



Role of Indian railways on promotion of tourism in India

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Abstract

Travel has been one of the quickest and always developing assistance businesses with a huge potential for further development in world. The majority of vacationer appearances are in evolved nations however presently non-industrial nations are additionally progressively partaking in the travel industry blast. The tourism has come to assume a significant part in the financial improvement of a country. It is both reason and outcome of monetary turn of events. Travel today, is sold like any typical customer item through retail outlets, wholesalers and, surprisingly, departmental stores of numerous nations. The explanations behind movement also have changed over the range of time. The tourism in India is seeing inescapable development on the rear of expanding inbound travelers by the prospering Indian working class, rising inflow of unfamiliar sightseers and fruitful government lobbies for advancing 'Unimaginable India'. It is a reality that the tourism is a between disciplinary subject essentially and every one of its viewpoint is excessively intricate and muddled. Structure the Indian rail line's perspective, the meaning of the review lies in distinguishing and featuring the issue regions in the field of the travel industry advancement. It uncommonly points towards tracking down replies to issues and deficiencies in the field of foundation advancement, improvement in amount and nature of essential conveniences for unfamiliar sightseers and prerequisite advertising of and exposure for the advancement of the tourism.

Keywords: tourism, travel, railways, promotion

Introduction

Travel has been one of the fastest and ever-growing service industries with an enormous potential for further growth in world. The bulk of tourist arrivals are in developed countries but now developing countries are also increasingly sharing in the tourism boom. Tourism has come to play an important role in the socio-economic development of a country. It is both cause and consequence of economic development. Travel today, is sold like any normal consumer product through retail outlets, wholesalers and even departmental stores of many countries. The reasons for travel too have changed over the span of time. Tourism in India is witnessing widespread growth on the back of increasing inbound tourists by the burgeoning Indian middle class, rising inflow of foreign tourists and successful government campaigns for promoting Incredible India'. Infrastructure development holds the key to India's sustained growth in the Tourism sector. The tourism industry is primarily related to the service and people oriented; it is made up of businesses and organizations belonging to various other industries and sectors. It is the interplay among these businesses and organizations/persons which offers - travel experience to tourists. The tourism industry comprises hospitality (related to accommodation and dining), travel (transportation services through different modes), and various other businesses which offer services and products to tourists.

The importance of tourism was highlighted when the United States General Assembly designated 1967 as the International Tourist Year. It recognised that tourism is a basic and desirable human activity deserving the praise and encouragement of all people and governments. The so-called Manila Declaration supports the view that tourism is an activity essential to the life of nations because of its direct effects on social, cultural, educational and economic sectors of societies. It stated its conviction that the world tourism can contribute to the establishment of a new international economic order that will help to eliminating the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress, in particular of the developing countries.

In every tourism industry, railway networks play very important roles. Trains are fast, efficient and spacious, unlike aircraft and coaches. These can take large numbers of people in one trip.

These can be managed with the help of a large number of people and that is why, employment levels are high in railway systems of the world. But the only condition is that such places should be connected to one another through rail tracks.

With the advent of electric railway systems in India, journey through her various parts (and remote areas) has become comfortable. In our country, aircraft cannot land at or fly from all the important tourist spots (due to the limitations of terrain and lack of air bases).

Further, the government does not allow aerodromes or airstrips to be constructed at all the places of tourist interest due to reasons related 'to internal security and defence. Hence in such areas, Indian as well as foreign tourists ought to use trains. The thrill of travel by train cannot be explained in words. Even the rich families of India travel by trains.

Indian railways and tourism

The tourism in India cannot be possible without the train journey since it is a commonly used mode of public transportation in the country. Trains are not only cheaper and reliable mode of transport in India but also touch almost all important and less important places of tourism. They encourage tourism by offering different promotional schemes, tour packages, special trains, charter trains, luxurious trains, coaches to tourist domestic as well as foreign.

Tourism infrastructure is very much necessary for the development of tourism. Tourism infrastructure consists of the basic requirements and services needed for the successful operation of the tourism industry. Some of the essential ingredients of tourism infrastructure are transportation, accommodation, food, and beverages services. The availability of quality transport, clean hygienic food, accommodation, visitor amenities, guide services, shopping and entertainment of tourists are some factors which gives the strength to the tourism industry. There are three major components in tourism namely the Attraction, Accessibility and Accommodation. Among all the components of tourism, Accessibility is one of the key components of the tourism industry. Accessibility refers to the way in which a tourist access to a destination. The way may be any type of transport system. A.K. Raina^[4] in his book *Tourism Industry in Kashmir* has said "Transport network is to tourism what veins are to the body system". The technological revolution in transport system has brought about a boost to the tourism industry. A tourists always requires a convenient, comfortable, cheap and safe transport facilities. Travelling by train is one of the best option for this. Not only that, trains are fast, efficient and spacious unlike aircraft and coaches. These can take large number of people in a single trip. However, selecting mode of transport by the tourists depends on some factors like income, status and cost.

Rail tours in India

One of the best ways to see India is through the railways. Railways cover most parts of India. It makes the tourist feel the culture of India and not only that it gives a clear picture of the state. Thus to promote tourism in India, the Indian Railways in collaboration with the State Tourism Development Corporations has introduced a number of rail tours for the domestic as well as international tourists.

Conclusion

Tourism industry is not a single industry. It is an industry comprising of many sectors. These sectors play a vital role and one such sector is the transport industry. Transport is a vital component of tourism industry. Though there are various modes of transport in India to view the beautiful tourism resources of the country, railways is one of the cheapest and comfortable mode of transport for the people always. The Indian Railways is taking effective steps to attract the tourists. Thus it can be stated that the Indian Railways play a major role in promoting tourism in the country. It makes tourism industry as one of the income generating industry for the Government of India. The convenient, well connected routes offer to the passengers hassle-free tours to some of the most exotic places in the world. The Indian Railways operate luxury tourist trains in association with Indian Railway tourism Catering Corporation or State Tourism Corporations.

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