



GROWTH OF TOURISM IN INDIA

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ABSTRACT

Tourism is a necessary component of human life. It is a circumstance in which a person travels from one nation or territory to another country or region for a brief length of time. The tourist business is now more important than ever. The number of international tourists who traveled to India and contributed to the country's foreign currency revenues. It also focuses on all age groups where they are interested in exploring the world. In the future, it will boom like the other sectors. So in this research paper we have explored all nukes and corners of Indian tourism which includes Adventure tourism, Beach tourism, Culture tourism, Medical tourism, Wild tourism.

KEYWORDS: *Tourism, WTO, Economy, GDP, Exchange rate.*

INTRODUCTION

According to the **UN World Tourism Organization (UNWTO)**, tourism involves the movement of people to countries or places outside of their usual. At the beginning of the 21st century, international tourism had become one of the largest economic activities in the world, and its impact was increasing. Modern tourism is an ever more intensive, commercially organized and business-oriented set of activities that has its roots in industry. As a tertiary sector, tourism has both tangible and intangible elements. The most significant tangible elements include transportation, accommodation and others. The main intangible elements concern the goal or motivation to become a tourist, such as rest, relaxation, the possibility of meeting new people and experiencing other cultures, or just doing a different thing and having

an adventure. The development of transportation technology and infrastructure, such as giant jet aircraft, low-cost airlines and airports, have made tourism more attractive and affordable.

Contribution Towards India GDP

The Indian travel and tourism sector has contributed around \$194 billion and supported 39.80Mn jobs which is 8% of its total employment, that is 6.8% of GDP during the year 2019. Out of 185 countries, India stood 10th in terms of size and travel. Unfortunately, in 2020 due to pandemics the contribution has declined to 121.9 billion and the experts have predicted post pandemic growth to reach US \$512 billion by 2028.



10 MILLION JOBS FROM SECTOR BY 2028?



Source: Times of India dated 23 march 2018

The Indian tourism industry which has a lot of potential to grow year by year is because of various purposes of visit like adventures, eco, culture, wildlife, medical, educational tourism. India is a vibrant land where both the traditional and modern worlds meet. The world's seventh largest nation by area and the second largest in terms of population, which is rich in centuries of different cultures and religions leaving their mark country & affordable spending which invites people all around the world.

Countries like Bangladesh are on top of the list in the name of medical tourism and other developed countries like UK, USA, China, Canada, Australia, Singapore and many more are seeking rich heritage & culture blended with nature and adventure. The foreign exchange revenue is 1,92,881 crore Indian rupee with an annual growth rate of 9.6%.

REVIEW OF LITERATURE

Harridash P Deshpande, 2020 Tourism is a remarkable activity when compared to a human life which stimulates a new and memorable experience including adventure, learning, amusement. In Spite of several factors which influence tourism such as religion, business purpose, social culture. The human is

always in a search of unexplored places throughout the world for the thrill and knowledge which they possess. Advancements in technology help to overcome communication barriers, connectivity through transportation, and socialize among people from different countries.

Ojasvi goyal, 2018 Tourism is an important activity for most countries around the world. It has a direct and indirect relationship with the industry where Indian tourism is booming year on year, which generates employment opportunities and rising foreign exchange in boosting the economy.

Chia-lin Chang, 2020 SARS-Cov 2 virus that caused the covid 19 disease was highly infectious and contagious. This has changed the world forever in every imaginable respect and has affected heavily on the tourism of both domestic and international. Tourism plays an important part in every individual's life where we can find more employees working. This is highly sensitive to significant shocks like pandemic. Social Distancing, Travel and entry restrictions, personal protection equipment are the charters which influence the people on tourism today.

Vineet Kumar, 2020 Tourism is a big source and helpful in generating revenue and a means of



foreign exchange. It contributes to GDP of this country in a big proportion. The disease which turns our lives is a life threatening health risk the world has faced in modern times. The impact on tourism is higher nowadays and analyzing it to overcome the present slowdown in the tourism industry.

Agarwals, 2021 The next destination of world tourism is ruler tourism in which India has a wild geographical dimension with 75% over 7million population residing there. This is the sector which is growing at a faster rate. The government of India is supporting rural tourism across the world. The people who belong to the rural area get opportunities for business and enhance their livelihood, on the other hand, the national GDP increases.

