CHAPTER-5

CONCEPT OF POTENTIAL

Meaning and definition of Potential

The term ‘potential’ means “having or showing the capacity to become or develop into something in the future.” The word ‘potential’ is synonymous with ‘possible’, ‘likely’, ‘prospective’, ‘future’, ‘probable’.

Potential may be defined as, “having or showing the capacity to become or develop into something in the future.”

“The latent qualities or abilities that may be developed and lead to future success or usefulness” is known as potential.

Technique of Maintaining Tourism Potential

Tourism is a task that should be performed in a scientific manner. The technique involved should follow a procedure so that mastery and craftsmanship of tourism potential can be maintained. It needs proficiency, expertise, mastery, and skill to carry out the task of maintaining tourism potential. Technique of maintaining tourism potential is a long term goal. Tourism should give emphasis to conservation and preservation of natural and cultural heritage. A common approach should be taken between conservation, management and business dealings. Tourism should have global appeal. Visitors visiting the extraordinary landscapes, historic and indigenous places should experience uniqueness and the aesthetic and artistic pleasure.

The tourism sector has the potential to alleviate poverty and encourage economic aspects. The several allied sectors like aviation, banking,
hospitality, railways, health, education, manufacturing, creation of jobs and industries, foreign exchange earnings and infrastructure development. Tourism has emerged as a key growth driver of socio-economic development.

The Ministry of Tourism is also making efforts to explore and promote the untapped potential of India in a huge way to development as a world class tourist destination. The tourism department working hard to preserve and conserving natural habitats and the endangered species. Mega projects for the holistic experience of the tourist is given importance by the Ministry.

The tourism industry in India has become a key-growth driver. The government of India needs to look into the few issues and challenges like inadequate transportation, poor safety and hygiene condition, burden of multiple taxes, lack of skilled human resources, inadequate infrastructure and unsatisfactory accommodation so that a congenial environment can be maintained for the tourism potential.

For the proper maintenance of tourism potential, the tourism operators, heritage and environment managers, community groups and others should have mutual understanding of issues and work together with interest in places, regions and the heritage of the area. The tourism business and the local community should work for the benefit of all, both now and in the future. There should be systematic strategies which should be realistic and should be the needs of one and all. The development proposals of a region should pinpoint to the future steps and these steps need to be revisited and updated continually.

A proper study of all natural resources is integral for the future development of tourism potential. The environmental and cultural
heritage are the key assets for tourism. The proper understanding of the place or its value with special communication skill of the local people are the key selling point. The tourist take back the information provided by the local people. This information combined with the values, stories and landscapes can create a scientific, social, aesthetic, historic support value for past, present and future. A place of tourism should be such that the people visiting the tourist spot should be provided with goods and services to facilitate their living away from their homes.

A traveller who makes a mind to visit a place, gets involved with the place of travel destination much before the actual visit. He forms the perceptions of destination, long before he arrives. There are many psychological, emotional and motivational links that create and manages the needs and desires of tourist.

Every person involved in tourism, directly and indirectly should work hard to develop trust and awareness. An organized tourism stakeholders should work for development of tourism. Supporting factors and sound infrastructure provide a firm foundation for growth of tourism industry. The needs of local communities for jobs and education and the conservation of tourist spot also grow if the economy around the tourist spot grow. Mere making of plans do not help in the development of the tourist place. For the promotion of potential development, proper planning and implementation should work hand in hand. This will lead to the better future for the coming generations.

The tourist is attracted with the environment of the place of his visit. During his visit, he interacts in an environment which is very broad and wide in scope. He should be sensitive to his surroundings that involves both natural and man-made. The tourist must understand and be educated
about the concerns of the ecologists who work hard to maintain the biodiversity. The greater the mixture of different bio-diverse elements in a single trip will make the trip more memorable and a treasure to relish. Mahatama Gandhi said, “The Earth has enough for everyone’s need, but not for everyone’s greed.” We have inherited a big, colourful and a fascinating world. But man in his greed for more and more has taken a toll of it. The environment must be maintained, nurtured and preserved for future generations.

Tourism is a new economic phenomenon with multiple dimension. It deals with the product that can neither be transported or stored to be sold at a later date. There is a certain amount of urgency in the business of tourism The tourism product has to be dealt in and sold out in the present day or it will go waste. Properly developed tourism plans should be prepared by the Govt with the help of sincere and honest motivators who have experience in this field. This task should not be left to whims and fancies of ill-motivated private people.

Tourist are the resource in themselves, they should be properly tapped for better results. Better management, better understanding and value of the place, preservation of local resources, create products for specific visitors, maintaining competition, enhancing visitors experience are some of the steps for the better future of potential tourism that will last for many future generations to come. To maintain the potential of tourism destination, the entire sub-industry of consultants and business management firm should work to combine a diverse set of people, places, culture, history and emotions into one notion. Travellers have a choice to choose from many destinations so he should be so well equipped that it becomes easier for him to choose from a whole lot of them. So, to brand a
place is of much importance because it gives the feel of place. The tourism in the least developed country faces lot of obstacles. The economies interested in developing tourism as an economically vital tourist spot should give emphases to make the tourist territory attractive and conducive to visit. But many times it is found that the resources or territories do not meet the demands of the tourists and so they lose the criteria to become a potential tourist spot.

An approach for the maintenance of tourism potential should be such that total planning of how to run the tourism business keeping in view the customers as the main focal point be made. A high-value, innovative, sustainable environment and creative economy will prove to be a great place of tourist destination. Accessibility is the least elementary service which should be given importance to, for the attraction of the tourist inflow. Installations services like-food and accommodation facilities is also primary need of the tourist inflow. Tourist also look for ecologically clean, unpolluted natural environment to make their trip or vacation. Existence of ecological problem is one of the strongest restriction for the development of modern tourism.

Tourism can become a growth potential of a place if the social, economic, natural and cultural environmental aspects are well-coordinated and balance the demand of the stakeholders. The technique that should be adopted for the maintenance of tourism potential is that proper care should be taken for educating the community not only about tourism benefits and risks but also to take pride in their social-cultural heritage. For this, the present strengths and weakness with future possibilities should be considered. If properly addressed the present weaknesses and threats can turn into strength and opportunities in future.
For the proper maintenance of tourism potential, one should look beyond the identified areas of conflict. Conflicts are inevitable; they may make an idea or a project unworkable. But, with proper resolution and mediation processes, innovative solutions may be obtained for the smooth functioning of tourism. One should concentrate on analysing priority issues so that tourism potential can be maintained. The business and management decision should be judged on the limited information available. Thus, one can overcome the complex situation.

The media plays an important role in activating tourism potential. Media mediates between tourism and society. It has a social responsibility in creating good public relations in a more candid and honest manner. People with internet access seek information from websites which is easily accessible and has a considerable scope for potential information. Tourism is highly dependent on the media reporting. Tourist form opinion of the destination from these reports. Travel exhibitions and fairs, screening of touristic film, news-letters giving information about the specific areas of tourism, audio-visuals of a destination, colourful feature stories highlighting the various tourist attractions, video and music clips are some ways by which tourism can be promoted. The modern technology has become a potent source of innovation and a source to transform the information into knowledge. The Ministry of Tourism has an excellent tourism portal which is accessible for e-marketing.

*Travel consumers today know the world of travel. Their collective experience is a source of tremendous wealth; their collective desires are a source of tremendous information for those seeking to satisfy them.*----C. Michael Hall and Allan M. Williams (Tourism and Innovation)