

ROLE OF TRANSPORTATION IN TOURISM INDUSTRY IN MADHYA PRADESH, INDIA

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Abstract

The purpose of this paper is to examine the role of transportation in development of tourism industry in Madhya Pradesh, India Further, this study analyses the tourist inflow and the means of tourism transport in Madhya Pradesh state. In today's world, transport is not just the act of getting to a wanted destination. Moreover, travelling by a certain vehicle can be a tourist attraction, if the transportation means is designed to arouse the feeling of joy and excitement. Transportation in tourism is most often seen as just part of the tourism system which is in charge of bringing the tourists to the destinations, a means of getting around the place and leaving it once the duration of the trip is over. Transportation system of a tourist destination has an impact on the tourism experience which explains how people travel in order to evaluate the role of transport in the sustainable development of tourism, expert analyse forms of transport which are a tourist attraction by themselves and provide an overview of certain form of transport.

Keywords : Tourism Industry, Transportation, Tourism transport, Transport infrastructure.

INTRODUCTION

Transportation has been an integral part of the tourism industry, transportation links tourists with various tourist attractions. There is a general agreement that tourism expand more when there are better transportation system. The people have been using transportation in order to travel from one place to another since ancient times. At that time simple transportation from existed. But in the 19th century the steam power engines, and latelydieselpowered engines were invented, as the matter of fact the inventions changed the transportation nation. The speed became one of the most important factors in transportation. In 1841 Thomas cook realized the first organized travel using train with steam power engine. From that time transportation become inseparable part of tourism.

The development of transportation, transportation vehicles, infrastructure and using new technologies in this industry speed up development of tourism.

Tourism in [India](#) is economically important and is growing rapidly. The [World Travel & Tourism Council](#) calculated that tourism generated Rs15.24 lakh crore (US\$230 billion) or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to Rs 32.05 lakh crore (US\$480 billion) by 2028 (9.9% of GDP). In October 2015, [India's medical tourism sector](#) was estimated to be worth US\$3 billion. It is projected to grow to \$7-8 billion by 2020. In 2014, 184,298 foreign patients travelledto India to seek medical treatment.

Tourism is one of the main important sectors of the economy. Many countries take advantage of covering the budget deficit with the help of profits coming from tourism. That is why tourism sometimes is called a factory without chimney. But tourism has its own unique features that differentiate this other. Like in the other service industries, in tourism the customers, that is, the tourists come to the destination where the tourism services are provided. As the matter of fact it is difficult to think of tourism sector without transportation. Transportation is the main mean to carry passengers, that is, the tourists to the actual site where tourism service are the development of transportation.

South-west region of Madhya Pradesh is home to some of the most important pilgrimage destinations of the country. One of the seven holy rivers of India, River Narmada originates here and flows through a number of pious sites such as Ujjain, Amarkantak, Maheshwar and Omkareshwar. Out of these, Omkareshwar and Ujjain are the sites of Lord Shiva's Jyotirlingas. Due to their religious significance, these places are visited all around the year. Places like Kanha, Amarkantak and Dhar are best known for their tribal culture

HOW TO REACH MADHYA PRADESH

BY AIR -

The main airports in Madhya Pradesh that connect the state with most of the important cities of Indian through regular flights are in Indore (international airport), Khajuraho, Bhopal (international airport), Gwalior and Jabalpur. Most of the important public air carriers ply in and out of Madhya Pradesh state on a weekly basis. The state is connected with key Indian destinations such as Mumbai, Pune, Hyderabad, Pune, Bangalore, Nagpur, Ahmedabad, Srinagar and Vishakhapatnam. Bangkok, Sharjah, Singapore and Dubai are the world destinations connected to the state.

BY RAIL -

The chief railway stations of Madhya Pradesh are in Bhopal, Bina, Bilaspur, Gwalior, Itarsi, Indore, Jabalpur, RatlamKatni, Khandwa, and Ujjain. These railway stations connect the state with important Indian cities through regular trains. Regular trains connect Madhya Pradesh to important destinations like Delhi, Agra, Jaipur, Udaipur, Ranthambore, Bangalore, Mumbai, Puri, Varanasi, Haridwar, Kolkata, Chennai, Hyderabad, Ahmedabad and more.

BY ROAD -

Madhya Pradesh state is well-connected to important cities of India through a wide-spread network of State highways and National highways. The state is a part of central region of India and shares its borders with Gujarat, Rajasthan, Uttar Pradesh, Chattisgarh and Maharashtra. Important national highways such as NH -12 A, NH-12, NH-7, NH-25, NH-26, NH-27, NH-92, NH-69 and NH-3 traverse through the state, connecting it prime destinations of the state and the country such as Udaipur, Raipur, Ajanta, Ellora, Lucknow, Chittorgarh, Ahmedabad, Mount Abu, Jaipur, Mandu, Sanchi, Tadoba National Park, Agra and so on. State-run buses and private vehicles are two ways to come to Madhya Pradesh, by road.

Methodology:-This study is based on the personal observation, interview method and focused group discussion to understand the socio-economic impact of tourism in role transportation on the inhabitants at Madhya Pradesh. The study is based on secondary data which have been collected from the Tourism Department of Government of Madhya Pradesh. The basic intention behind this research is that to know how transportation is how much helpful in tourism.

