



**Dr. Yaduraj Singh Yadav**

**Associate Professor , K.R. (PG) College, Mathura.**

ISSN: 2249-894X

IMPACT FACTOR : 5.7631 (UIF)

UGC APPROVED JOURNAL NO. 48514

VOLUME - 8 | ISSUE - 8 | MAY - 2019



### ABSTRACT:

*Tourism has become an important sector that has an impact on development of country's economy. Tourism industry acts as a powerful agent of both economic and social changes. It stimulates employment and investment, alters structure of an economy, contributes to foreign exchange earnings and maintains favourable balance of payment. In developing countries like India tourism has become one of the major sectors of economy, contributing to a large proportion of National income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potential for its further expansion and diversification.*

*The tourism industry of India is economically important and grows rapidly. This journal aims to analyse the importance of tourism for a country and how can a country improve its tourism to have better earnings for its citizens. This journal also aims to suggest a few measures in order to better suit the needs of a growing economy, like that of India's. India is at third place in the new Power Ranking of the 2018 report of World Travel & Tourism Council (WTTC). It evaluates the performance of 185 countries over a seven-year period (2011-17), whereas India ranked 7<sup>th</sup> in 2017 out of 185 countries in travel and tourism's total contribution to GDP ranking. Direct contribution of travel and tourism to GDP in 2017 was INR5,943.3bn (3.7% of GDP). This forecast is set to rise by 7.6% to INR6,392.7bn in 2018.<sup>1</sup>*

### KEYWORDS:

*economy, contributes, citizens, Tourism industry.*

### INTRODUCTION :

According to United Nation's agency named as World Tourism Organisation which is responsible for promotion of responsible, sustainable and universally accessible tourism.

Word tourism can be defined as "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".<sup>2</sup>

Three criteria are used simultaneously in order to characterize a trip as tourism. The displacement must be such that;

- It involves a displacement outside the usual environment.
- Purpose: the travel must occur for any purpose different from being remunerated from within the places visited.
- Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay.

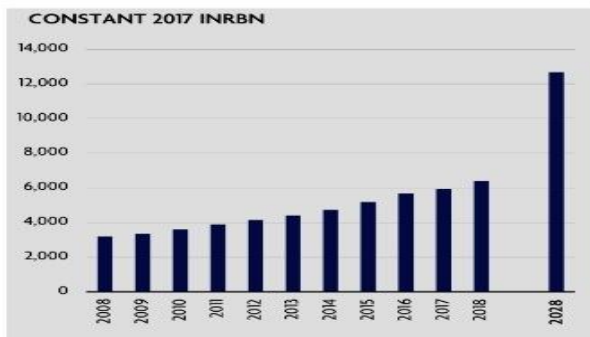
<sup>1</sup> Rochelle Turner, Economic Impact 2018 India, World Travel and Tourism Council, 2018, <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/india2018.pdf>, 11/09/2018, 06:00 pm

<sup>2</sup> Tugbek Ugurlu, Definition of tourism, <http://www.tugberkugurlu.com/archive/definition-of-tourism-unwto-definition-of-tourism-what-is-tourism>, 11/09/2018, 05:45pm

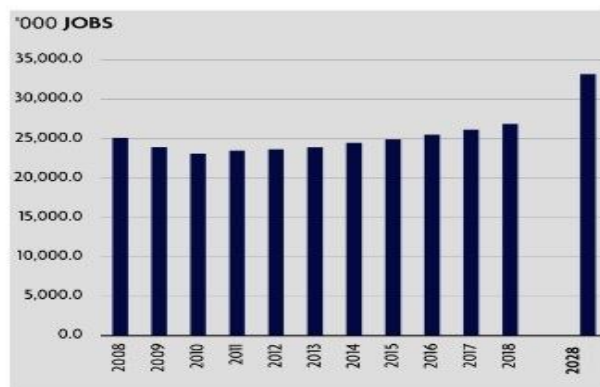
India, with its rich and diverse cultural heritage and natural beauty, has been a prime candidate to lead the so-called Asian century in travel and tourism. The government is stepping up efforts to boost foreign tourist arrivals and foreign spending in the country.

