



# REVIEW OF RESEARCH

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## THE CHANGING STATUS OF TOURISM IN INDIA

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### ABSTRACT

India's economy relies heavily on tourism, which is expanding rapidly. In 2021, the World Travel and Tourism Council estimated that tourism supported 32.1 million jobs and generated 13.2 lakh crore or 5.8% of India's GDP. India's hospitality and travel industries have emerged as significant contributors to the improvement of India's administration. India has a lot of potential for the travel industry because it has a lot of social and traditional customs, a wide range of environments, views, and unique places all over the country. The travel industry is not only a significant source of the nation's remote trade, but it is also a potentially significant business generator. It places India on the global travel industry map, elicits gratitude and recognition, and it initiates social trades. As a delicate force, the travel industry fosters kinship, collaboration, and social discretion by connecting people to one another and advancing social discretion. According to the World Travel and Tourism Council, India ranked third out of 185 nations in 2018 in terms of how much of its GDP was dedicated to the travel industry and travel. According to the World Economic Forum's 2019 Travel and Tourism Attractiveness Report, India ranked 34th.



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**KEYWORDS :** social and traditional customs , World Travel and Tourism Council.

### INTRODUCTION

India's travel industry is currently experiencing significant growth. The Indian travel industry is looking into India's enormous potential to become a significant global destination for tourists. The travel and travel industry associations have been granted send out house status by the administration, making them India's second-most significant remote trade workforce. There are a number of factors that contributed to the surge in the Indian travel industry. At first, the enormous growth of the Indian economy has increased the amount of money owned by the white-collar class, which has led to an increasing number of people spending money on trips abroad or at home. Second, a growing number of tourists seeking employment are traveling to India because the country is a booming IT hub. Thirdly, the Ministry of Tourism's aggressive advertising campaign "Unbelievable India" played a significant role in transforming India's image from one of snake charmers to one of hot, energizing destinations and rekindling interest among travelers from far away. the movement's and the travel industry's dedication to the Indian business monstrous. One of the most important jobs in remote trade is in the travel industry, which connects various sectors like agriculture, agribusiness, poultry, specialties, and development to make a tangential contribution to the economy. Through its connections to other sectors of the economy, the travel industry also provides legitimate and impromptu employment to a large number of Indians. It is estimated that 20 million people are directly employed in the travel

industry division. India's travel industry and movement are distinguished by a strong government connection. While the India Tourism Development Corporation is run by the central government, each state has a travel industry organization that manages a chain of hotels and restaurants and coordinates group trips.

### OBJECTIVES OF THE STUDY:

- Calculate the sector- or industry-wide direct and indirect effects of tourism on the economy as a whole, particularly on household income, which can be further broken down into formal and informal households;
- Calculate the income loss by sector, the economy as a whole, and the household sector; as well as the loss of employment caused by the Coronavirus pandemic's impact on the tourism industry; Determine how the gradual opening of domestic tourism activities and related industries will affect them;
- Based on feedback from various stakeholders, propose policy measures that are appropriate for providing relief to the tourism sector in general and households involved in tourism-related activities in particular.
- Estimate the likely impact of the opening of international tourism in a phased manner.

### DEFINITION OF TOURISM AND CULTURE

Tourism is difficult to define because business travelers and convention-goers can combine conferences with tourist-type activities; but, in general, a tourist is a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing change. The Macmillan Dictionary defines tourism as the business of providing services for people who are travelling for their holiday. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only ", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

There are many ways that culture can define you. The Unified Countries Instructive, Logical and Social Association characterized culture as "the arrangement of particular profound, material, scholarly and close to home elements of society or a gathering, and that it envelops, notwithstanding, craftsmanship and writing, ways of life, approaches to living respectively, esteem frameworks, customs and convictions'. Society is defined as the arrangement of social relationships within a group, and culture is defined as the beliefs and symbols that the group shares. The accumulation of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, concepts of time, roles, spatial relationships, and universe concepts is referred to as culture. "Culture is the acquainting alone with the best, that has been known and said in the world," Mathew Arnold writes. In conclusion, a culture as we know it today is the result of a constant dialectic between the voices of a variety of stakeholders, including but not limited to political parties, religious organizations, economic interests, global media, local elites, educational institutions, and, of course, the tourism industry and visitors. This dialectic is also reflected in the everyday actions of people living their lives. This culture-forming process is just as applicable to the cultures of modern societies as it is to our interpretations of the past (historic sites) and our treatment of nature (wilderness areas).

