

Punjab tourism: A SWOT analysis

¹Navdeep Singh, ²Navneet Kaur

¹CT Institute of Management and Information Technology, Maqsudan, Jalandhar, India.

²Lovely Professional University, Phagwara, Punjab, India.

Abstract

Tourism as a recent term is related to both international and national tourists. Through small improvement in tourism sector, the country can benefited by generating foreign currency and employment opportunities and hence contributing to overall progress of the nation's financial system. Thus, tourism industry can become most important source of revenue.

The main aim of this paper is to reveal the recent profile of tourism in Punjab to know how the tourism can play a imperative role for the nation's development. To reflect the current outline SWOT analysis of Punjab tourism has been done.

Keywords: SWOT Analysis, Punjab Tourism, Indian Tourism, Tourism

1. Introduction

Tourism as a latest term is used to domestic and international tourism both. It is known as temporary movement of people from one place to another outside their normal place of work and residence^[5]. They travel these destinations for the purpose of leisure. The flow of tourist from one place to another depends on the attractiveness of one country for another and business or cultural connections. Modern international tourism industry includes travelers mostly for the purpose of leisure^[4]. Thus holiday and leisure based international tours are more visible today. Mostly countries around the world are promoting their tourism to achieve their economic and social targets^[1].

So, tourism in India has become an important part of Indian economy that is contributing to sustainable development of the country. And India has succeeded in becoming the most preferable place amongst domestic and overseas traveler. Today tourism industry has become 3.5 lakh crore business in India^[6]. India diverse culture exposes international tourists to travel India. The tourism sector has significant role in providing foreign exchange and employment in India. So, the development of tourism sector seems to be important for the development of other sectors of the Indian economy^[7].

Punjab is the 16th largest state in India in terms of area and 15th in terms of population. The word Punjab is compound of two persian words Panj ("Five") and Aab ("Water") signifying the land of five rivers namely Ravi, Sutlej, Chinab, Jhelum and Beas. However owing to the territorial divisions, following the partition of the country in 1947, only two of the five rivers referred to above the (Sutlej and Beas) now lie within the boundaries of India in Punjab. Punjab has a recorded history beginning from the annexation of Punjab and Sindh to the persianempire by Darius (c. 518 B.C). Many mughal emperors rules over Punjab before the mughal entered the political scene in 1526. British rule took over Punjab after a period of strong struggle by the Sikhs against the foreign domination. When India at last attained independence in 1947, Punjab was split into two parts, the larger portion became the part of Pakistan^[7].

the present provincial boundaries of Punjab were drawn in 1970. Punjab is situated in the north-western corner of the country and has an area 50362 sq.km. It has been divided into 4 divisions and 17 districts. The climate in Punjab ranges from bracing cold in winter of scorching heat in summer with winter and summer monsoons. During summer the temperature ranges from 21.4 °C to 41.2 °C and in winters temperature ranges from 30.7 °C – 1 °C. The annual average rainfall in the state is 900mm^[3].

2. Current status of tourism in Punjab

While India is rich in diversity to offer visiting tourists, some of the states encompasses all the richness, which the country possesses and Punjab is one of among these states and Punjab is the unique state which provides such richness. Punjab provides a variety of tourist attractions as Punjab is known as the land of great gurus, has a great heritage of famous religious shrines, palaces, monuments, and historical embodiments, wetlands and much more to attract all categories of tourists. Punjab is also endowed with music and melody, gaiety and colors, history and legend. It is also famous for its handicrafts, woodcrafts and intricately designed in rich traditional patterns and motifs and needlework products which are much more sought after by the domestic as well as foreign tourist. Punjab is primarily an agrarian state and 70% people are engaged in agriculture. Agriculture is the main stay of Punjab economy and Punjab is known as the "Granary of India"^[3].

3. Human resource in Punjab

With the annual growth rate of 1.4%, the population of Punjab is 29.2 million, an increase from figure of 27.7 million in 2011 census. In actual numbers the total no. of population in 2015 is 29,288,557. In 2011 total population of Punjab was 27,704,234, in which males were 14,634,819 and females were 13,069,417.

The literacy rate of population in 2015 is 75.84% in which 80.4% are males and 70.7% are females. In 2011 the literacy rate was 75%.

