

COMMERCIAL TOURISM; A STUDY OF AMRITSAR DISTT. PUNJAB

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ABSTRACT

Tourism as a recent term is related to both international and state tourists. Through small improvement in tourism sector, the country can benefited by generating foreign currency and service opportunities and hence connecting to overall development 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 essential role for the nation's development. With its rich and varied cultural, and historical and religious heritage, natural and scenic beauty, human-made attractions, a wealth of folklore, fairs, festivals, cuisine, arts and crafts, and above all, a very warm and friendly people, Punjab has all the elements which a destination can ever aspire for. The State, both the gather and protect of India, enjoys a high per capita income and living standards. The State has made huge finances in the tourism and culture sector in recent years which was possible due to monetary capital committed by the State Government out of its own budget. Therefore this paper is an attempt to examine the scope of commercial tourism and its growth in the specific city of Punjab State and also study the government initiatives for its further developments.

Keywords: Commercial Tourism, Monetary value, commonwealth, budget, Capital, Economic etc.

INTRODUCTION

Commercial tourism actions in Commonwealth reserves are managed to make certain the delivery of high-quality visitor services and least ecological impact. The tourism industry plays an important role in as long as experiences in tourist places that allow visitors to safely enjoy these special places. A commercial tourism activity will require a allow if it is a routine or typical activity in/to areas of reserves that are generally open to the public without a bound on numbers. Commercial recreation is the condition of facilities, equipment, and programs that satisfy public demand for activities during unobligated time and are profitable to the supplier. The term "commercial recreation" has been given a off-putting suggestion in the field of recreation and leisure. This negative concept of commercial recreation continues to control present day recreation students and professions. Commercial recreation can be necessary in two points, the economic feature and the condition of services to the family.

COMMERCIAL TOURISM IN AMRITSAR DISTRICT

Amritsar has vast potential in terms of tourism, as there are many places of historical importance and tourist interest, like Ram Tirath, Khadur Sahib and Harike Pattan, besides the famous Golden Temple and Jallianwala Bagh. The core of the city, the Harminder Sahib, widely known as the Golden Temple, has already been recognized by the Government as the fifth most preferred places in the world to be visited, far above the Taj Mahal and the Great Wall of China. While tourist traffic to the Golden Temple has increased nearly 10-fold in the last five years, since 1,00,000 to 5,00,000 people visit the temple daily, other places are overlooked. Ram Tirath is the spot where Sri Ram's son Luv and Kush were born, as well as the place where Ramayan was written by Rishi Valmiki. Apart from this is the Durgiana

temple which bears a striking resemblance to the Golden Temple and is a must-see for all tourists visiting the city. Other places of interest include Khadur Sahib, where the concept of Sati was stopped and Goindwal Sahib, where a community kitchen was started. Experts believe a tourist contributes to a city's economy only if they stays for 2-3 nights. Due to lack of facilities in Amritsar, most tourists do not stay overnight. Singh added that the need of the hour was to generate infrastructure by establishing an Amritsar Development Authority(ADA), a nodal single window for the city's development.

The city also feel a series of high-profile inaugurations of the development projects such as Heritage Street from Town Hall to the Golden holy place, Partition Museum, Sadda Pind and War Hero Museum and Memorial, Hi-Tech basement of the Golden Temple plaza, Bus Rapid Transit System, Durgiana Temple, Ram Tirath Temple and the first phase of the Gobindgarh Fort. In 2017, the tourist, who normally visited the city for only a day or two, to visit the Golden Temple, Jallianwala Bagh and see the retreat ceremonial at the border, might have to as plan longer holidays to see all the ornamentation and expansion projects that the city now possess of.

REVIEW OF LITERATURE

The Government of Punjab is to develop tourism as the major industry of Punjab by as long as leadership and organizational & planned direction, to improve the quality of the tourism product, to develop places of tourist interest, to provide necessary facilities for all categories of tourists and pilgrims, to market Punjab Tourism Products internationally and domestically so as to provide employment and for the financial, ecological, societal and enriching benefits of our citizens. The Department directly connected with Tourism Sector would issue office orders in a time-bound approach to make certain agreement of the policy guide-lines and the decisions enclosed in the Department action plan.

