



# ROLE OF THE TOURISM SECTOR IN CARVING OUT A BETTER INDIA

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## ABSTRACT

By 2047, India will complete 100 years after its independence. By then, the people of India unitedly dream that India will become a developed country by all means. International rating agencies predicted that India will become the third biggest economy (GDP-wise) in the world by 2030. Although growth has slowed down due to COVID-19, data shows that most sectors are currently in revival and on a booming path. Tourism is one of the vital sectors that significantly contribute to the growth of India by providing jobs and revenue including accumulation of foreign exchange money. Kerala, popularly known as God's own country, a southern state, with heavy potential in tourism, has a huge role to play in making the dream that India as a *Viswa guru*, a reality. This study aims to explore the current and future potential of the tourism sector in India and Kerala and to what extent it is capable of propelling the dreams of India to become a nation with an 8.5 trillion Dollar GDP by 2030. It is found that if we can timely resolve all the drawbacks with proper planning and execution, the Tourism sector in India can achieve its goal before the targeted time, which will help the dream of crores of poor and oppressed people to come true, that India will become a developed nation. It is suggested that intense research and development work and the adoption of the best possible technology along with the right marketing campaign help us to accelerate the pace of development and accomplish the target within the minimum possible time.

**KEYWORDS:** *Vision 2047, role of Indian Tourism, Kerala Tourism, Developed nation, Growth.*

## INTRODUCTION

The 75th year of Independence was aptly celebrated all over India as 'Swathandratha Ka Amruth Mahotsav'. India also got the G20 Presidency at the same time which became an ideal opportunity to showcase the capabilities of new India before the world. India has already managed to gain the attention of the world nations as a fast-growing economy. The roadmap to make India a developed nation by 2047 is ready. The central government has already shared a clear picture of its plans to transform India into a US\$ 30 trillion economy in the next 24 years, known as the 'Amrita Kaal'. It is envisioned that by 2047, there should be no rural-urban divide in terms of amenities and the goal of a developed India is to remove any trace of colonial mentality, instill a sense of pride in unity and roots, raise a sense of duty among citizens, as well as instill the urge to discover and nurture new possibilities. The country should be able to use the development potential of the country with proper considerations and objectives, such as inclusive development, growth of the digital economy, economic and technological development, energy transition (mainly promotion of renewable energy), and development by increasing new capital public and private investment. In keeping with the inclusive and holistic vision of the future as mentioned above, the government has taken several initiatives to focus on development, health, education, skill development, advancement in the field of science and technology, infrastructure development, employment, agriculture, production, and increasing industrial production, for the upliftment of the weaker sections, including women. Many steps have been taken to promote the industry.

### India is Growing

According to New York-based financial rating firm S&P Global Ratings, India is projected to become the world's third-largest system by 2030. It is estimated that India will overtake Japan and Germany as the third-largest economy in the world and the second-largest in the Asia Pacific region by 2030, with an average growth rate of seven percent in the coming years.

Thus, by 2047, when India completes its 100th year of independence, measures are being implemented with long-sightedness to become a 30 trillion US dollar economy. According to a study by NITI Aayog, by 2047, India's



export revenue will be US\$8.67 trillion and its import value will be US\$12.12 trillion. By that time, the average life expectancy of an Indian will increase from 67.2 in 2021 to 71.8 by 2047 and jump from the current 77.8% to 89.8%, according to studies. Considering the impact of climate change, the Panchamrita Policy has been formulated with a special focus on green growth. As part of that, efforts have been started to increase non-fossil energy capacity to 500 gigawatts by 2030. India aims to meet 50% of its energy needs from renewable energy by 2030, reduce carbon emissions by one billion tonnes, and reduce the use of carbon-emitting sources such as petroleum vehicles to 45%, thereby making India a carbon-neutral country and achieving net zero by 2070.

