. Finally, the paper analyzes role of tourism in promotion of countries economy. SWOT analysis further specifies and strengthens our study*

*Key words- Economy, Tourism, Analysis, ancillary, accommodation, travel agency.*

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### **INTRODUCTION**

World Tourism Industry is an industry which is flourishing all over the world. The scenario of the World tourism industry is always in a state of flux, ever changing. It is reckoned that end of 21<sup>st</sup> century will see the World tourism industry generating nearly 500 million job opportunities for the people. It is also assumed that the contribution towards the GDP by the World tourism industry will be approximately above 15%. People can afford overseas travel. However, in order to meet the requirements, constant changes in the travel and tourism policies need to be reframed and restructured. Tourism is a vital source of income for many countries and it generates income through the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. Some of the services offered by these industries include transportation services such as cruise ships and taxis, accommodation services such as hotels, restaurants, bars, and entertainment venues, and other hospitality

industry services such as spas and resorts. The tourism requires extra disposable income, time off from work and other responsibilities, proper transportation and accommodation facilities and legal clearance for traveling. More than all, sufficient health condition during the course of travel is required. There are some countries which have legal restrictions on traveling abroad. Any projections of growth in tourism serve as an indication of the relative influence that each country will exercise in the future. Tourism products have become one of the most traded items on the internet with the advent of e-commerce. Tourism products and services have been made available through intermediaries, apart from direct selling.

## **GLOBAL TOURISM INDUSTRY**

International tourism is now predicted to increase in the 3-5% range next year, according to IPK's World Travel Monitor and UNWTO forecasts. IPK's Global Travel Confidence Indicator lies at 103 points for 2011, indicating 3% to 5% growth in world outbound travel. The main drivers will be the improving world economy and low fares from budget airlines while safety and environmental concerns are not expected to impact significantly. Similarly, the UNWTO now forecasts growth of 4-5% in international arrivals for 2011, which would put the sector back at the long-term growth rate of 4% recorded between 2000 and 2009. Air passenger volumes, according to Boeing, are likely to rise about 5% in 2011.

Key figures on global overnight travel (2010 changes compared to 2009 changes):

All domestic and outbound trips: 9.8 billion (+5% vs -1% - new all-time high)

- Outbound trips: 0.935 billion (+7% vs -4% - new all-time high)
- Outbound nights: 5 billion (+5% vs -7% - new all time high expected for 2011)
- Outbound spending: € 781 billion (+7% vs - 9% - new all time high expected for 2011)

## **INDIAN TOURISM INDUSTRY-**

### **"Incredible India"**

India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourists, and coordinated government campaigns to promote 'Incredible India'. The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India's travel and tourism industry is one of them most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. Several reasons are cited for the growth and prosperity of India's travel and tourism industry. Economic growth has added millions annually to the ranks of India's middle class, a group that is driving domestic tourism growth.

Foreign tourists spend more in India than almost any other country worldwide. Tourist arrivals are increase by over 22% per year 2010. The tourism industry has helped growth in other sectors as diverse as horticulture, handicrafts, agriculture, construction and even poultry. Both directly and indirectly, increased tourism in India has created jobs in a variety of related sectors. The numbers tell the story: almost 20 million people are now working in the India's tourism industry. India's governmental bodies have also made a significant impact in tourism by requiring that each and every state of India have a corporation to administer support issues related to tourism. A new growth sector is medical tourism. It is currently growing at around 30% per annum. Medical tourist arrivals are expected to reach one million soon.

The tourism industry of India is based on certain core nationalistic ideals and standards which are:

- Swaagat or welcome
- Sahyog or cooperation
- Soochanaa or information
- Sanrachanaa or infrastructure
- Suvidha or facilitation
- Safaai or cleanliness
- Surakshaa or security.

