

Growth and Development of Tourism in India

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ABSTRACT

Tourism is one of the fastest growing sector in India as well as in the world at present. It is a huge source of money from the different activities related to tourism. It not only brings foreign exchange earnings but also provides opportunities for the employment generation and the development of the region where tourism activities are taking place. It has played an important role in contribution to the nation's GDP. Country like India has huge potential for the tourism sector to develop with its pleasant weather, natural beauty as well as rich cultural heritage. Today with the development of different means of transport ,communication, services related to tourism has made India a perfect destination for people from all over the globe to visit India and spend some time away from its busy life. Government of India is also running different schemes for the betterment of tourist visiting the tourist destination .This research paper is to provide a brief information related to tourist arrivals, their contribution in GDP , employment generation from tourism activities as well as scheme run by government of India.

1. Introduction

The word tourism has been derived from the word 'tour' which stands for travel. The word tourist was used in 1772 and tourism in 1811. It is formed from the word tour, which is derived from Old English *turian*, from Old French *turner*, from Latin *turnare*; 'to turn on a lathe, which is itself from Ancient Greek *turnos*. In 1936, the **League of Nation** defined a foreign tourist as 'someone travelling abroad for at least twenty-four hours'. Tourism is travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is generally associated with international travel but may also refer to travel to another place within the same country. According to the world Tourism Organization, tourist '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'. In 1994, the United Nation identified three forms of tourism in its recommendations on Tourism Statistic: **Domestic tourism**, involving of residents of the given country travelling only within this country; **Inbound tourism**, involving non-residents travelling in the given country; **Outbound tourism**, involving residents travelling in another country. It is becoming a leisure activity at global level. Tourism can be domestic as well as international and international tourism can be classified as either inbound or outbound tourism. Today inbound tourism is a source of monetary value for many countries and also have an impact on local economy and employment.

Today tourism industry is one of the fastest growing industry in the world. It not only contributes to earn foreign exchange but also have lots of opportunities for employment generation, development of the region, changing the socio-economic culture of the locals where tourism activities takes place. It bring different sorts of people together at one place, thus enriching the cultural heritage of the region. Travel and tourism is not a new thing for country like India, but is an integral part of India's rich culture and tradition attracting hundreds of people from different places. Tourism is the temporary movement of people from one place to another or

from their original place to some new place for different purposes. Since ancient time people used to travel from one place to another especially for trade and business and they used to travel some pilgrimage sites within one's country or outside their country. Man in the beginning was a wonderer and he used to move different places in search of food and other materials for their livelihood. With the growth of civilization and development of transportation people started to move in search of new places, experience new environment, curiosity to know the unknown. Gradually people started to travel for fun, leisure, to observe natural beauty, religious places, trade, business etc and the movement of people started in bulk with the growth and improvement in the means of transportation ,communication, accommodation etc.

2. Objectives of the study

The present paper is based on the following objectives :-

- To study the growth of tourism in India.
- To study the employment generation and contribution in GDP from tourism in India.
- To study the foreign exchange earnings from tourism.
- To study the different scheme related to infrastructural tourism.

3. Methodology and Data

The present research paper is mostly based on the secondary data sources. The data required for completing this paper has been collected from the different reports of government of India, and other published articles. Reports like Ministry of Tourism, Government of India; Indian Tourism Statistics; Books, magazines, published journals, internet etc. have been used. All the data collected has been shown with proper diagram tables etc.

4. About the Study Area

India is country with a rich cultural heritage which has always fascinated travelers from across the globe from the very beginning. India is gifted with almost all types of diversities where a person of any taste can adjust according to its choice. It has a unique land of diversities where all kinds of natural beauty including mountain, deserts, plain, forest, wildlife, flora and fauna, as well as many more things to explore that nature has provided to India one can find in different part of India; thus it has been always on priority for people who wants to come India and enjoys the different combination of culture tradition and rich heritage.