**Expected earnings Trajectory on Indian Economy in Upcoming decades.**

**Table No. 1**

	<i>Indicator</i>	<i>In units</i>	<i>2030</i>	<i>2040</i>	<i>2047</i>
1	GDP @ current prices	₹ Trillion	609.04	1759.79	3604.94
2	Per capita GDP @Current prices	₹	4,02,008	10,93,037	21,84,812
3	Exports	\$ Trillion	1.58	4.56	8.67
4	Imports	\$ Trillion	1.88	5.92	12.12
5	Investment	₹ Trillion	195.5	591.1	1273.40
6	Savings	₹ Trillion	207.8	649.4	1339.70

Source: www.economicstimes.indiatimes.com

The government has already planned and implemented various programs for green fuel, green energy, green agriculture, green mobility, green buildings, green equipment, and policies for the efficient use of energy in various economic sectors. The authorities' actions and determination to achieve US\$ 30 trillion by 2047 with emphasis on critical sectors are evident in the actions of the authorities. In this way, the government of the country has also been able to reflect a feeling that we are also possible among the people of the country. That is what has been reflected in the last successive elections. The central government has been implementing many schemes for the development of the tourism sector in recent years. Swadeshi Darshan, Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive, (PRASHAD), Adopt a Heritage Scheme, Dekho Apna Desh, etc. are some of them. Apart from this, to promote tourism, the e-Visa facility is available to around 169 countries of the world under various sub-categories i.e. E-Visa. Business Visa, E Medical Visa, E. The Department of Tourism is also making all possible efforts to increase the inflow of domestic and foreign tourists through Medical Attendant Visa, E-Conference Visa, and E-Tourist Visas (multiple visit permits for 5 years).

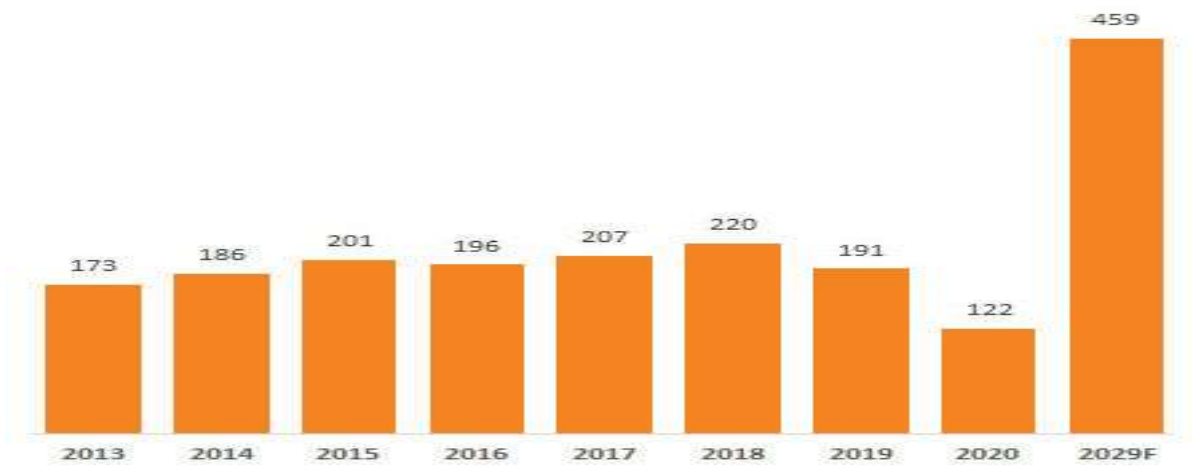
**Tourism in India by 2030**

The rapidly growing tourism sector is characterized by the fact that it provides a large number of jobs, contributes significantly to the national income, and is a major foreign exchange earning industry, which also contributes to the growth of related industries. Today, the tourism and hospitality sector is an integral part of the 'Make in India' initiative. Known as the spiritual capital of the world, India's diversity is a wonder to the world. About 70 percent of the total area of the Himalayan ranges is in India. India has a coastline of 7000 km. India has the 10th largest forest area in the world. India is one of the three countries in the world that have hot and cold deserts. Marvelous structures that evoke the engineering prowess of ancient India, numerous world heritage sites and fascinating cruise tourism, adventure tourism, medical tourism, and eco-tourism, endless possibilities of tourism are open to India as it showcases to the world an endless storehouse of entertainment and knowledge. The Ministry of Tourism has designated the calendar year 2023 as the 'Visit India Year' to promote foreign tourism to India in light of India's G20 Presidency and India@75; Azadi Ka Amrita Mahotsav celebrations.