Indian tourism sector is one of the most important service sectors of the Indian economy. Its contribution to employment generation, Gross domestic product, Foreign exchange earnings is tremendous and significant. Tourism sector is also considered as the back bone for allied sectors like hospitality, civil aviation, travel and transportation, hotel, resort, shops etc. This enhanced tourism sector to be one of the most important drivers of growth, employment, increase of national as well as individual income and improving people's standard of living. India's wide variety of seasons provides huge opportunities for tourists.<sup>3</sup>

INDIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM



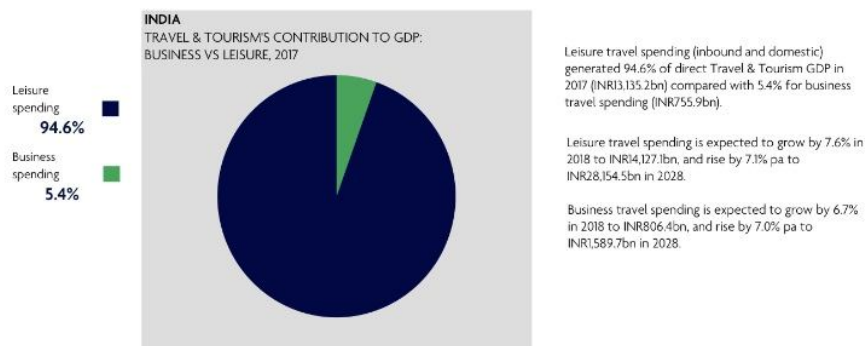
This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines etc. Travel and tourism generated 26,148,000 jobs directly in 2017 (5.0% of total employment) and this forecast to grow by 2.8% in 2018.<sup>4</sup>



Industry is expected to have attracted capital investment of INR 2,706.1bn in 2017 and this is expected to rise by 6.7% in 2018. Leisure travel spending generated 94.6% of direct travel and tourism GDP in 2017 as compared with 5.4% for business travel spending.

<sup>3</sup> Prof D.S. Leelavathi and Dayananda.K.C, Tourism Development and Economic Growth in India, IOSR journal of Humanities and Social sciences, <http://www.iosrjournals.org/iosr-jhss/papers/vol.%2021%20issue11/version-8/F2111084349.pdf>, 11/09/2018, 05:50pm

<sup>4</sup> Rochelle Turner, Economic Impact 2018 India, World Travel and Tourism Council, 2018, <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/india2018.pdf>, 11/09/2018, 06:00 pm



The main benefits of tourism are income generation and generation of employment. For many regions and countries it is the most important source of welfare and income. Tourism creates employment, promotes cultural awareness, and preserves local cultures and traditions.<sup>5</sup>

### TOURIST ARRIVALS IN INDIA

India is a unique destination for domestic and foreign travellers. India is a huge country with great values. The saying like "Atithi Devo Bhavah" welcomes and pleases the foreign tourist on their arrivals at different places. The simplicity, flora and fauna of Indian villages are very much appreciated by foreign tourists.

### TOURIST ATTRACTION IN INDIA

India's visitor friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for tourists. Huge foreign travellers arrive to India to learn Yoga and meditate. Historical and architectural sites of India welcome people from all round the world. The cost of living on basic facilities, cheap medical treatments and balanced weather condition also attract tourists. The wildlife sanctuaries, historical monuments, forts, reservoirs, temples, beaches, national parks, mountain peaks, technological parks, spiritual places, natural health resorts etc. welcome tourists in great numbers.

According to UNESCO, India has 29 cultural sites, 7 natural sites and 1 mixed site<sup>6</sup>. Tourist is a person who is travelling or visiting a place for pleasure usually for sightseeing and staying in hotels.

### TYPES OF TOURISM IN INDIA

- **Domestic Tourism**

It is tourism of resident visitors within the economic territory of the country of reference.

- **International Tourism**

It refers to those tourists who travel to country other than that in which they have their usual residence.

- **Mass Tourism**

It refers to tens of thousands of people going to the same resort or same place often at same time.

<sup>5</sup> Rochelle Turner, Economic Impact 2018 India, World Travel and Tourism Council, 2018, <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/india2018.pdf>, 11/09/2018, 06:00 pm

<sup>6</sup> <https://whc.unesco.org/en?statesparties/in,11/09/2018>, 06:15pm

- **Sustainable Tourism**

It is a concept of visiting a place as a tourist and trying to make only positive impact on the environment, society and economy.

- **Educational Tourism**

It is one of the fastest growing areas of travel and tourism. In this students visit different countries for their studies in foreign universities, on study tours etc.

- **Sports Tourism**

Here prime motivational reason for travel and touristic element is competitive sports activities. It refers to international travel either for viewing or participating in sports event.

- **Medical Tourism**

It is an upcoming type of tourism in India. Due to low cost and efficient medication facilities more number of people consider India to be a better option for medication purpose.

- **Ayurveda and Yoga Tourism**

Ayurveda may be regarded as the "science of life" which was developed long ago. India has witnessed an overall growth in tourist arrivals due to the upcoming Ayurveda tourism.