India is the seventh largest country in the world occupying just 2.4% of earth and is the second most populous country only after China. India extends between 8.4 to 37.6 N latitude and 68⁰7' to 97⁰25' E longitude. It is bounded by Indian Ocean in south, by Arabian Sea in west and Bay of Bengal in East. It is surrounded by countries Pakistan, Afghanistan, China, Sri

Lanka, Nepal, Bangladesh etc. India is well connected by different means of transport , communications with different parts of the globe which provides easy access to tourist to visit India. The country is also well connected by means of transport entirely to different states, districts, towns etc. proving smooth travel to visitors to their tourist destination.

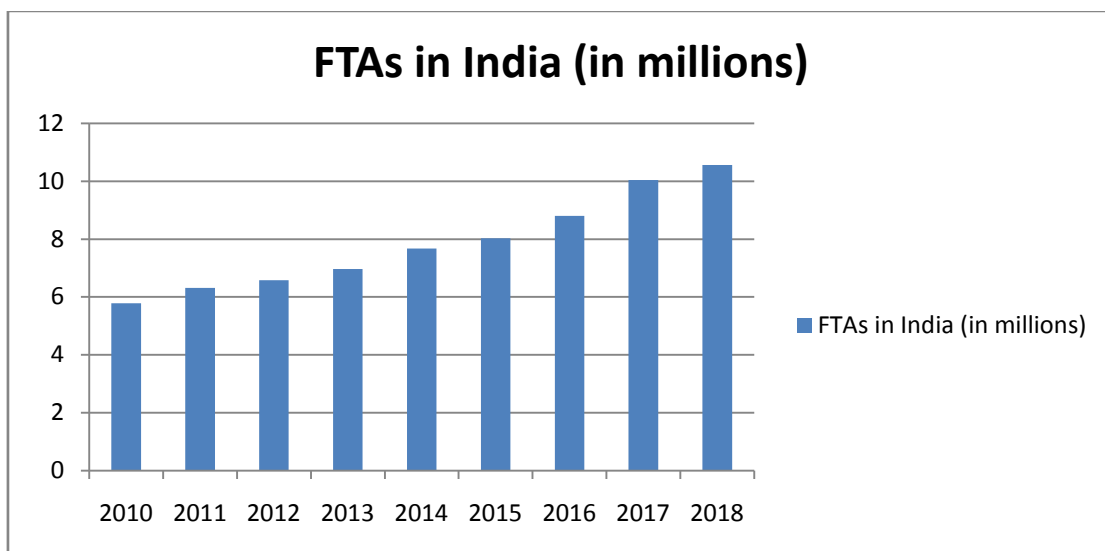
5. Growth and Development of Tourism

India is home to many tourist places which attracts many people from all around the globe to visit in India and spent some moments of life away from their native place. Every year many people visit from different countries as well as from one state to another as it provides a soothing and pleasant weather to all its visitors all round the year. The below table (1) shows the number of foreign tourist arrivals in India from 2010 to 2018 according to tourism statistics 2019.

Table 1 : Foreign Tourist Arrivals (FTAs) between 2010-2018

Year	FTAs in India (in millions)	% change over the previous year
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.8	9.7
2017	10.04	14.0
2018	10.56	5.2

Source : Ministry of tourism Govt. of India.