The Covid pandemic has taken the tourism sector by storm. The tourism sector was the first to be hit by the COVID-19 pandemic and probably the last to recover. While the number of foreign tourists who visited India in 2019 was 10.93 million before the outbreak of Covid-19, it was 2.74 million, 1.52 million, and 6.19 million in 2020, 2021, and, 2022 respectively. India's outbound travel market has surpassed pre-Covid levels but when it comes to foreign tourists coming to India, the recovery has been slow.



**Total Contribution of Travel and Tourism to GDP at Real 2019 Prices (US\$ billion)**



The travel market in India is projected to reach US\$ 125 billion by FY27 from an estimated US\$ 75 billion in FY20. The Indian airline travel market was estimated at ~US\$ 20 billion and is projected to double in size by FY27 due to improving airport infrastructure and growing access to passports. The Indian hotel market including domestic, inbound, and outbound was estimated at ~US\$ 32 billion in FY20 and is expected to reach ~US\$ 52 billion by FY27, driven by the surging demand from travelers and sustained efforts of travel agents to boost the market.

By 2028, international tourist arrivals are expected to reach 30.5 billion and generate revenue of over US\$ 59 billion. However, domestic tourists are expected to drive the growth, post-pandemic. International hotel chains are increasing their presence in the country, and they will account for around 47% share of the tourism and hospitality sector of India by 2020 and 50% by 2022.

The Government of India expects 140 million jobs and 56 billion dollars in foreign exchange from the tourism sector alone by 2030. More than half of the Tourism Department's budget is spent on the development of tourist destinations, pilgrimage corridors, mega projects, and rural infrastructure projects. 2023 The hotel sector is expected to witness a business of USD 7.66 billion and a growth rate of 8.29% over the next three years to 61.30 lakh visitors. Medical tourism including Ayurveda has many fans. Those who visit India for medical wellness tourism constitute about 21 percent of the total visitors. By 2030, the Union Ministry of Tourism is trying to attract more visitors by taking advantage of the relaxation of traditional therapies and world-class healthcare facilities.

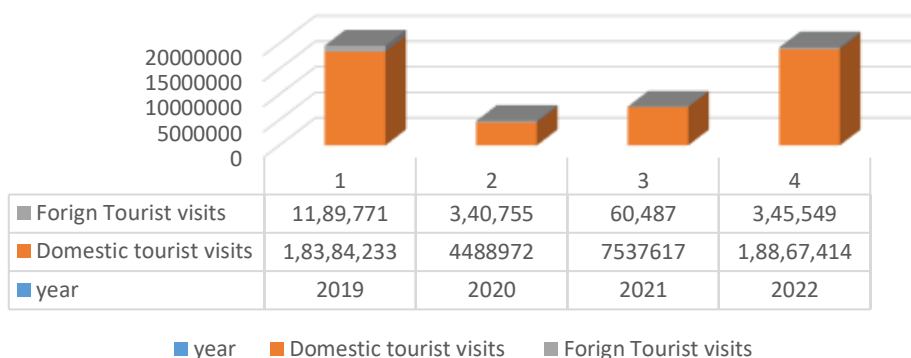
A huge surge is seen in the number of cruise passengers. It is currently 0.4 million and is expected to increase to 40 million by 2030 and reach \$5.5 billion. The eco-tourism sector is also expected to grow at 15.7 percent and reach \$450 million. India currently has only a nominal share in the My Tourism market, but after the G20 meetings, a big change is visible.

**Kerala in World Tourism Scenario**

Kerala's verdant landscape, graced with beautiful beaches and mountains blessed with fertility, increases Kerala's potential for eco-tourism tenfold. With its rich history and rich cultural heritage, Kerala attracts the attention of tourists with the presence of ritualistic battles like Kathakali, Theyam, Kalaripayattu, and the presence of places of worship like Sripadmanabhaswamy Temple, Sabarimala, and Guruvayur Temple.