Mrs. Mahalakshmi Venkatesh, 2016 Tourism plays an important role in development of industries, initiating advertising campaigns. Which promotes India's culture and plays a major role in the economy of the country and it also creates employment opportunities for a large number of people. Tourism is one of the fastest growing sectors in the country. India has a rich source in tourism. India has launched the Incredible India to develop tourism.

Mr. P. Venkateswarlu, 2019 Tourism ministry has proposed to create a 'Land bank' for building hotels. The Railways has decided to use it for hotels. The Tourism corporation and Indian railways catering is having a plan to set up 100 budget hotels across the country. The government has identified 5 parts developing as cruise tourism: Mumbai, New Mangalore, Kochi on the west coastline, Tuticorin on the east coastline and Mormugao are the port identified. India's tourism industry should concentrate on motivating Indians citizens to enjoy their vacation within the country too.

TYPES OF TOURISM IN INDIA

Tourism industry is one of the fastest growing industries in the world and growing rapidly in the Indian economy and culture development. In Incredible India there are various types of tourism.

Adventure tourism

It is recently growing in India. This involves exploration of remote areas and extraordinary places and engaging in various activities. For adventure tourism. Tourists of India prefer to go to places like Ladakh, Sikkim and Himalaya for trucking. Himachal Pradesh and Jammu & Kashmir are famous destinations for Skiing facilities they offer.

- **Activities in air** - Heli skiing, Paragliding, Ballooning, Zip lining.

- **Activities in water** - Scuba diving, Rafting, Surfing.
- **Activities in land** - Trucking, Mountaineering, Climbing.

Beach tourism

Beach tourism is famous for holiday vacations. Kerala, Goa, Andaman & Nicobar island, Lakshadweep islands attract a large number of tourists all around the year. The best beach in India is located on the west coast, with Goa being the most famous beach destination of India. Goa has 35 beaches which are dotted with 100 kilometers of coastlines.

Culture tourism

India is richly known for its cultural heritage. India has been considered as the land of ancient history. The most popular states in India for culture tourism are Rajasthan, Tamil Nadu, Uttar Pradesh, Uttaranchal. Among these various states in India. Rajasthan is the most famous state for culture tourism.

Eco tourism

This type of tourism is entirely new in tourism. It is a trip to natural areas to value the culture and natural history. The few places like Himalayan region, Kerala, the northeastern India, Andhaman & Nicobar Islands and the Lakshadweep islands are some of the places to enjoy nature and relax. India's first planned ecotourism destination, Thenmala in Kollam district. Which is popular due to its biological setting, this place is connected with the famous Shenduruny wildlife sanctuary at the foothills of the western Ghats.

Medical tourism

Medical tourism is a growing sector in India, compared to other countries India has the high quality of treatment at lowest cost. In, fact people can expect to save 50% of the medical expenses in India compared to other countries. In the mid of 2020, the medical tourism sector was estimated to be worth 5-6 Billion USD.

Wildlife tourism

Wildlife tourism is increasing at 15% a year in parks. More than 70% of visitors are Indian. Most tourists visit for the first time, spend an average of \$600 and stay less than a week.

RECENT TRENDS AND CHALLENGES IN TOURISM

Bleisure travel: It is a growing tourism where people extend their business travel to leisure destinations. Bleisure is believed to be its future. It is also helpful for



freelancers and workers to adopt their lifestyle of traveling as they work.

Automation: The increasing digitalization of tourism also generates new business opportunities and promotes the sustainable development of the sector. So as you work on getting back to profitability, take advantage of this tourism trend, and set up the right technology in order to increase your chances of faster recovery.

Mobile bookings: It is an important aspect when it comes to digitalization and advancement of technology. Many of them spent 50% of their activities on their trips. Average is like 2.9 tours per trip.

Staycation: It is another trend that gained popularity during the pandemic. It represents a holiday spent in one's home country or home rather than abroad. This type of vacation is ideal for people who are feeling the need to escape from their homes but want to avoid the ongoing Covid-19 regulations.

CONCLUSION

The tourism sector has dramatically affected by the wide spread of COVID-19 and may remain for a longer time. It has reduced by 68% from 2020 compared to the previous year and has a great impact on revenue generated from tourism in the form of FEE. Due to decrease in exchange rates and number of customers who choose for tourism, the fee has been increased. Domestic, inbound, and outward travel for business, pleasure, or other purposes are all included. Recognizing the diverse nature of the industry and the significant contributions tourism makes toward economic and social value for British Columbians is important.

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