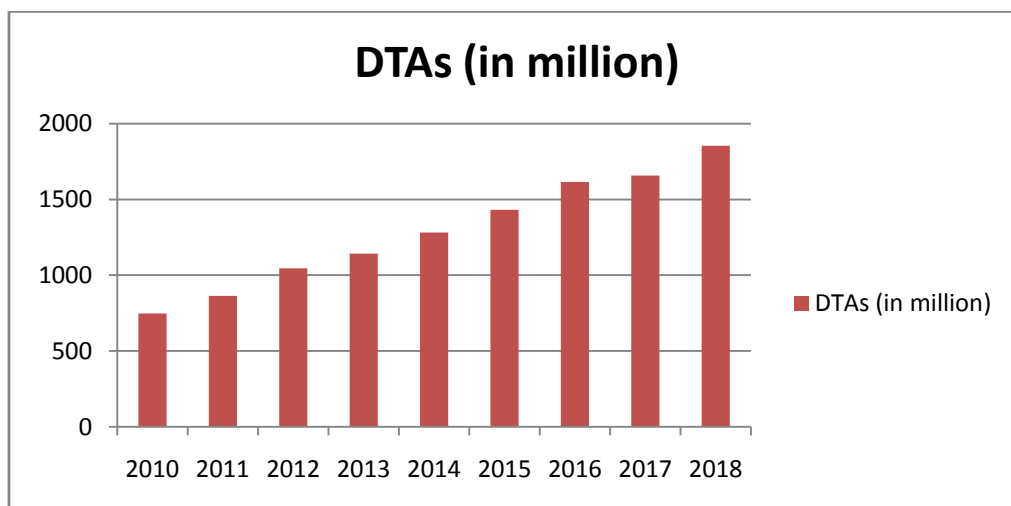
The arrival of foreign tourist in India was 5.78 million in 2010 which rose to 10.56 million in 2018 from the table we can find out that there is increase in number of foreign tourist arrivals in India since 2010 and showing a growth in numbers and expected to increase further in future. The people or

citizens of India also move out from their usual nature place and visits different places in other than their native town for many purposes like, travels, leisure, refreshment, business etc. The below table (2) shows the number of Domestic tourist in India.

Table 2 :- Number of Domestic Tourist Visits (DTVs) in India (2010-2018)

year	DTVs (in million)	% change over previous year
2010	747.7	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.8	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017	1657.55	2.6
2018	1854.93	11.9

Source : Ministry of tourism, Government of India.



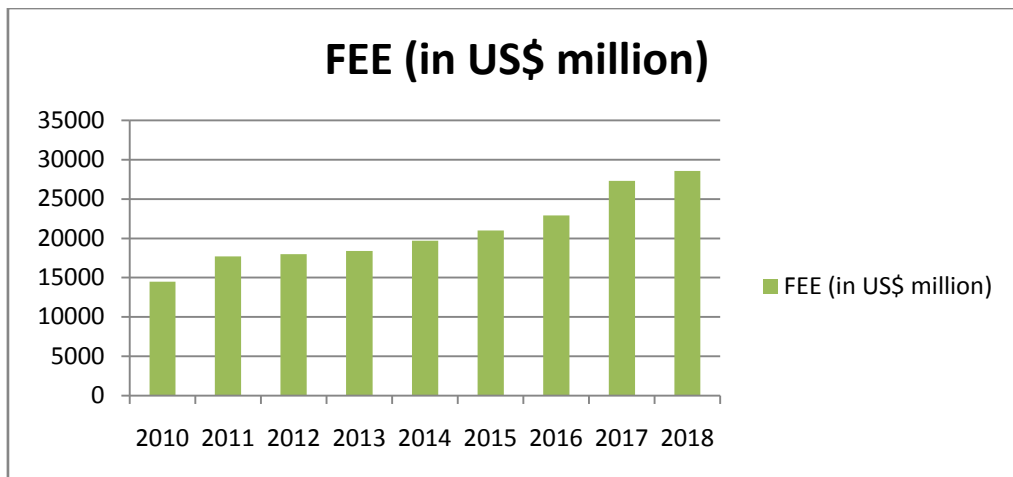
From the above table (2) we see that there were 747.70 million domestic tourist in 2010 which increase gradually to 1854.93 million in 2018. The domestic tourist visits is more than double from 2010 to 2018 in just 9 years. Indian tourism not only rich in cultural heritage and natural beauty by it is also a

major source of income and employment generating machine which helps in over all development of the people as well as place of tourist attractions. The below table (3) show the income earned by the tourism activities in India and its contribution in India's GDP and employment generation.