### Kerala - Foreign and Domestic Tourist visits (in numbers) from 2019 to 2022



Source: Kerala Tourism Statistics

Foreign Tourist visits to Kerala during the year 2022 are 345549. Foreign Tourist visits to Kerala during the year 2021 are 60,487. The year 2022 shows an increase of 471.28 % over the previous year’s figure. However, there is a decrease of 70.96% in Foreign Tourists over the figures of the year 2019. The top Eleven Foreign countries with which highest percentage of visits in Kerala 2022 were the USA, Maldives, Oman, Russia, UK, UAE, France, Germany, Saudi Arabia, and Australia with their respective shares being 12.98%, 11.04%, 8.54%, 8.07%, 7.67%,4.82%, 4.05%, 3.69%, 2.82%, and 2.72%. These ten Foreign countries accounted for about 66.4% of the total FTVs in Kerala in 2022. The state recorded a 1.4 % increase in domestic tourist arrivals in the first three-quarters of 2022 when compared to the corresponding pre-COVID-19 period in 2019, according to the statistics compiled by the Department of Tourism. Foreign tourist arrivals continue to remain sluggish, showing that there is still a long road to recovery. Kerala clocked a footfall of 1.33 crore domestic tourists in the first 9 months of 2022 against 1,31 crore arrivals during the same period in 2019. The foreign tourist arrivals recorded a 74.7 % drop from the peak of 8,19,975 during the first three quarters, in 2019 to 2,06,852 in the first 3 quarters of 2022.

#### Tourism in Kerala by 2030

High literacy, relatively better socio-economic conditions, and English-friendly people make Kerala more popular among domestic and foreign tourists. The UNESCO National Geographic Channel etc. have praised Kerala's efforts to promote tourism. Time Magazine has also included Kerala in the Top 50 Must-Visit Tourist Destinations in the World 2022.

Tourism is also very important to the economy of Kerala. Kerala is the first state to declare tourism as an industry. The tourism sector accounts for 10% of domestic income and about 23.5% of total employment. According to the official estimates of the Kerala government for the year 2022, Kerala has been able to collect 35168 crores of income and 2792 crores of foreign exchange through tourism. It is expected that the tourism sector in Kerala will achieve better growth by 2030. The Kerala tourism sector is gearing up to step into Vision 2030, with an emphasis on ensuring a safe and satisfying visit for tourists, conservation of Kerala's environmental resources, cultural heritage and arts, taking steps to strengthen biodiversity, etc.

Kerala will certainly do wonders in the tourism sector if it is possible to Inclusiveness in policies while starting tourism initiatives and ensure that its benefits reach the grassroots of society. Kerala should be able to provide quality services and make it a new experience for visitors. This is the era of experiential tourism.

Tourism will become an industry that will determine the future of Kerala if there is a prepared approach that addresses the peculiarities of our country and informs and experiences the cultural diversity of the tourists who are looking for novelty in everything. Medical tourism with Ayurveda has endless potential but one has to watch out for fake coins in Ayurvedic tourism. Kerala can be said to be ideal for dental tourism as multiple examinations are required, more quality care can be provided at a lower cost, and a minimum stay of 30 to 45 days is required. Encouraging local participation in tourism projects is also believed to help curb vandalism to some extent and reduce the nuisance of anti-social elements and above all local awareness.



### CONCLUSION

Even if India is on a booming path in most fields, we cannot say that everything is flawless in the tourism sector. The number of accidental deaths at tourist destinations, especially at beaches and other bodies of water, is staggering. Even today, safe night travel, especially for women, remains a dream in Kerala. It is alleged that there is widespread encroachment on tourist spots. The authorities need to take immediate action against it. The lack of skilled labor is holding tourism back. Organizations like Kudumbashree have often started initiatives related to tourism in Kerala, but the lack of a professional approach and no guarantee of a fixed/regular income is a setback for them. A comprehensive sustainable tourism policy needs to be formulated with the foresight and participation of all sections of society. Thus, we will be able to achieve the target in 2030 only if we develop multifaceted plans and move forward. It is to be hoped that the tourism sector can accelerate India's journey to becoming a world guru on the wings of an increasingly vibrant, popular, and developed tourism sector.

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