

TOURISM TRANSPORT DEVELOPMENT IN INDIA IN POST INDEPENDENCE PERIOD

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ABSTRACT

Present paper is a descriptive study of the development in tourism transport in post independence era in India. Tourism was conceptualized as hotel industry in the beginning. Later, it was appended with more emphasis on human resources and IITTM, IHM's and various other institutions were started in this sector. Tourism sector got boost up due to many factors and indirectly due to development of tourism transport also. It's a very common understanding that tourism develops and extends more when there are better transportation modes. In fact in many parts of the globe, tourism had been underperforming than its real potential in spite of the fact that the country has a rich natural heritage. It is very important for all the stake holders directly and indirectly connected with tourism industry to take part in the transport development network in their regions and this in turn will surely benefit all the stake holders.

Keywords – Tourism, Transport, Stakeholders, Natural heritage.

INTRODUCTION

Tourism is a multifaceted activity. Transportation is an integral part of tourism industry. Tourism cannot be developed without a sound transport network. Almost, all tourism centric countries in the world have good transport facilities. Transportation is an important ingredient of International Tourism System (ITS). Tourism has significantly developed in last 69 years in India (after independence). After independence, government of India constituted Sir Sarjant commission and resultantly IITTM and Indian Tourism Development Corporation (ITDC) came into existence. ITDC established good hotels in prime locations to develop tourism sector. Its main objective is to develop accommodations. IITTM is striving towards the creation of human resources in travel and tourism industry in the country. These institutions serve as main resources for tourism, travel and hospitality industry development. One of the important factors in the development of tourism industry is tourist transport. Tourist transport like road transport, Air transport and water transport

is mainly being taken care by private sector. In India the railway transport is owned by the government. It's a very common understanding that tourism develops and extends more when there are better transportation modes. In fact in many parts of the globe tourism has been underperforming than its real potential in spite of the fact that the country has a rich natural heritage. The main reason of this underperformance is underdeveloped transportation system. For the development of tourism and its promotion a strong transportation system has to be developed that includes railway network, road transportation system, sea transport and air transport. It is very important for all the stake holders directly and indirectly connected with tourism industry to take part in the transport development network in their regions and this in turn will surely benefit all the stake holders. Tourism industry is also one of the important industries that contribute towards the economy of the country. In fact the economy of many countries depends mainly on the tourism industry of the country. The development of infrastructure & transportation vehicles with the use of innovation and technology contributes to the success of tourism industry. As per the

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statistics of world tourism organization, the tourism has increased manifold from 2005 to 2015. The main reason of the success of tourism industry is the development of transportation infrastructure by the application of new technology that has enabled the tourists of the world to reach various remote destinations of the world. Different modes of transportation contribute in enriching the travel experience of the tourist. Transportations like house boats, cruise, toy trains, choppers, air taxis etc also can turn out to be a unique travel experience for a tourist. The effective factors in choosing the transportation mode in tourism are given below:

- Distance of the tourist destination
- Time limit/time required to reach the destination comfortably
- Status
- Comfort of the Journey
- Security of the tourist
- Geographical location/position
- Benefit to the tourist/experience
- Price/cost of reaching the destination
- Competition

WHY TOURISM TRANSPORT IS MUST FOR BETTER TOURISM IN ANY AREA?

Tourist transport makes any places accessible for tourist. Ajanta, Ellora are very good heritage sites. But tourists have to go first to Mumbai and then to Aurangabad. It takes more time. On the other hand Agra, Delhi and Jaipur are accessible in less time. There are many beautiful locations in the country that are less traveled because of transportation problem. These places can pick up, if there is a good accessibility to the place.

DEVELOPMENT IN LAST FEW YEARS

After independence, there were few companies like Hindustan Motors, Tata, Fiat and Ashok Leyland manufacturing vehicles. There was no concept of tourist transport. These companies were manufacturing vehicles based on the multiuse of the vehicles.

During the last two decades (after 1990), private players joined the manufacturing activities and competitive atmosphere was created. Suzuki, Hyundai, Audi, Volkswagen, Nisan also introduced vehicle in India. There are a good number of tourist vehicles available in India after 1990s. Maruti came out with Maruti 800 in small segment. There are a number of Cars, Taxi, and tourist Coaches available for group of tourists.

MODES OF TRANSPORT

There are many modes of transport for tourists.

1. Road Transport
2. Rail Transport
3. Aviation
4. Water Transport

ROADS AND HIGHWAYS

Development of tourist transport also depends on conditions of road in any country or region. In India, there is a drastic change in the last 20 years due to fast development of state highways, national highways and expressways. Yamuna expressway has introduced facility to travel fast from Agra to NOIDA. Agra has good tourist influx. It will certainly add up in the development of road transport network. Road Transportation is very convenient & comfortable for short distances as airlines, railways and water transport have their limitations. The automobile transportation makes it convenient for the tourist to see the local places, markets, culture and heritage. Automobile transportation also provides a great amount of flexibility as compared to other transportation modes. Automobile companies are working innovatively to improve the convenience and comfort of the tourists.