### IMPORTANCE OF 'TOURISM' IN INDIA

Generates income and employment: The travel industry accounted for 8% of all occupations in 2017. The sale of meticulous work, crafted works, and so forth to the Service Sector has increased: It gives the administration section a boost. Numerous businesses operating in the administration sector, including aircraft, hotels, surface vehicles, and so on, are expanding with the travel industry's growth. External travelers are assisting India in acquiring remote trade. By considering and maintaining the vastness of the locations, the travel industry contributes to the protection of the national heritage and the natural environment. Restoring Cultural Honor: The Indians' sense of pride is bolstered by tourist

finds that everyone is respected. At this time, it is guaranteed that explorers will encounter no problems; Numerous utilization frameworks are being developed in various tourist areas. The most recent model is Uttarakhand's plan to start versatile bands. It places India on the global travel industry map, gains recognition, and initiates social trades. The travel industry serves as a method for delicate force, supports social discretion, connects people to each other, and, as a result, promotes companionship and participation between India and other countries.

### TOURISM AND CULTURE

Cultural tourism is a phenomenon. It has an effect on and is influenced by cultures and society. In the relationship between tourism and society, it is frequently challenging to distinguish between cause and effect. This is made even more difficult by the fact that cultures change over time, and despite the efforts of preservationists and conservationists to museumize landscapes and sites to preserve their authenticity, this is never really possible. In what ways does tourism alter the community that hosts the destination? The host nation is greatly influenced by tourists and tourism. Tourism is a truly potent and one-of-a-kind catalyst for community transformation. The most significant influence that tourism can have on the private spheres, domestic lives, emotional experiences, deeply held beliefs, and moral fabric of the community Culture and tourism have a mutually beneficial relationship that can strengthen the attractiveness and competitiveness of places, regions, and countries. It is more evident that the younger generation has been directly influenced by social and cultural ideas. Culture is a more and more important part of the tourism product because it makes a destination stand out in a crowded global market. Tourism, on the other hand, is a significant means of enhancing culture and generating revenue that has the potential to support and enhance cultural heritage, cultural production, and creativity (OECD, 2009). Tourism and culture are linked because of their obvious synergies and potential for growth. The creative and cultural industries are increasingly being utilized to promote destinations, and cultural tourism is one of the largest and fastest-growing global tourism markets.

### CULTURAL PROBLEMS AND PROSPECTS

Despite the fact that tourism has become very important to the economies of many Third World nations, its potential to improve sociocultural understanding and raise awareness of humanity's essential commonalities has been almost completely overlooked. The monetary benefits have been the sole focus from the beginning. The President of the Philippines, Ferdinand Marcos, in 1980, at the opening ceremony of the Second World Tourism Conference in Manila, speaking broadly about developing countries, talked of "the means to transform material conditions of life," but warned that these were at best ambivalent in that they disturbed the equilibrium of our societies, which "have become unmoored from our roots and our traditions trying desperately to find some synthesis." Recently, a number of more broad-based studies have come to some disturbing conclusions about the mixed contribution of tourism to developing countries and I believe that international tourism, as a force that encourages this kind of interaction between people and cultures, plays a significantly larger role in the global scene than we typically allow. And I believe that the more it re-identifies with this mission, the easier it will be to solve its problems and the more it will help the global community.