Table 3 : Foreign Exchange Earnings (FEEs) from Tourism in India 2010-2018.

year	FEE(in US\$ million)	% change over the previous year
2010	14490	30.1
2011	17707	22.2
2012	17971	1.5
2013	18397	2.4
2014	19700	7.1
2015	21013	6.7
2016	22923	9.1
2017	27310	19.1
2018	28585	4.7

Source : Ministry of Tourism, govt. India for 2016-2018.



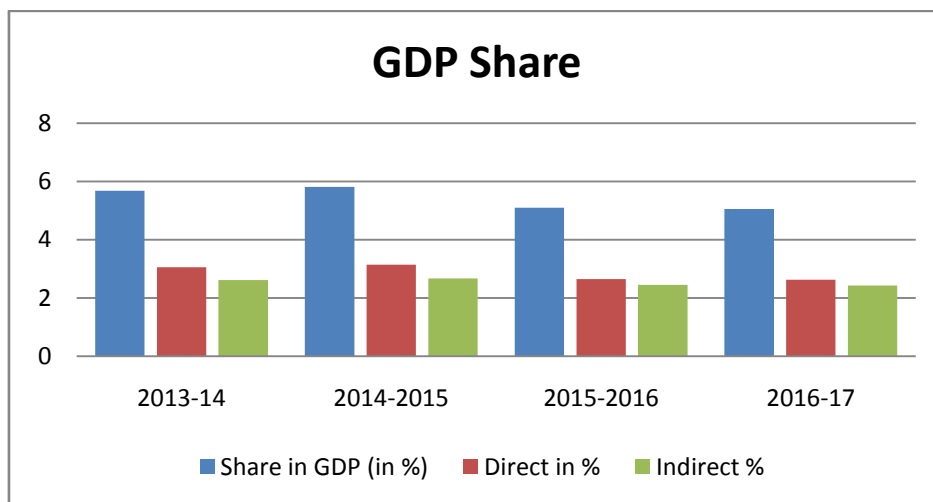
The above shows the foreign exchange earnings (FEE) from tourism in India. Through this table we could find out that there is increase in FEEs in terms of money from 2010 to 2018

as per the report of 3rd tourism satellite account (TSA) for India prepared in 2018 shows the contribution of tourism in GDP of India.

Table 4 : Contribution in GDP of India through tourism.

	2013-14	2014-2015	2015-2016	2016-17
Share in GDP (in %)	5.68	5.81	5.1	5.06
Direct in %	3.06	3.14	2.65	2.63
Indirect %	2.62	2.67	2.45	2.43

Source : Ministry of tourism, Govt. of India



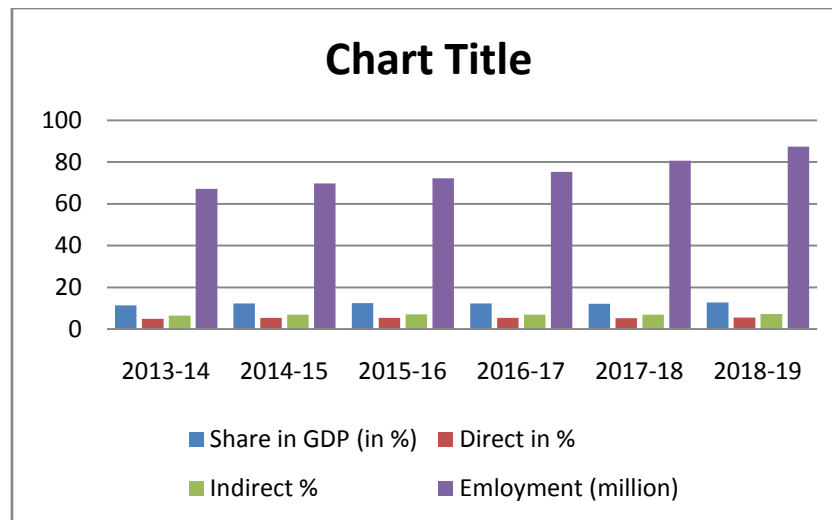
GDP generated by tourism activities that deals directly with tourist, including travel agents, mode of transportation services, hotels as well as the activities of restaurants and leisure industries could be termed as Direct Contribution to GDP. It equals to total internal travel and tourism spending within a country less the purchases made by those industries. Total contribution to GDP means GDP generated by travel and