RESEARCH METHODOLOGY

Tourism as a recent term is related to both international and national tourists. Through small perfection in tourism sector, the country can benefited by generating foreign currency and employment opportunities and hence causal to overall progress of the nation's monetary system. Thus, tourism industry can became 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. Both primary and secondary sources of data are used in this research work. Besides this, secondary data is collected from the official website of Ministry of tourism, Government of India, Travel and Tourism Competitiveness Index (TTCI) issued by World Economic Forum and different journals and books.

OBJECTIVES

- To study emergence to Commercialization in the Religious and Recreation Tourism
- To analyze the growth of Tourism in Punjab and study the various government initiatives for the Tourism Development in Punjab.

ANALYSIS OF THE STUDY

EMERGENCE TO COMMERCIALIZATION IN THE RELIGIOUS AND RECREATION TOURISM

RELIGIOUS TOURISM

As of now the tourism in Punjab is mostly religious. People from different parts of India as well as from abroad come to visit Punjab mainly on a holy trip. The State has large number of Gurdwaras including

three major Takhts of Sikhs. Moreover, there are many important Hindu Temples such as Ram Tirath, Durgiana Mandir in Amritsar. But the two best known tourist destinations are Amritsar and Anandpur Sahib in Punjab.

AMRITSAR – The holy city has a place in the history of India's self-determination struggle. It is also associated with Maharaja Ranjit Singh. However, the tourism facilities are not up-to the mark and it shall be the Endeavour of the State to provide sufficient conveniences to the tourists. A new Tourist Reception centre is coming up at Amritsar and Golden Temple adornment Project is also going on. The Government has already sent a proposal to UNESCO for declaring the Golden Temple as a World Heritage site It is probable that future tourist arrivals in Amritsar will increase, and therefore, it will be the endeavour of the Government to make possible the private sector asset in tourism related projects in Amritsar.

Ram Tirath Temple Sri Ram Tirath Temple is measured to be the antique site of the hermitage of Rishi Valmiki. Devoted to Lord Rama, this temple is situated at a distance of 11 km from Amritsar. As per the mythology, the perceptive gave shelter to Goddess Sita at this ashram when she was discarded by Lord Rama. Dating back to the period of Ramayana, Sri Ram Tirath Temple encompasses several temples and an old tank in its building. The temple highlights include a hut that marks the birthplace of Lord Rama's sons, Lav and Kush, and the ancient tank that was apparently dug by Lord Hanumana. Rishi Valmiki's hut and the stairwell where Goddess Sita used to take her bath are also preserved inside the complex. On a full moon day in the month of November, Sri Ram Tirath Temple hosts a four-day-long yearly fair that is worth a visit for tourists in Amritsar.

Durgiana Temple Also known as Laxmi Narayan Temple, the Durgiana Temple is one of the most important Hindu Temples located in the Amritsar district of Punjab. Durgiana Mandir derives its name from Hindu Goddess, Durga, and hence, along with idols of Goddess Laxmi, and Lord Vishnu, idol of Goddess Durga is also worshipped here.

Durgiana temple history dates back to the year 1921 when its construction was initiated by Guru Harsai Mal Kapoor. This newly built temple consequent encouragement from the exciting architectural style of the famous Sikh shrine, the Golden Temple. Like the Golden Temple, Durgiana Temple is built in the middle of a lake. A bridge, similar to that of Golden Temple, is built across the lake, which provides access to the main temple area. The structure of the dome, and the canopies also resembles that of the Golden Temple. After the construction of the temple was completed, Pandit Madan Mohan Malviya inaugurated the positive temple by himself.

RECREATION TOURISM

Punjab, being the landlocked state, is depressed of some perfect getaways to beaches in summers. The locals of Punjab often desire for a perfect weekend in which they can indulge in some cool and refreshing adventures with their friends and families. The amusement parks serve as an occasion for the locals to satisfy their advise of splashing into the waters to beat the elevated temperatures of summers.

Suncity Amusement Park The Suncity amusement park in Amritsar is a perfect getaway for a family weekend. Equipped with fun rides as well as water rides, it's a complete entertainment zone where a lot of options are available to enjoy your time in this park.

Wonderland Wonderland in Jalandhar is a great way to have a fun weekend with your family and friends. The visit to this place is the best way to beat the heat of the summers! All in all, this place is stacked up with lots of fun.