One cannot simply observe cultural impacts in terms of "host culture" and "visitor culture," as there may be multiple host cultures and multiple tourist cultures represented at the same location at the same time. However, although it is not entirely restricted to less developed nations, the impact of tourism is most pronounced in these nations. Values can change when different groups of people from different cultures and backgrounds interact with one another. Due to frequent interactions between hosts and guests, this phenomenon, also known as the demonstration effect, has been particularly evident in developing nations, particularly small islands. Most of the time, the interactions have resulted in the "democratization and modernization of attitudes" of the young people in those countries. The values of a society that places an increasing emphasis on leisure and relaxation activities that require a high-quality environment are emphasized by tourism. It identifies leisurely development

areas and, as a result, typically provides a check on unplanned development. It can ensure the long-term preservation of areas of outstanding beauty with aesthetic or cultural value with the right development.

### THE NEW FACE OF TOURISM IN INDIA

The way people travel is being redefined by the new generation of travelers, led by millennials and Generation Z. Over the past two years of the pandemic, a number of buzzwords have emerged, including staycations and workations. Offbeat destinations are "bae" for Generation Z, as are traveling in groups—community living and the shared economy are some of these travelers' guiding principles. Today's young travelers are eager to explore their world in safety and are looking for affordable access to high-quality infrastructure and a fun, inclusive community. Youth are now careful about how they travel because safety and cleanliness are important. To meet the needs of this new group of travelers, who are looking for a different kind of experience than those who traveled before the pandemic, the tourism and hospitality industry had to change as well. The industry is speaking to a younger audience that is smart, strong, and responsible, so they are well-prepared to travel in uncertain times.

Given the numerous difficulties that both the traveler and the industry have encountered, what are some of the trends that come to the forefront as we enter yet another year filled with exciting travel experiences and destinations?

### DEVELOPMENT OF TOURISM IN INDIA

#### Early Development

In 1945, a committee headed by Sir John Sargent, the then-Educational Adviser to the Government of India, was formed by the Government to make the first conscious and organized efforts to promote tourism in India (Krishna, A.G., 1993). After that, in 1956, in conjunction with the Second Five Year Plan, the planned expansion of tourism began. In the Second and Third Five-Year Plans, isolated planning of single-unit facilities served as the basis for this approach. The Sixth Plan marked the beginning of a new era in which tourism began to be seen as an important tool for economic and social integration. However, tourism activity did not begin to gain momentum until after the 1980s. Several significant actions were taken by the government. In 1982, a National Tourism Policy was announced. The National Committee on Tourism developed a comprehensive strategy for sustaining tourism growth late in 1988. A National Action Plan was created in 1992, and a National Strategy for Tourism Promotion was created in 1996. The New Tourism Policy of 1997 acknowledges the public and private sectors, as well as the central and state governments, in the growth of tourism. It has also been acknowledged that Panchayati Raj institutions, local bodies, non-governmental organizations, and local youth must participate in the development of tourism facilities.

#### Present Situation and Features of Tourism in India

With an employment rate of 8.78 percent and a contribution of 6.23 percent to the country's GDP, tourism is today India's largest service sector. India receives 562 million domestic tourism visits and more than 5 million foreign tourists annually. At a rate of 9.4% per year, India's tourism industry is expected to generate US\$275.5 billion by 2018, up from US\$100 billion in 2008. The "Incredible India" campaign is managed by the Ministry of Tourism, which serves as India's focal point for tourism development and promotion. India has the highest 10-year growth potential, according to the World Travel and Tourism Council, and it will be a tourism hotspot from 2009 to 2018. The World Economic Forum's 2009 Travel and Tourism Competitiveness Report places India 11th in the Asia-Pacific region and 62nd overall, moving up three spots on the list of the world's most appealing destinations. It has numerous World Heritage Sites, both natural and cultural, a diverse fauna, and thriving creative industries, making it the nation's 14th best tourist destination for its natural resources and 24th best for its cultural resources. India's air transport system also came in 37th place. By 2019, the travel and tourism industry in India is expected to be the world's second-largest employer and ranked fifth in long-term (10-year) growth. In addition, the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy, ranked India as the "best country brand for value-for-

money." India also came in second place in the CBI's "best country brand for history," was ranked fourth for "best new country for business," and was among the top five for "authenticity" and "art & culture." India was included among the "rising stars," or nations that are likely to become major tourist destinations in the next five years, alongside China, Vietnam, and the United Arab Emirates.