## **THAILAND TOURISM INDUSTRY**

### **"Amazing Thailand"**

Thailand is now one of the most advanced cities in the world. The remarkable monarchy, the scientific and technological advancements and the culturally rich populace have nourished this fascinating country called Thailand. Tourism in Thailand is quite advanced and tourist friendly. Bangkok, the capital is a vivacious city full of lively and colorful people. This city has now become the one of the predominant centers of worldly growth and advancement.

Thailand has now become one of the biggest world centers mainly through its tourism facilities. Tourists from across the world come and hoard in Thailand in search of color, rhythm and life. The hotels in Thailand are simply awesome. They provide the tourists the best services possible. There are branded hotel chains like Hyatt, Marriott, Sheraton and Hilton Hotels.

Tourism is one of the major economic sources in Thailand. The tourism industry gained much popularity when the US soldiers went there in 1970. The soldiers were there to have a break from the Vietnam War. There are a clearly defined statistical records regarding tourism in Thailand. Records say that, per year, 65% of the tourists come from the Asia Pacific region. Britain, Germany, Scandinavia and USA are the top most among the Western countries. Tourists from the Middle East also like to visit Thailand, because of the historical background and colorful life. Thus, Thailand travel is now the most happening thing in the entire South East Asia.

**Annual statistics**

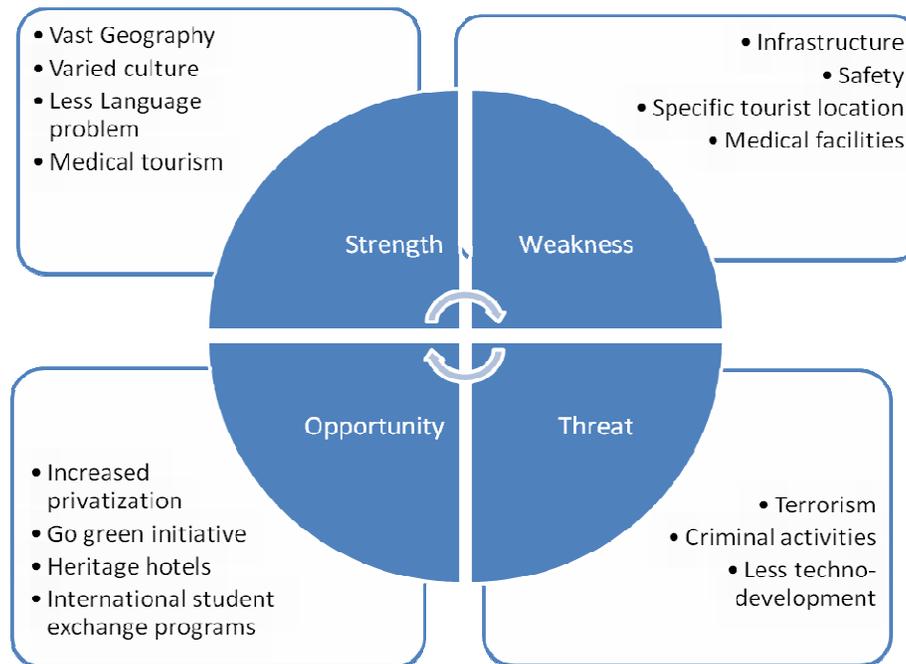
Year	No. of tourist	changes
2010	15,936,400	+12.63 %
2009	14,149,841	-2.98 %
2008	14,584,220	+0.83 %
2007	14,464,228	+4.65 %
2006	13,821,802	+20.01 %
2005	11,516,936	-1.15%

Presently Thailand is preparing to invite more tourists and offer them better services. The country is now offering the tourists special benefit packages like departmental markets, golf holidays and medical facilities. Since they have put much thought and labor for the advancement of the tourism in Thailand, they are hopeful about a positive outcome.