4. Major tourist destinations and Products of Punjab

Punjab is rich in its tourist destinations. There are different categories of tourist places for different categories of tourists. As Punjab is known as land of Gurus, so there are innumerable important places of interest for tourists of all religions in the country. The Punjab state has no. of *Gurudwara's* like Golden Temple, Akal Takhat (Amritsar), Gurudwara Dera Baba Nanak (Gurdaspur), Gurudwara founded by Guru Arjun Dev ji (Tarntarn), Talwandi Sabo (Bathinda) which is related to Guru Gobind Singh ji, Manji Sahib (Ludhiana), Nanaksar Sahib (Jagraon), Anandpur Sahib (Rupnagar-Anandpur Sahib), Keshgarh sahib, Dam Dama Sahib (Kiratpur Sahib), Gurudwara Fatehgarh sahib (Fatehgarh Sahib), Gurudwara Dukhniwaran Sahib (Patiala). *Temples* are Ram Tirath (Amritsar), Sri Durgiana Tirath (Amritsar), Jain Temple, (Ferozpur), Bhagwati (Bathinda), Kali Devi Temple (Patiala), Panch Mandir (Kapurthala), Devi Talab Mandir, Shiv Mandir and Sodal Mandir (Jalandhar), Durgiana Mandir (Amritsar), Cave Temples (Gurdaspur). *Mosque and Mausoleums* are Rauza Sharif (Sarhind), Jamma Masjid (Jalandhar), King Jaman of Afganistan Cenotaph (Shirhind), Chilla Baba Sheikh Farid (Faridkot City), Quadian (Gurdaspur), Idgah (Malerkotla), Moorish Mosque (Kapurthala), Marbal Baradari (Sangrur), Akbari Masjid (Gurdaspur), Mughal Sarai (Ludhiana), Imam Nasir Mausoleum (Jalandhar). And other places of pilgrimage are Radhaswami Dera (Beas), Hussainwala, Swetamber jain Temple, Zira (Ferozpur). *Churches* are Saint Paul Church (Amritsar).

There are also large no. of historical Buildings, heritage and archeological sites. The *Museums* are Maharaja Ranjit Singh museum (Amritsar), Sanghol Museum (Ludhiana), Anglo Sikh War Memorial (Ferozeshah), Government Museum (Hoshiarpur), Rural Museum, Punjab Agricultural University, Art Gallery at sheeshmahal (Patiala), Sports Museum, National Institute of Sports (Patiala), Guru Teg Bahadur Museum (Ropar), Central Sikh Museum (Amritsar). *Archeological Sites* are Ghuram (Patiala), Sanghol (Fatehgarh sahib). Punjab state has lots of *Freedom trails* i.e. Jallianwala Bagh (Amritsar), Chotta Ghallughara (Gurdaspur), Ropar Treaty Place (Rupnagar), Wadda Ghallughara (Sangrur), Kuka Memorial (Sangrur), Martyr's Memorial Hussainwala (Jalandhar). *Forts* are Bahadur Garh Fort (Patiala), Shahpur Kandi Fort (Pathankot), Phillaur Fort (Jalandhar), Gobindgarh Fort (Amritsar), Anandgarh Fort (Sri Anandpur Sahib), Faridkot Fort (Faridkot), Banasar Bagh (Sangrur), Qila Mubarak (Nabha). Sarai's are Sarai Amanat Khan (Amritsar), Nur Mahal Sarai (Jalandhar), Dakhni Sarai (Jalandhar), Mughal Sarai (Shambhu). *Heritage* sites are Sanghol (Sri Fatehgarh Sahib), Rupnagar Archeological site. Palaces are Qila Mubarak (Patiala), Sheesh Mahal (Patiala), Jagatjit Palace (Kapurthala).

Punjab is also gifted with many *wetlands*. Among 26 National Ramsar Sites in India 3 are located in Punjab state. These are Hari-Ke-Pattan, which is located between Ferozpur and Amritsar. Kanjli Wetland, which is located in Kapurthala. Ropar Wetland, which is located in Ropar district and other two sites has been declared as National Wetlands, these are Nangal Wetland, which is situated across the river Satluj and Keshopur Wetland in the district of Gurdaspur. Punjab is also rich in Leisure sites for eco-tourism, which included Greenlands and Gardens. These *gardens* are Bansar garden (Sangrur), Aam Khas Bagh (Sirhind), Ram Bagh Gardens

(Amritsar), Shalimar Gardens (Kapurthala), Bara Dari Garden (Patiala). In *wildlife*, Punjab has lots of sites like Tiger safari (Ludhiana), Chattbir Zoo (SAS nagar, Mohali), Deer safari (Bathinda), Wildlife sanctuary (Abohar).