Hardy's World Amusement Park Hardy's World amusement park is loaded with a water park, rides, souvenir shops, magicians and food stalls. There are over 20 exciting rides that will get your adrenaline pumping.

GROWTH AND PERFORMANCE OF TOURISM IN PUNJAB

The arrival model of tourists is a key factor of current demand situation and suggests the effectiveness 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 tourist's inflow from 6.31 million in 2011 to 7.68 million in 2014 and the domestic tourist recorded as 864.53 million in 2011 to 1281.95 million in 2014 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. In year 2014 24.25 million domestic and foreign tourists visits Punjab.

GOVERNMENT INITIATIVE

Tourism will be the dynamic force behind Punjab's economic growth and the State government is determined to ensure that tourism contributes at least 20 per cent to the State's GDP. Of the sites chosen under the new tourism initiative places such as Amritsar's Heritage Street, Gobindgarh Fort, Wagah Border, Jallianwala Bagh, War Memorial, Partition Museum, Pul Moran and Maharaja Ranjit Singh Summer Palace are top priority. In 2017, a total of 11.08 lakh foreign tourist arrivals (FTAs) were recorded in the State (national rank 7), as against 6.59 lakh in 2016, while the number of domestic tourist visits stood at 4.02 crore (national rank 11) as against 3.87 crore in 2016 when it was ranked nationally as 11th in Foreign Tourist Arrivals and 10th in domestic tourists. 2019 is anniversary year of the Jallianwalah Bagh massacre. The Department of Tourism has major plans to memorialize this historic milestone. The site is being developed at a energized pace and new tourist infrastructure will include a Light & Sound Show and a Virtual Reality presentation.

The Department of Tourism powered by a new State Tourism Policy and a vibrant minister is going all out to change the course of Punjab Tourism – from over-reliance on religious tourism to one that is equally footed in other segments like farm tourism and culture & heritage tourism.

The government spent Rs. 250 crore incurred towards conserving heritage buildings and creating new projects like the Heritage Walk in Amritsar from the Town hall to the Golden Temple.

The government has create a uniform front altitude for the holy city of Sri Anandpur Sahib on the lines of the Golden Temple in Amritsar, the Department of Tourism (DoT) is chalking out a detailed plan to make sure standardization of all the buildings, shops and establishments in a holistic manner.

A plan to create one to five-day itineraries covering 18 select tourist destinations of Punjab has been mooted by the Department of Tourism. State War Heroes' Memorial-cum-Museum, Golden Temple, Jallianwala Bagh, Heritage Street, Partition Museum, Durgiana Temple, Gobindgarh Fort, Maharaja Ranjit Singh Summer Palace, Wagah Border have made the cut. The Department of Tourism is sprucing up these destinations with world class tourism infrastructure including landscaping, renovate the ailing monuments and providing tourist amenities like toilets and washrooms, F&B outlets and parking facilities.

Today more than 70 per cent of all tourist footfalls beating the State is thanks to the Golden Temple. Longer stays by tourists mean more business for the industry and helps us generate foreign exchange

and provide jobs. The government has taken plan to convert Amritsar's Town Hall into a food street akin to Lahore's food street where Amritsar's 146 delicacies, including Ram Laddu, Kuje di Lassi, Jalebi and Kahne Diyan Purian, will be accessible to domestic and international tourists.

Manufacturing Sector, Tourism and Education, Medical form the strength of character of economy of the Amritsar city with approx 93% of the work force being engaged in secondary and tertiary services. Break up of workforce indicate that main sectors of work include Wholesale and Retail Trade (26.96% of the workers) followed by manufacturing, processing and repairs industry (21.94% of workers) and public administration and others (20.67% of the workers)

CONCLUSION

The main conclusion is that an economic impact analysis traces the flows of spending linked with tourism activity in a region to recognize changes in sales of the hotels, transportation, income, and jobs due to tourism activity. The major methods here are visitor spending surveys of tourist spots , analysis of secondary data from government economic information. Economic impacts are also important factors in marketing and management decisions. Communities accordingly need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area. With more development in tourist destinations at Amritsar, there are more benefits to the hotel and transportation industry. With that there is also more development in sightseeing in which government takes more initiative to preserve them for the future.

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