**COMPARATIVE ANALYSIS OF INDIAN AND THAILAND TOURISM INDUSTRY**

It is a difficult task to compare two countries in terms of tourism. These two countries having different climate, culture, economic status but one thing is common is growing tourism on world map. Indian tourism is known for its heritage and monuments, where Thailand is emerging as good travel destination due to their hospitality and health tourism development. Here is a SWOT analysis has been done for comparative study-

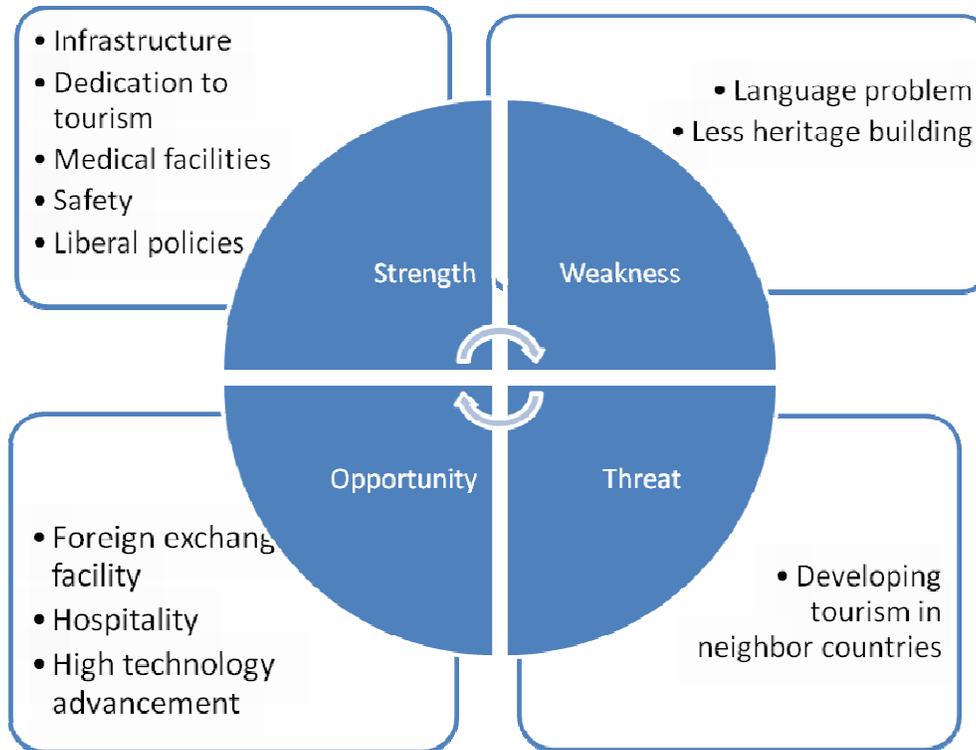
## SWOT ANALYSIS



## SWOT ANALYSIS OF INDIAN TOURISM

Indian Tourism industry needs some improvement to develop and promote tourism:

- Making the marketing tools and promotional tools strong
- Employ trained personnel
- Make the programs act as catalyst in investments by private bodies
- Propounding projects and programs at the international level
- Carry out research work for the betterment of the Tourism industry
- Infrastructure development
- Improve foreign exchange facilities
- Indian tourism need to improve their hospitality which is a essential to improve tourism in the country.



### SWOT ANALYSIS OF THAILAND TOURISM

Thailand Tourism industry needs some improvement to develop and promote tourism:

- Create a new image in world tourism
- Enhance branding and promotion schemes
- Thailand need to promote its food industry
- Employee trained personnel with knowledge of English
- Promotion should include ancient monuments

### CONCLUSION

Indian tourism industry needs improvement in terms of behavior, honesty. It has been seen that in Thailand the traits of behaviors were too good. Major determining factor like politeness, modesty, willingness to help and accept people has promoted their tourism. The above behavioral traits have to be strengthened and reinforced in India. India has strong geography and diversity in climate and culture. India is a large country and has great potential for growth in tourism. The economic growth can be multiplied with the growth in tourism. As well as this Industry promises good

infrastructure development and high employment. We live in country which also commands "Atithi Devo Bhav". Now it's high time let's practice that row.

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