

Role of tourism industry in Indian economy

Vikram Singh Yadav

Lecturer, Economics, Geeta Devi Degree College, Khairthal, Alwar (Rajasthan)

Abstract

The tourism sector plays an important role in the country's economic growth and employment generation. Tourism is the largest service industry of the country. It is an important service oriented sector which has been witnessing rapid growth in terms of gross revenue and foreign exchange earnings. It is a combination of service providers. It has joint service of both government and private. Including travel agents and operators, air, land and sea transport, guides, hotel owners, guest houses, restaurants, and shops. Along with bringing significant improvement in the standard of living and living conditions of the people living in a country, tourism also plays an important role in generating employment. The benefits that the economy receives from tourism in the form of local tax receipts, social poverty alleviation, education, health, service, housing, drinking water, and many opportunities for sanitation, entertainment, etc. can be realized in reality. Is. Not only this, tourism also has a positive effect in terms of removing social inequalities. Tourism gives incentive to enhance the quality of environment, create more employment. At the same time, it also motivates the development of the economy.

keywords :- Tourism, Gross Domestic Product, Investment, Foreign Exchange Earning, Medical Tourism.

I. Introduction :-

In today's time, where the first need of every country is to strengthen the economy, today due to tourism, the economy of many countries revolves around the tourism industry. European countries, coastal African countries, East Asian countries, Canada, Australia, etc. are such countries, where the income from the tourism industry strengthens the economy there. Tourism not only helps us to bring back the happy moments in our lives, but it also plays an important role in the cultural, social, political and economic development of any country. Seeing the importance of tourism and the popularity of tourism, the United Nations decided to celebrate September 27 as World Tourism Day from 1980. On this day in 1970 the constitution of the World Tourism Organization was accepted.

Tourism is the largest sector in the world. Which contributes 11 percent to the gross domestic product (GDP) globally. In India it is still only 6.7 percent. Whereas in neighboring countries like China (8.6), Sri Lanka (8.8), Indonesia (9.2), Malaysia (12.9) and Thailand (13.9) it is much more than us. At the time of the first five-year plan, only 17 thousand foreign tourists had come to India, which by the year 2017 had become about 77 lakh foreign tourists per year. In the year 2013-14, the country earned Rs 1 lakh 20 thousand crore from foreign tourists. But even today India's share in world tourism is less than half a percent (0.5). Similarly, the rate and volume of domestic tourism has increased very rapidly in the last two decades.

Objectives of research study :-

The purpose of the study in the presented research paper is to find out the problems and possibilities of the tourism industry in the future by studying the impact of the tourism industry in the Indian economy. The purpose of the study is to understand the development of new areas of tourism and its role in earning foreign exchange, as well as to get better employment opportunities in the tourism industry and include necessary suggestions to promote the tourism industry.

Research methodology :-

To achieve the objectives of the study of the presented research paper, secondary reference data has been obtained from the Bulletin Research Survey and Annual Report of the Ministry of Tourism, Government of India. Simple and practical statistical methods have been used to clarify the objectives of the study.

Analysis :-

Tourism is the largest service industry in India. The direct contribution of the tourism sector in the country's gross domestic product is 37 percent while the total direct and indirect contribution is 6.8 percent. The direct contribution of the tourism sector in the country's employment is 4.4 percent, while the total direct and indirect contribution is 10.2 percent and also provides better employment to semi-skilled workers. The tourism sector in India is a testimony to the fact that there has been a satisfactory growth in this sector in the last decade.

During the year 2012, 60 lakh 58 thousand foreign tourists came to India while in 2012 the number of domestic tourists was one billion 2 crore 70 lakh. Tourism has a special contribution in providing employment to women. Women constitute 70 percent of the total labor force working in the tourism sector. Tourism is also capable of developing better sources of income for low income women. Globally, almost double the number of women are employed in the tourism sector as compared to other sectors. From this point of view, the tourism sector is also a means of supporting equality and social justice in the society. In the 12th five-year plan, a target was set to increase the tourism sector by at least 12 percent in comparison to the fast-growing service sector, as well as efforts were made to maintain the high growth rate in domestic tourism. The challenges faced by the tourism sector have also been taken care of in the plan. Presently tourism is facing many challenges such as skill development, infrastructural development, marketing and brand promotion, wide range of products, responsible tourism, cleanliness and hygiene and coherence between various activities. To deal with these challenges, a target of Rs 2.49 crore new jobs has been set in the 12th Five Year Plan. Along with this, steps have been taken for skill development under Hunar Se Rozgar initiative.