tourism industry plus its indirect and induced impact. Indirect GDP can be calculated by finding the difference between total contribution and direct contribution. Tourism not only provides money and contributes in GDP but also helps in generating employment opportunities both direct and indirect ways. Direct contribution to employment means the number of direct jobs within the Travel and tourism industry.

Table 5 : Contribution of Travel and tourism Industry to Employment

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Share in GDP (in %)	11.37	12.25	12.38	12.2	12.13	12.75
Direct in %	4.96	5.34	5.4	5.32	5.29	5.56
Indirect %	6.41	6.91	6.98	6.88	6.84	7.19
Employment (million)	67.21	69.75	72.26	75.34	80.63	87.5

Source : Ministry of tourism, Govt. of India.



Total contribution to employment means the number of jobs generated directly in Travel and Tourism industry plus indirect and induced contribution. The above table (5) show the employment generation contributed by tourism. In 2013-14, it generated 62.21 millions which increased to 87.50 million in 2018-19 by the report of Ministry of Tourism, Govt. of India. Infrastructure is the back bone of any industry for its prosperity and expansion. The government spends major portion into the development of quality infrastructure relating to tourism at various tourism destinations and circuits spread around the states/UTs. At present the following schemes for tourism infrastructure creation are operative by the Ministry of Tourism.

1. **PRASAD** :- National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive : This Scheme has been launched by the Ministry of Tourism with the objective of holistic development of identified pilgrimage and heritage destinations entry points viz. passenger terminals, basic conveniences like tourism information, eco-friendly modes of transport and equipment for tourist activities such as light and sound show etc. Out of 25 state 41 sites has been identified for development under this scheme like amaravale, patna, Gaya, Somnath etc.
2. **Integrated Development Of Tourism Circuits Around Specific Themes- SWADESH DARSHAN** :- Its objectives is to develop theme base tourist circuits on the principle of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stake holder to enrich tourist experience and enhance employment opportunities. Fifteen thematic circuits have been identified for development like Ramayana Circuit, Heritage Circuit, Rural Circuit, Sufi Circuit etc.
3. **ICONIC Tourist Sites** :- 17 sites in the country has been identified with the objective of Holistic development of selected iconic sites to global standards, Develop Sustainable tourism infrastructure, Robust operations, Employment generation through community participation etc. some of the identified sites are Taj Mahal (Agra) Fatehpur Sitri (UP) Ajanta and Ellora (Maharashtra) Colva Beach (Goa) etc.
4. **Assistance to Control agencies for tourism infrastructure development** :- For the proper

development of infrastructure and conversion of resources, expertise and experience for maintenance and management after development, can be done through Central Agencies.

5. **Viability Gap scheme for Revenue Generating Tourism Projects** :- This scheme is to promote Public Private Partner ships (PPPs) in tourism infrastructure development.
6. **Assistance for organizing fairs/festivals/tourism related events** :- The ministry of tourism extends financial support of up to Rs. 50 Lakh per State and 30 Lakh per UT Under domestic Publicity and promotion including Hospitality scheme for organizing fairs/festival/tourism related events.

6. Conclusion

India is gifted with huge potential for the development of tourism sector. From the above paragraphs we find out that India's tourism sector is growing year by year and number of tourist both domestic as well as international are gradually increasing. Its contribution to country's GDP is also making progress though ups and downs can be seen. Tourism is playing an important role in the employment creation in the country which provides a living for the many people and raising their living standard better. The efforts of government is also good in the development of tourism by planning and contributing in the development of infrastructure related to tourism. Government's schemes related to tourism could boost the tourism sector as well as its planning and roadmap can lead to sustainable development of tourism in the country.

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