India's tourist attractions include India is known for its lavish treatment of all visitors, regardless of their origin. Its welcoming customs, diverse ways of life, and rich cultural heritage, as well as its vibrant fairs and festivals, remained constant draws for tourists. Beautiful beaches, forests, wildlife, and eco-friendly landscapes are additional attractions; river, mountain peaks, and snow for adventure tourism; for science tourism, technological parks and science museums; centers of spiritual tourism pilgrimage; heritage, heritage hotels, and trains for heritage tourism. Tourists also flock to hill stations and ayurvedic and yoga resorts. Foreign tourists spend the most money on Indian handicrafts, particularly jewelry, carpets, leather goods, ivory, and brass work. According to a survey, nearly 40% of the money tourists spend on shopping is spent on such items.

According to the market research report "Booming Medical Tourism in India," medical tourism is India's fastest-growing tourism sector despite the country's economic slowdown. The report also says that the medical tourism industry in India has a lot of potential. The country's low cost, scale, and variety of treatments make it a popular destination for medical tourism. Efforts to Increase Tourism: The grant of export house status to the tourism industry and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy, and reduced import duty are two recent government efforts to promote tourism. The hotel and tourism sector has been designated as a high priority for foreign investment, with automatic approval of direct investments up to 51% of foreign equity, 100% non-resident Indian investment, and simplified approval procedures for travel agents, tour operators, and tourist transportation providers.

### IMPACT OF TOURISM IN INDIA

India's tourism industry has both positive and negative effects on the country's economy and society. The following highlights these effects.

#### Positive Impacts

1. **Making Money and Finding Work:** In India, tourism has emerged as a tool for generating income and jobs, reducing poverty, and sustainable human development. It accounts for 8.78% of India's total employment and 6.23 percent of the country's GDP. The tourism sector in India employs nearly 20 million people right now.
2. **Earnings in Foreign Exchange:** India's major source of foreign exchange earnings is tourism. The country's balance of payments benefits as a result. At a rate of 9.4% per year, India's tourism industry is expected to generate US\$275.5 billion by 2018, up from US\$100 billion in 2008.
3. **Environment and National Heritage Conservation:** By designating a number of historical landmarks as heritage sites, tourism contributes to the preservation of these locations. The Tourism Department's efforts to preserve landmarks like the Taj Mahal, Qutab Minar, Ajanta and Ellora temples, among others, prevented their decay and destruction. Additionally, tourism contributes to the preservation of numerous endangered species' natural habitats.
4. **Construction of Infrastructure:** In addition to the hotels and high-end restaurants that cater to foreign visitors, tourism tends to encourage the development of multiple-use infrastructure that benefits the host community. This infrastructure includes various modes of transportation, health care facilities, and sports centers. Other directly productive activities have emerged as a result of infrastructure development.
5. **Stability and Peace Promotion:** According to Honey and Gilpin (2009), the tourism industry can also contribute to peace and stability in a developing nation like India by providing employment opportunities, generating income, diversifying the economy, safeguarding the environment, and fostering an awareness of other cultures. However, in order to reap the peace-enhancing benefits of

this industry, significant obstacles must be overcome, such as the implementation of regulatory frameworks and mechanisms to reduce crime and corruption.