RAILWAYS

Railway is an excellent mode of transportation and gives a memorable experience to the tourist. In a vast country like India, railway is an excellent option for

the tourist to travel and see the different cultures. Railways have come up with good trains i.e. *Shatabdi Express*, *Rajdhani Express*, *Duranto Express* and *Gatiman Express*. ICRTC has come up with wide range of tour packages for all kind of tourists (from premium to budget tourists). Indian railways have contributed immensely towards the development of the tourism in India. To promote tourism in India, Indian railway has introduced a number of special trains in collaboration with the state tourism development cooperation some of them are:

- Palace on Wheels – This is being operated by RTDC along with Indian Railways. This was started in 1982 as a special heritage train. It provides a unique memorable experience of royal Rajasthan to tourists. The journey of this train begins every Wednesday from Delhi.
- Royal Rajasthan on wheels - Following the success of palace on wheels, this train was started which is more luxurious than Palace on wheels.
- Royal Orient -This train takes the tourist to different destinations of Gujarat. It takes the tourists to different palaces and forts of Gujarat.
- Deccan Odyssey -This is run by Maharashtra tourism Development Corporation and Indian Railways and takes tourists to unique destinations in Maharashtra.
- Golden Chariot - This is being operated by Karnataka tourist Development Corporation & Indian Railways and takes the tourists to some fabulous destinations between Bangalore & Goa.
- Hill Railways - The Hill Railway gives a unique experience to tourists in India. At present there are four Hill Railway networks operating in India. Darjeeling Himalayan Railway, Nilgiri Railways, Kalka Shimla Railways and Metheran Light Railways.

- Monorail/Metro - There are many monorail projects under process or running in India. Metro train is running successfully in Kolkata, New Delhi and Mumbai.

AIRWAYS

Airline industry has changed very fast due to many reasons like introduction of low cost airlines, more number of flights, computerization of airlines sector and better marketing. Regular flights are available from all major cities of India. Recently, honorable Prime Ministry Sri Narendra Modi Ji has announced flights from India to Sri Lanka keeping in mind Buddhist tourist. Air transportation is one of the most important modes of transportation for tourists across the world. In order to meet the increasing demand and improve the travel experience, airline companies are adding new aircrafts to their fleets like Choppers, Air Taxies, Boeings etc. Also they are developing airports, opening new airports and using innovative technologies. Because of a matchless role of airlines for long distances, the aviation industry is developing very fast.

WATER TRANSPORT

Water ways are very popular since ancient times in India. There are many places having cruise services like: Goa, Chennai, Mumbai etc. Cruise is a very popular option among tourist travelling to Goa & Andaman Nicobar. Water transportation includes ships, cruise vessels, boats, ferry etc. The water transport takes more time but it has got a very special & unique place in tourism transportation. This is because it increases the tourism experience multifold. If we follow the trend of cruise travel across the world, we will find that there is an increasing trend of cruising across the globe. The cruise ships are like moving hotels and they provide the tourists an indispensable unique travel opportunity and enrich their travel experience. The cruise travel offers a unique opportunity to tourists to see different

countries and places. This mode of transport is expensive but a great experience.

PERSONALIZED TRANSPORT

There are many options for tourists on personal basis also. These are good bicycles at resorts and Royal Enfield/Bikes for adventure lovers going to Leh, Lahul, Laddhak.

Specific changes in tourist transport indicating development

1. Change from petro/ diesel to CNG keeping in mind less pollution.
2. Change in comfort level. Present vehicles are more comfortable and luxurious.
3. Change in mileage and fuel consumption. Change from 2 strokes to 4 strokes in small two wheelers and change in engine design in Cars/ Taxis.
4. Change in segment. New segments in last few years i.e. Sport Utility Vehicle (SUV), multi utility vehicle (MUV) etc.

ADVANTAGES OF GOOD TOURIST TRANSPORT AND MODE OF TRAVEL

There are many advantages of good tourist transport.

- Fast access and convenience
- Comfortable journey
- More tourist traffic
- Good transportation makes you travel fast as well as saves lot of time

CONCLUSION AND DISCUSSION

There are good numbers of options available for tourists to use wide range of transport or vehicles. There had been a fast development in this area in last 69 years in India. Automobile industry will develop more in coming years because of a huge scope in this sector. All the above discussed issues prove the importance and indispensability of transportation in tourism. As discussed above the travel experience of a tourist starts

and ends with transportation. Because of this very fact, countries are striving hard to gain strategic sustainable advantage and are working hard to develop the transportation infrastructure in tourism sector. India has done remarkably well to develop tourism sector after independence but there is a huge scope of development.

To come to a conclusion, in order to develop, improve and increase the travel experience of tourist, the various stake holders of tourism industry should work on the below mentioned points-

- ✓ The transportation modes at regional levels should be developed
- ✓ The cost must be competitive
- ✓ Innovations should be brought in water, air and railway transportation system
- ✓ New Ports must be developed (near tourist attraction places)
- ✓ New Airports must be developed (near tourist attraction places)
- ✓ The Railway transportation experience can be enriched for local & foreign tourists
- ✓ Tourism people should be trained
- ✓ Local heritage and culture should be promoted
- ✓ Carnivals, festivals etc. to be celebrated at large scale.

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