ANALYSIS OF TRANSPORT AS A TOURISM ATTRACTION:-

In more recent year, the role of transport in event tourism started to draw more attention in the tourism research. The transport cost model has become popular in examining the impacts of transport system in the context of tourism management. Since the beginning of tourism development; transportation has been considered part of the tourist experience. Over time, the constant search for new experiences has made certain type of transport tourist attractions and a primary motivation for a trip. Today there is a range of different types of transport on offer, because its attractiveness draws travellers and holiday-makers to spend considerable amounts of money on driving experience. Different modes of transport often complement some other, equally attractive transport modes, or transport may take place across an area which is very attractive, although the means used may not be that attractive itself. For example: 1. Luxury transportation, 2. Adventurous transportation, 3. Nautical tourism transportation, other

Whether transportation plays important role in enriching the travel experience of a tourist depends on the mode of transportation and the frequency of use. Transportation can turn into a separate tourist attraction element;

cruising, Orient Express trains, boat trips along the river and etc. are the best examples to tourist attractions. The effective factors in choosing the transportation mode in tourism are given below.

- Time limit • Distance • Status • Comfort • Security • Benefit • Price • Geographical position • Competition

Other attractive transports: • Taxi • boats • road train • rickshaws • a variety of animals (horse, elephants, camels,...)

The role of transportation in the tourism development: - Transportation for tourism has grown substantially within the past four decades. The development of transportation, transportation vehicles, infrastructure and using new technologies in this sector speed up the development of tourism. If we pay attention to the statistics of World Tourism Organization, we may see that the tourism dynamics has changed and increased rapidly between 2005 and 2015. In 2015 international tourist arrivals rose to 940 million. This in turn brought the economies \$980 billion. This trend can be explained with different factors. But the main important factor here is the rapid development of transportation sector and application of technological innovations which enable the tourists to reach many destinations of the world. Transportation and travel can be discussed without taking tourism into consideration, but tourism cannot thrive travel. Transportation is an integral part of the tourism industry. It is largely due to the improvement of transportation that tourism has expanded. The advent of flight has shrunk the world, and the motor vehicle has made travel to anywhere possible. Transportation in tourism is most often seen as just part of the tourism system which is in charge of bringing the tourists to the destinations, a means of getting around the place and leaving it once the duration of the trip is over. Transportation system of a tourist destination has an impact on the tourism experience which explains how people travel and why they choose different forms of holiday, destination, and transport. The improvement in transportation modes plus low fares has increased the accessibility of areas once considered off- the-beaten path. Accesses to tourist sites vary according to the nature of the site, the state of infrastructure, and the efficiency of the public transport system.

Results and Discussion:-The importance of transportation for tourism is as equal as the importance of water for navigation. We cannot even think about the tourism without the transportation system. It is the sector which gives needed boost to the tourism industry. Transportation links the various destination and ferries people, goods, and services. Tourism is all about travel; and the role of transportation that tourism has expanded. In many tourism studies, the relationship between transport and tourism. The role of transport system as an essential component of successful tourism development and stated that “transport plays an important role in development of tourism”.

It is providing income and employment to the local people and a means of livelihood in the state. With the inflows of tourist the demand of tourist transport also increases in the state. The increasing trend of tourist in Madhya Pradesh in the increase in demand for vehicle to meet the future demand of tourist transport.

Discussion On the Tourists Inflows And Tourism Transport In Madhya Pradesh State:-

Table 2

Year	Indian	Foreign	Total
2013	63110709	280333	63391042
2014	63614525	316195	63930720
2015	77975738	421365	78397103
2016	150490339	363195	150853534
2017	78038522	359119	78397641

Tourist inflow in Madhya Pradesh from 2013-17

Source: Tourism Department, Government of Madhya Pradesh

A study of the table 1 shows that the flow of tourists in Madhya Pradesh is increasing every year. Tourist's inflow increased from 63391042 in the year 2013 to 78397641 in the year 2017. If compare the tourists inflow, as per the types of tourist, the increase in Indian tourists was from 63110709 (2013) to 78038522 (2017). Similarly, the flow of foreign tourist was recorded as 280333 in 2013 and it increased to 359119 in 2017. But in the year 2016, the flow of Indian and foreign tourist increased to 150490339 and 363195 and in the year 2017, the flow of tourists decreased.

CONCLUSION:-

Transport is the one of the main factor promoting the growth of tourism in Madhya Pradesh state. Among different modes of transport is play an important role in state tourism. Transport at tourist destination is a part of the tourist experience, so it can have a positive or negative effect on the tourists stay at the destination, because it depends on the tourists and their experience. Therefore, traffic gets enormous importance in total attractiveness of individual destinations.

The connection of tourism and transport does not end on the route between the residence and the tourist destination, because this relationship is much more complex and extends to transport within the tourist destination. If tourists are not satisfied with the quality of their transport, the impact on the whole journey will be surely ruined as well. Therefore, speaking of transport, there is no hope for any progress without good infrastructure of modern technologies.

Therefore, the growth and improvement of tourism transport is very necessary for the economic benefit of tourism to the local people. Tourism expands more when there is better transportation system. the number of tourist transport system should increase along with the increasing inflow of tourist in M.P. to meet the tourism transport demand of the increasing inflow of tourists in M.P. Government, along with all the stakeholders, should give focus on the improvement of means of transportation and should seek for various alternatives.

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