The tourism industry plays an important role in the Indian economy. Compared to other industries, maximum employment is created in the tourism sector with less investment. Tourism occupies the third place in earning foreign exchange. India's tourism sector is a destination for domestic tourists as well as foreign tourists. Indian tourism has 26 heritage sites, 25 bio-geographic zones, 3 tourism, 6 thousand kilometers of sea shore, and dozens of beaches, religious places, cultural and rural tourism. Investing in tourism gives a multiplier effect. This effective minister to remove poverty and unemployment, the government has made many policies to promote tourism. For the development of tourism, tourism industry parts, hotels, historical buildings, entertainment centers, means of transport etc. are being developed.

With the aim of attracting tourists to India, many programs have been organized in collaboration with tourism departments of different states to create awareness about the country and to facilitate domestic and international tourists. Major among these are Golf Open Tournament in Srinagar, Indus Darshan in Leh, Heritage Festival in New Delhi, All India Crafts Fair in Hyderabad, International Heritage Festival in Jaipur, Paragliding Exhibition and Tourism Conference in Himachal Pradesh, Vishal Lok Mahotsav organized in Dehradun, International Folk Exhibition etc. has been organized in Kochi. Tourism has been a favorite pastime of people all over the world. But even in tourism, water-based tourism has its own special importance. Many tourist places have been developed around the world on the banks of rivers, lakes and water falls, and India is no exception to this. Marine tourism: Efforts are being made to develop marine tourism as an important tourism sector by developing infrastructural and other facilities by approving the rapidly developed marine shipping policy under the tourism sector at the global level. Financial assistance is being provided to the providers of medical tourism by the Ministry of Tourism in the context of the Marketing Development Assistance Scheme (MDA) for Medical Tourism. Rural tourism is being developed by adopting the strategy of potential growth in the tourism sector. The concept of rural development can be made a strong platform of development which will prove to be very beneficial in a country like India where about 74 per cent of the total population lives in 7 million villages.

Tourism has special significance for countries like India. The archaeological heritage or culture of a country like India is not meant only for philosophical sites. It is also considered as a source of revenue and at the same time the livelihood of many people is also linked to the tourism sector. Today old and historical buildings are being conserved in almost all the countries of the world. India is a country of innumerable attractive and tourist places. Be it grand monuments, ancient temples or mausoleums, their bright colors and rich cultural heritage are inextricably linked with its technology-driven present. Places like Kerala, Shimla, Goa, Agra, Rajasthan, Madhya Pradesh, Mathura Kashi have always been the first choice for foreign tourists. India has considerable tourism potential. There are beautiful places for all kinds of tourists whether they are on an adventure trip, on a cultural trip or on a pilgrimage, or on a beautiful beach. Many people contribute to the advancement of the country's tourism industry by traveling to the major destinations of the country. The increasing economic prosperity of the people has also played a major role in making tourism a business in the modern era.

In the year 2015, 5018548 tourists have arrived in India from the top 10 countries, in the year 2015, 62.52 percent of the tourists have arrived in India from the top 10 countries only. While the remaining 37.48 percent tourists have arrived in India from other countries. Most of the tourists during this period S . A . 1.213624 i.e. 15.2 percent foreign tourists have arrived from (America).

In the year 2015, the share of 333459047 domestic tourist visits is highest in the state of Tamil Nadu. Which indicates 23.3 percent share in total domestic tourists. Uttar Pradesh is at the second place with 14.3 percent share and Andhra Pradesh at third place with 8.5 percent share. The rank of M.P. is 7th among the top 10 states. In the same period, M. Q. The share of states has been 5.4 per cent, this makes it clear that the share of top 10 states in tourism in the country is 83.6 per cent. Which shows the positive role of domestic tourists in the Indian economy.

India's percentage share in the world was 0.39 percent in the year 1999, whereas it has almost doubled to 0.68 percent in the year 2015. Similarly, on studying the rank, it is clear that where it was 46th rank in the year 1999, it decreased to 40th rank in the year 2015. Between the years 1999-2015, there have been ups and downs in the rank, but there has been a continuous increase in the share.

