

Commercial Viability of Tourists' Places and Monuments Handled by Government of India: A Theoretical Perspective

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Abstract

The commercial viability of the tourist attractions and monuments managed by the Indian government is an important factor that needs to be carefully considered and managed. Millions of tourists visit India every year because of the country's rich cultural heritage and countless prominent sites. Not only are these locations significant for their historical and cultural significance, but they also provide the government and local communities with significant sources of income. The government is heavily involved in local marketing and promotion of major tourist destinations to ensure their commercial sustainability. At these locations, efforts are made to increase accessibility, infrastructure, and visitor facilities. To develop a sustainable tourist environment, the government also works in conjunction with several stakeholders, such as travel agencies, hoteliers, and small enterprises. Furthermore, putting in place efficient ticketing procedures, charging admission, and offering guided tours contributes to the production of income that may be used to fund the upkeep and preservation of these places. Aside from that, the government promotes business sector involvement through public-private partnerships, which add knowledge, capital, and innovation to improve the entire visitor experience. The Indian government increases tourism revenue while simultaneously fostering job growth, economic expansion, and cultural preservation in the surrounding areas by making the most of these tourist destinations' commercial potential.

Keywords: Commercial viability, Tourist attractions and monuments, Indian government, Cultural heritage, Income generation, Public-private partnerships.

Introduction

The emphasis of the effects of the tourism sector on the local populations, Zaei and Zaei (2013) emphasized the "crucial role" of the government in overseeing and promoting tourist destinations, especially monuments, to ensure their "economic sustainability." They acknowledged the potential of these tourism attractions, including historical and cultural landmarks, as "revenue generators" and drew attention to the many measures taken by the government to attract tourists. The Indian government recognised that tourism might have a big impact on the "economic growth" of the nation as well as the surrounding areas. To fully realize this potential, the government put in place a few measures, such as the protection and promotion of historical and cultural landmarks, to draw tourists and efficiently market these tourist destinations. Each destination's "unique cultural and historical aspects" were to be highlighted in marketing efforts, which also emphasised the importance of monuments and how they serve to draw tourists. To ensure the sustainable management of these monuments, the government has adopted legislation and regulations in addition to marketing and infrastructural development. They attempted to strike a balance between protecting the monuments' cultural and historical significance and allowing for ethical and sustainable tourism practices.

According to Rao and Suresh (2013), it focused on local tourism in India, encompassing tourist attractions and monuments. They emphasized the efforts made by the government to promote these locations around the nation to increase their commercial viability. The government attempted to improve accessibility and visitor amenities at numerous tourist sites, especially historical monuments, realizing the importance of domestic tourism in generating income. To improve connections and provide a welcoming environment for domestic tourists to visit these places, the government invested in "infrastructure

development." To improve the general visitor experience and draw more domestic visitors to these historic monuments, the government also worked with "private sector stakeholders".

Ghimire (2013) emphasized on the development of local and national tourism in developing nations, especially India, embracing a wide variety of tourist destinations and landmarks. By "prioritizing infrastructure development" and establishing "favorable policies" for the sector, the Indian government significantly contributed to the expansion of the tourism sector. Given their importance in drawing both local and foreign visitors, these efforts attempted to increase the commercial viability of tourist attractions and monuments. The government took a proactive stance, collaborating with business sector stakeholders and utilizing their knowledge, capital, and inventiveness to enhance the general tourist experience at these significant sites. The administration sought to attract tourists and boost the economy by concentrating on the preservation and marketing of cultural and historical landmarks. Figure 1 presents solutions to improve the Commercial Viability of Tourists' Places and Monuments.

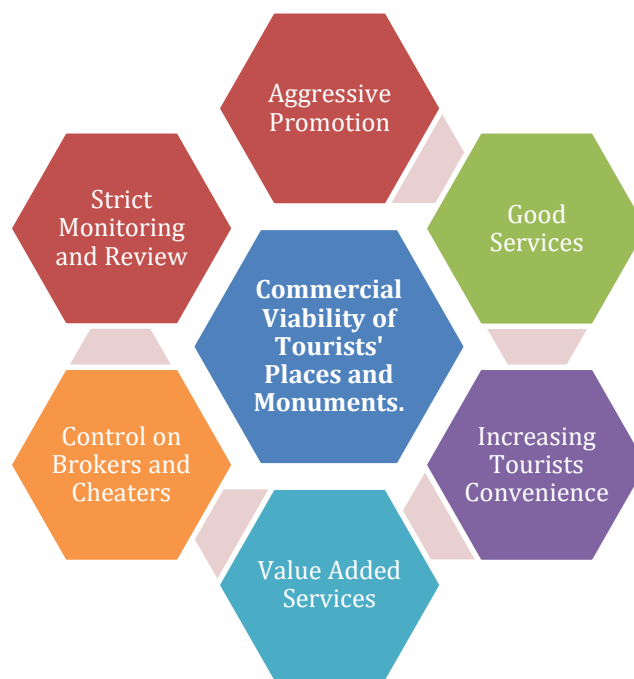


Figure 1 Commercial Viability of Tourists' Places and Monuments

Literature Review

The "commercial viability" of Indian tourist destinations has been significantly improved by "the production and reproduction of monuments". The "Sanchi stupa" was the subject of Guha-Thakurta (2013), which focused on how the government's initiatives to safeguard and promote historical landmarks aided in ensuring their "economic sustainability." The administration recognised the tourist-drawing potential of famous buildings like the Sanchi stupa and put in place measures to encourage travelers, including better accessibility, amenities for visitors, and efficient marketing efforts. The government sought to improve these monuments' "commercial viability" and bring in money for the surrounding areas by ensuring their upkeep and promotion. Recent years have seen a significant increase in the "commercial viability" of India's tourism attractions because of the introduction of internet platforms. Digital platforms' place in the tourism of cultural heritage was examined by Munjal (2021). The government worked with business parties to promote these places using technology after realizing the "potential of digital platforms" in luring and enticing tourists. The introduction of digital platforms made it possible to offer

interactive experiences, virtual tours, and seamless ticketing systems, improving the entire visitor experience and bringing in money for the government and local communities.