There is one another type of tourism which is Known as *Border Tourism*. It includes those sites which are located at the border of country. These sites are Attari Wagha Border (Amritsar), Hussainiwala Border (Ferozpur).

5. Travel Circuits

As there are lots of tourists attractions for different categories of tourists. Thus, Punjab provides different circuits which provides mixture of different tourists attractions. These circuits are:

5.1 Local Routes

1. Amritsar circuit (Amritsar - Ram Tirath - Sarai Amanat Khan -Wagha Border)
2. Pathankot circuit (Amritsar - Dera Baba Nanak - Qadian -Kalanaur- Gurdaspur)
3. Jalandhar circuit (Amritsar - Tarntarn - Hari - Ke - Pattan - Goindwal Sahib - Sultanpur Lodhi - Kapurthala Kanjli lake)
4. Jalandhar circuit (Amritsar - Baba Bakala - Kartarpur)
5. Chandigarh circuit (Chandigarh, Ropar (Rup Nagar) - Anandpur Sahib, Bhakra- Nangal, Ropar)
6. Faridkot circuit (Ludhiana - Moga - Ferozepur - Bhatinda - Malout- Muktsar)
7. Chandigarh circuit (Patiala-Nabha-Malerkotla - Ludhiana - Fatehgarh Sahib - Chandigarh Jalandhar - Hoshiarpur, either back to Jalandhar or Ropar)

New Circuits about to be included

1. Sikh Circuit (Akal Takht in Amritsar, Sri Keshgarh Sahib in Anandpur and Sri Damdama Sahib at Talwandi Sabo Bhatinda district)
2. Eco tourism circuit (Chandigarh - Ropar - Hoshiarpur - Talwara - Ranjit Sagar Dam)
3. Heritage circuit (Nabha - Patiala -Sangrur - Bathinda - Faridkot - Kapurthala)
4. Freedom trail (Patiala - Nabha - Malerkotla - Jagraon - Ferozpur - Amritsar - Ajnala)

5.2 Identified National Routes

- I. Amritsar-Hoshiarpur-Himachal Pradesh
- II. Amritsar-Muktsar- Rajasthan
- III. Amritsar-Jalandhar-Chandigarh-Haryana

6. Growth and Performance of Tourism in Punjab

The arrival prototype of tourists is a key factor of current demand scenario and suggests the potency of tourism industry together with the supply side. India's earnings from foreign exchange from tourism sector in 2015 is about 3.85 million with the growth rate of 3.4% and likely to grow 5 million in 2020. India has increased its foreign tourists inflow from 6.31 million in 2011 to 7.68 million in 2014 ^[6] and the domestic tourist recorded as 864.53 million in 2011 to 1281.95 million in 2014 ^[6] Earnings from Foreign Exchange from tourism during the year 2014 was 1,20,083 crore with the growth of 11.5%.

Punjab is the fastest growing state in tourism. There is 114% increase in foreign tourists and 147% increase in domestic

tourists in year 2008-2012 [6]. In year 2014 24.25 million domestic and foreign tourists visits Punjab. Figure 1 shows the comparative analysis of states based on growth rate of tourists visited. Figure 2 compares the yearly statistics of tourists that visits Punjab. It shows that total arrival of tourists has increased in year 2014.