If we look at the rank of India in the Asia and Pacific region, it is known that between the year 1999 and 2015, the rank has been 11. In terms of percentage share, where it was 2.54 percent in the year 1999, it has become 2.88 percent in the year 2015. This shows an increase in share.

The statistics of foreign tourist arrivals in India clearly shows that in the year 1999, 2.48 million foreign tourists arrived in India, which has increased to 8.03 million in the year 2015. It is clear from the analysis that between 1999-2015 there has been a four-fold increase in arrivals.

Therefore, it is clear from the study that in the field of tourism, there is a continuous increase in the arrival of tourists in India, which indicates a positive role in the economy.

Prospects and Challenges -

There are immense possibilities of tourism in India, but unfortunately these possibilities have not been fully exploited. Our country is a multi-religious and multicultural country, there are plenty of tourist places, but India's share in the world's tourism business can be said to be negligible. A small Asian country like Thailand is capable of attracting many times more tourists than ours. There are many reasons for our backwardness in terms of tourism, out of which the main reason is the lack of facilities to attract tourists. Lack of strong infrastructure in the country, overcrowding, filth everywhere, discourage foreign tourists from coming to India. Our dilapidated roads, lack of early reservation in trains, lack of basic facilities like electricity, water etc. have a negative impact on tourism. On the other hand, the violence prevailing in Kashmir, Assam and other North Eastern states is proving to be harmful for the country.

There are many historical places in the country but the surrounding area is in the grip of pollution and filth. Take the country's capital Delhi itself, the area of Red Fort and Jama Masjid has become devoid of attraction due to the market and narrow streets. Taj Mahal, the attractive and supernatural building of the world, has also been grossly neglected. Agra city is one of the dirtiest cities in the country. So how can we expect that the tourism system of the country should progress day and night.

One of the major hindrance in developing the Indian tourism industry which is currently visible. That is, terrorism has taken root in all the major places of India. The tourism industry in Kashmir has died under the shadow of terror, while this place is addressed by the name of heaven on earth. The amazing natural beauty here is getting lost in the noise of guns from the eyes of the tourists. On the other hand, the problem of extremism is prevalent in different parts of the country. Due to which the law and order situation of the states has faltered. The incidents of kidnapping, cheating, misbehavior etc. with foreign tourists are increasing. Due to these conditions also the image of India is getting tarnished in the world. To remove these elements hindering tourism development, we have to take quick measures, as well as adopt a long-term strategy.

Measures to improve the tourism sector -

If we really want to increase the tourism of the country, we have to take concrete measures for this. Keeping tourist places clean, making access to tourist places easy and attractive, making good arrangements for people's residence, food etc., making tourist places full of entertainment, keeping road and communication system tight, attracting people Promotion etc. are some such measures by which the tourism industry of the country can be developed. Along with this, private entrepreneurs need to be encouraged to invest in the tourism sector, as government efforts alone may not work. It takes a long time to formulate and implement government schemes due to various reasons like corruption etc. which stops the growth of tourism industry.

At present, it is a good sign that now the government is trying to ensure the participation of the private sector in every field by understanding the reality. If efforts are made in the right direction, then within the next five years, the development of tourism business in India will earn the country valuable foreign exchange and will help a lot in improving the balance of payments situation. Today there are many countries in the world where the contribution of tourism business in the economy is huge. We can also achieve our goal in a well planned manner.

II. Conclusion -

The success of tourism depends on the development of facilities, as well as the contribution of the public is equally important. The hospitality and politeness of the people attract tourists. Tourism has been in the nature of human beings since time immemorial. But the situation changed a lot in the medieval period, a misconception had arisen among the Indian people that the journey done by crossing the sea corrupts the religion. In the modern era, tourism has become prestigious as a business due to the end of all the misconceptions related to tourism and the huge changes in the field of means of transport. People of different

countries go to other countries of the world and try to see and understand their civilization and culture closely. Many people contribute to the advancement of the country's tourism industry by traveling to the major destinations of the country. The increasing economic prosperity of the people has also played a major role in making tourism a business in the modern era.

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