To increase the "commercial potential" of tourist attractions and monuments, Chatterji (2018) emphasized the government's efforts in "implementing e-governance policies." The government sought to foster a supportive environment for the tourism sector by digitizing administrative procedures and enhancing transparency. As a result, tourism attractions were managed effectively, stakeholders were better coordinated, and visitor satisfaction increased. The government's emphasis on "digital urbanism" and e-governance regulations helped to increase the general "commercial viability" of tourism attractions, drawing both local and foreign visitors. The Indian government is aware of how crucial it is to maintain, advertise, and improve the "commercial viability" of tourism attractions. Figure 2 presents some advancements to make the government run tourist places viable.

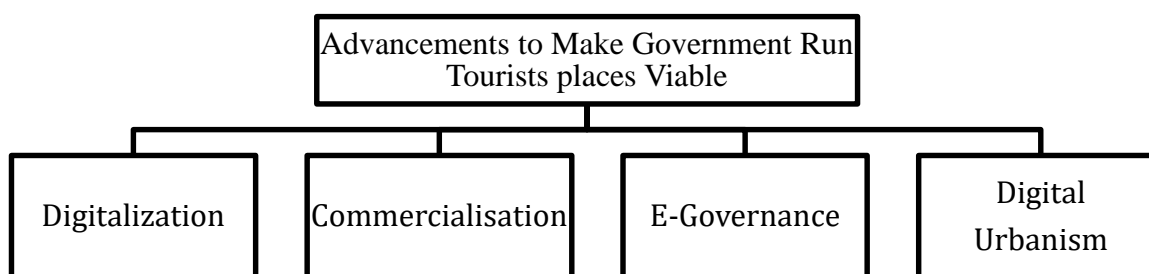


Figure 2 Advancements to Make the Government Run Tourist Places Viable.

Medhekar and Haq (2012) showed the situation of India and highlighted the government's initiatives to establish "spiritual tourism networks" to draw tourists looking for distinctive spiritual encounters. To promote and expand these networks, the government adopted methods after realizing the potential for spiritual tourism to generate income. The government wanted to improve the overall visitor experience and produce economic benefits for both the local people and the nation by investing in the preservation of holy sites, enhancing infrastructure, and providing basic facilities. Emerging industrial concerns and the government's role in addressing them were highlighted by Sanjeev and Birdie (2019). To balance tourism expansion and environmental preservation, the government saw the necessity for sustainable development and put rules into place.

The "commercial sustainability" of religious tourism sites has been greatly influenced by visitors' opinions of those locations. The government's initiatives to manage and promote religious tourism attractions in India were highlighted by Huang and Pearce (2019), who highlighted visitors' impressions. The government put policies in place to ensure their preservation and promotion after realizing the cultural and religious value of these locations. This religious tourist sites' ability to make a profit aided in the development of the local economy and promoted eco-friendly tourism methods. Shinde (2021) looked into the idea of religious theme parks as systems for attracting tourists. The government adopted plans to establish "Theme parks" that catered to visitors' spiritual demands after realising the potential of religious tourism. These theme parks not only provided a distinctive experience but also made money from the sale of tickets, lodging, and related facilities.

Shinde (2018) looked at the "role of governance" in religious tourism and acknowledged the value of efficient governance and management practices in boosting religious tourism and drawing tourists. The government sought to improve the visitor experience and provide economic benefits by putting legislation

and regulations into place, building the required infrastructure, and ensuring the preservation and upkeep of these monuments. The Government of India has made strengthening the nation's capability for the conservation of national historic monuments and sites a priority. Shrestha and Banskota (2021) emphasized the government's efforts in this area. The government acted to "preserve and protect" national heritage sites and monuments after acknowledging their "significance" in terms of culture and history. These conservation efforts promoted tourism, preserved India's unique legacy, and provided residents with financial gains.

Conclusion

In conclusion, the government of India plays a significant role in ensuring the sustainability and economic benefits of the country's rich cultural heritage and natural wonders. The government also plays a significant role in managing the commercial viability of tourist destinations and monuments. The government protects the preservation and protection of these tourist sites from any potential dangers or exploitation by taking over their management and upkeep. Additionally, it is essential for advertising these locations to both local and foreign tourists to maximize their potential for generating income and advancing the tourism sector. Maintaining sites authenticity and integrity while also assuring visitor security and comfort requires the assistance of the government. The government's involvement also guarantees that local communities receive an equitable share of the advantages of tourism, promoting economic growth and job creation. The government fosters a favorable climate for tourism growth by making investments in transportation networks, infrastructure, and tourist-related services. This draws more tourists and improves their overall experience. Furthermore, the government's involvement in ensuring the commercial viability of these tourist attractions and monuments promotes sustainable tourism methods. It encourages environmentally conscious travel by putting into place rules and regulations that protect the ecological balance, reduce negative environmental effects, and preserve cultural legacy for future generations. By maintaining and promoting the cultural and natural value of tourist destinations and monuments, supporting sustainable tourism practices, spurring economic growth, and assuring visitor safety, the Government of India plays a crucial role in the commercial viability of these attractions. Its initiatives help India become more prosperous overall and a well-known travel destination on a worldwide scale.

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