### Negative Impacts

1. Unwanted shifts in social and cultural norms: Sometimes, a community's social fabric was torn apart by tourism. The perceived risk of a place losing its identity increases with the number of visitors. Goa is a good illustration. Goa was a haven for such hippies from the late 1960s to the early 1980s, when the Hippy culture was at its height. They arrived in large numbers and altered the state's entire culture, resulting in an increase in drug use, prostitution, and human trafficking. The nation was affected in various ways by this.
2. Boost Hostility and Tension: When tourists and locals don't respect and understand each other's culture and way of life, tourism can lead to more hostility, suspicion, and violence. As a result, violence and other crimes against tourists may increase. An illustration of this is the recent crime that was committed in Goa against a Russian tourist.
3. Creating an Antipathy Attitude: The local community benefited little from tourism. Over 80% of the fees paid by travelers on the majority of all-inclusive package tours are paid by airlines, hotels, and other international businesses, not local workers and business owners. Additionally, large hotel chains rarely employ locals for senior management positions, preventing local farmers and workers from benefiting from their presence, as they frequently import food to satisfy foreign visitors. As a result, there has frequently been a sense of hostility toward the government and tourists.
4. Negative effects on ecology and the environment: Increased pressure on the ecosystem's carrying capacity in each tourist location is one of the most significant environmental effects of tourism. Large-scale deforestation and the destabilization of natural landforms were caused by an increase in transportation and construction activities, and an increase in tourist traffic resulted in an increase in the dumping of solid waste and the depletion of fuel and water resources. Due to the tourists' trampling, killing, and disturbance of breeding habitats, rare and endangered species were destroyed in ecologically sensitive areas. Water contamination, vehicle emissions, untreated sewage, and other forms of pollution include noise from vehicles and public address systems. also directly affect biodiversity, the surrounding environment, and the overall profile of tourist destinations.

### Destruction and Alteration of Ecosystem

An ecosystem is a geographical area that includes all living things—people, plants, animals, and microorganisms—along with their physical surroundings—like soil, water, and air—and the natural cycles that keep them alive. beautiful landscapes, like sandy beaches in Goa, Maharashtra, Kerala, and Tamil Nadu; The transitional zones of lakes, riversides, mountain peaks, and slopes frequently feature species-rich ecosystems. Because these locations are so appealing to both tourists and developers, they frequently face severe threats to and pressures on their ecosystems. Krushedei Island, which is close to Rameswaram, is a good place to start. Coral and other marine life have been massively destroyed, leaving behind what was once referred to as a paradise for marine biologists. The deterioration of the desert ecology as a result of increased tourist activity in the desert is another area of concern that emerged at Jaisalmer.

Additionally, recreational tourism can harm habitat. When tourists get too close to wildlife, for instance, it can cause the animals stress and alter their natural behavior. The noise and commotion caused by tourists often accompany safaris and wildlife watching activities, which have a negative impact on habitat.

### CONCLUSION

The tourism industry in India is expanding, and it has enormous potential to boost the country's overall economic and social development as well as the creation of jobs and significant foreign exchange earnings. However, a lot more needs to be done. Ecotourism must be promoted so that India's

tourism contributes to the preservation and maintenance of the cultural and natural diversity of the country. India's tourism industry needs to be developed in such a way that it not only accommodates and entertains visitors in a manner that is neither overly intrusive nor harmful to the environment but also preserves and promotes the indigenous cultures of the regions in which it operates. In addition, if India is to become a global player in the tourism industry, it would be necessary for all wings of the Central and State governments, the private sector, and voluntary organizations to become active partners in the effort to achieve sustainable growth. This is due to the fact that tourism is primarily a service industry with multiple facets.

One of the most important sources of income is tourism. Space, amenities, and values make up the diversity of tourism resources in various nations. These are resources whose use cannot be allowed to go unchecked without putting them at risk of being damaged or even destroyed. One of the fundamental responsibilities of the state is the preservation and conservation of historical, cultural, and religious sites at all times, particularly during times of conflict, for which the state needs a lot of money. Every trip to India by foreign tourists is considered cultural tourism. There is; However, those who have more specific interests in monumental heritage, religious heritage, natural heritage, traditional arts and crafts, music, and dance, as well as those who contribute to the formulation of its scope, The tourism industry in India is expanding, and it has a lot of potential to create jobs and make a lot of money abroad. It can also help the country's overall economic and social development by protecting and respecting our cultural heritage.

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