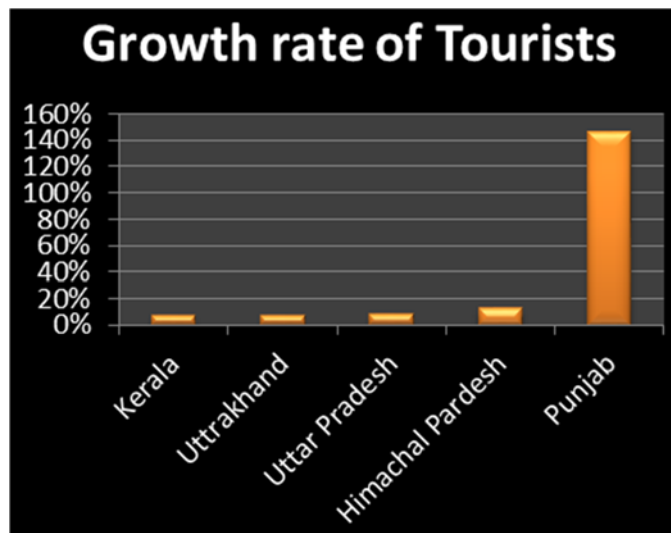


Fig 1: Growth Rate of Tourists

Source: Tourism Collateral, Govt. of Punjab

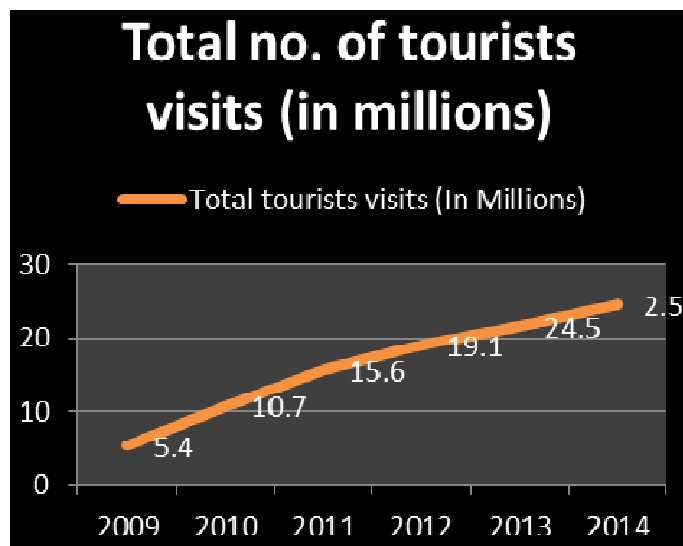


Fig 2: Total no. of Tourists visits

Source: Tourism Collateral, Govt. of Punjab

It can be seen in fig 1, that Punjab has more growth rate of tourists as compared to other states.

7. SWOT Analysis of Punjab Tourism

<i>Strengths</i>	<i>Weakness</i>
1. Rich in art and culture	1. Safety and security
2. Lots of tourists places	2. Lack of promotion of tourists places.
• Festivals	3. Lack of funds.
• Historical monuments	4. Lack of information channels.
• Multi-cultural heritage	5. Lack of High level of tourism Infrastructure.
3. Tourists places for every category of tourists	6. Lack of maintenance.
4. Punjab can create a center of attention of tourist throughout the year.	7. Lack of cleanliness.
5. Welcoming People	
6. Good Infrastructure	
<i>Opportunities</i>	<i>Threats</i>
1. New Tourism Products and Innovations.	1. Threat of security.
2. Eco Tourism.	2. Competition with other states.
3. Rich in culture.	3. Threat of terrorists attack.

8. Conclusion

Although Punjab is gifted with a wealth of lots of amazing tourists places that can get the attention of foreign tourists. But Punjab Tourism needs more development and high level of infrastructure for gaining the attention of foreign tourists and local tourists as well. Thus, the Punjab government should scrutinize the strengths and weakness of Punjab tourism industry and should search for the upcoming opportunities. Also, Punjab tourism needs more promotion to sell their tourist destinations worldwide. It will supply more revenue to Punjab economy.

9. References

1. Bhutia S. Growth and Development of Tourism Sector in West Bengal: Issues and Concerns. American International Journal of Research in Humanities, Arts and Social Sciences, USA. 2014, 239-246.
2. Rishi S, Giridhar Sai B. Himachal Tourism: A SWOT Analysis. International Marketing Conference on Marketing & Society, April, IIMK 2007; 8-10:249-260.
3. Government of India. Ministry of Tourism and Culture, Department of Tourism, Market research Division, Final Report on 20 year perspective plan for development of sustainable tourism in Punjab, February, 2003.
4. Bhatia A. SWOT Analysis of Indian Tourism Industry. International Journal of Application or Innovation in Engineering and Management, December. 2013, 44-49.
5. Government of India. Indian Tourism Statistics at a Glance, New Delhi, India, 2014.
6. Government of Punjab. Invest in the Best Tourism, Punjab, India, September 2015.
7. Government of India. Ministry of Tourism, Annual Report, 2014-2015.