### IMPACTS OF TOURISM ON ECONOMY

- Positive Impacts
  - Generating income and employment
  - Source of foreign exchange earning
  - Preservation of national heritage
  - Developing infrastructure
  - Promoting peace and stability
- Negative Impacts
  - Undesirable social and cultural change
  - Creating a sense of antipathy
  - Adverse effect on environment and ecology<sup>7</sup>

### INITIATIVES BY THE GOVERNMENT

- Creation of world class tourism related infrastructure
  - Swadesh Darshan scheme launched by Ministry of Tourism
  - National mission for pilgrimage rejuvenation and spiritual augmentation drive (PRASAD) for development and beautification of pilgrimage sites.
- Ease of doing Business
- Multilingual tourist helpline known as Incredible India helpline
- Skill development programmes
- Adarsh Smarak is an ASI identified 100 monuments to be developed as model monuments.
- Introduction of mobile app called Swachh Paryatan which will let citizens report any hygiene issues
- Swachh Bharat Abhiyan
- Ministry has adopted a code of conduct for safe tourism
- Government has started one window policy
- E-Tourism Visa<sup>8</sup>

<sup>7</sup>T. Arunmozhi and A. Panneerselvam, Types of tourism in India, International journal of current research and academic review, <http://www.ijcrar.com/vol-1/T.Arunmozhi%20and%20A.%20Panneerselvam.pdf>, 11/09/2018, 06:20pm

## HOSPITALITY

It refers to taking care of guests and anticipating their needs.

Hospitality is much better word than services to describe what we should be providing; like generous reception, kindness etc.

It include broad category of fields within service industry that includes lodging, event planning, transportation, travelling and so on.

Qualities required for a great hospitality are

- Commitment
- Communication skills
- Enthusiasm
- Interpersonal skills
- Leadership
- Organised teamwork

## RESULTS AND DISCUSSION

Environmental degradation due to tourism should be taken into consideration while promoting tourism. Eco-friendly tourism should be promoted. Wildlife environment should be taken into consideration because wildlife viewing puts stress on animal, noise and commotion created by tourist have adverse effect on their behavioural pattern. Advertising campaigns should be made to attract more and more tourists. Airport procedure should be simplified to better suit the needs of the tourists.

## CONCLUSION

Tourism sector is one of the fast growing service sectors in the world. It acts as a powerful instrument for economic growth. India is a unique and perfect destination for both domestic and foreign visitors. Increase in arrival of tourists has resulted in the rapid growth of tourism sector in India. Growth in tourism sector has resulted in employment generation, foreign exchange earnings, expansion of infrastructure facilities, capital investments, and increase in contribution to GDP and so on. The Indian tourism sector needs an urgent image makeover and higher investment in development, growth and infrastructure.

## REFERENCES

1. Rochelle Turner, Economic Impact 2018 India, World Travel and Tourism Council, 2018, <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/india2018.pdf>, 11/09/2018, 06:00 pm
2. Tugbek Ugurlu, Definition of tourism, <http://www.tugberkugurlu.com/archive/definition-of-tourism-unwto-definition-of-tourism-what-is-tourism>, 11/09/2018, 05:45pm
3. Prof D.S. Leelavathi and Dayananda.K.C, Tourism Development and Economic Growth in India, IOSR journal of Humanities and Social sciences, <http://www.iosrjournals.org/iosr-jhss/papers/vol.%2021%20issue11/version-8/F2111084349.pdf>, 11/09/2018, 05:50pm
4. <https://whc.unesco.org/en?statesparties/in>, 11/09/2018, 06:15pm
5. T.Arunmozhi and A.Panneerselvam, Types of tourism in India, International journal of current research and academic review, <http://www.ijcrar.com/vol-1/T.Arunmozhi%20and%20A.%20Panneerselvam.pdf>, 11/09/2018, 06:20pm

---

<sup>8</sup> Five significant steps taken by Modi govt to promote Tourism and Hospitality sector, <https://www.google.co.in/amp/s/www.financialexpress.com/India-news/five-significant-steps-taken-by-Modi-government-to-promote-Tourism-Hospitality-sector/379469/lite/>, 11/09/2018, 06:30pm

6. Five significant steps taken by Modigovt to promote Tourism and Hospitality sector, <https://www.google.co.in/amp/s/www.financialexpress.com/India-news/five-significant-steps-taken-by-Modi-government-to-promote-Tourism-Hospitality-sector/379469/lite/>, 11/09/2018, 06:30pm