



## TOURISM DEVELOPMENT IN INDIA

**Behnaz Malmir\* Dr. B.P.Mahesh Chandra Guru\*\* Dr.Dileep Kumar.M \*\*\* Gowtham Devanoor.P\*\*\*\***

*\* Research Scholar, Department of Studies in Communication and Journalism, University of Mysore, Manasagangothri, Mysore.*

*\*\* Professor, Department of Studies in Communication and Journalism, University of Mysore, Manasagangothri, Karnataka.*

*\*\*\*Guest Faculty, Department of Studies in Communication and Journalism, University of Mysore, Manasagangothri, Mysore.*

*\*\*\*\* Research Scholar, Department of Studies in Communication and Journalism, University of Mysore, Manasagangothri, Mysore.*

### **Abstract**

*The present article amplifies the development of tourism in India on the basis of qualitative research methodology. Tourism development in India has passed through many phases. Tourism in India had a systematic beginning in the year 1945. The Government of India recognized that tourism was a basic and most desirable human activity deserving the praise and encouragement of people. Several institutional mechanisms were developed in the post independence era for the promotion of tourism in India. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development. The Government of India formulated the National Tourism Policy in the year 2002 with a view to consider tourism as a major engine of economic growth. The recent rapid growth of demand for tourism has caused due to economic, social and technological developments. India is ranked 14<sup>th</sup> best tourist destination for its natural resources and 24<sup>th</sup> for its cultural resources in the world. Tourism is a major driver of economic growth globally. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourist and coordinated government campaigns to promote 'incredible India'.*

### **Preamble**

Tourism is the action of movement around a circle which ultimately returns back to its beginning. The tour represents a journey that is a round trip. It involves the act of leaving and then returning to the original starting point. The person who undertakes such a journey can be called a tourist. Tourism is also the business of providing services for people who are travelling for their recreational, leisure or business purposes. Tourism is a major industry which creates employment opportunities across the globe. It has great strategic importance for the national and regional economies due to its capacity for generation of wealth. Tourism plays an important role in driving growth and bringing about economic prosperity in a developing country like India. The growth and development of tourism in India have been delineated in this article which is based on qualitative research method.

### **Tourism in India**

India's glorious traditions and rich cultural heritage are closely related with the development of tourism. Its magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages all these go to make India as tourist paradise. India has great ancient historical, cultural and natural resources and attracts worldwide tourists. India has many world heritage sites both natural and cultural, rich fauna and strong creative industries in the world. The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewellery and readymade garments.

Tourism is an important sector of Indian economy and contributes substantially in the country's Foreign Exchange Earnings. The role of the Government in tourism development has been redefined from that of a



regulator to that of a catalyst. Tourism development in India has passed through many phases. Tourism in India had a systematic beginning in the year 1945 when the British Government had established a committee under the Chairmanship of Sir John Sergeant. But, the recommendations of this committee were implemented after independence. The Tourist Traffic Committee was appointed in 1948 and the first official Tourist Traffic Branch was setup in 1949 with regional offices at Kolkata and Chennai. The development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan.

The Department of Tourism was created in place of a Tourist Traffic Branch under the Ministry of Transport and Communication on March 1, 1958 in order to provide services such as accommodation, food facility, hospitality, etc. Another committee was established in 1963 under the Chairmanship of L. K. Jha to prepare grounds for tourism development in India. The importance of tourism was acknowledged formally when United Nations general assembly designated 1965 as the international tourist year. The Government of India also recognized that tourism was a basic and most desirable human activity deserving the praise and encouragement of people. Subsequently, three new corporations were setup Hotel Corporation (1965) and Indian Tourism and India Tourist Traffic Corporation (1966) to promote tourism in India.

The Government of India established the India Tourism Development Corporation in 1966 to promote India as a tourist destination. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development. However, it was only after the 80's that tourism activity gained momentum.

India is a land of contrasts, with pristine beaches, mountains and fertile valleys, rainforest and desert. It caters to almost every conceivable type of vacation. Tourism development is planned and implemented by central and regional government agencies. Tourism was recognized as a potential instrument for economic development during the 1950s. Tourism development was taken up by the government with a series of five-year plans. Tourism development gathered momentum during the 1980s, with the formulation of a National Policy on Tourism and the creation of the Tourism Finance Corporation ([tfcilttd.com](http://tfcilttd.com)) to fund tourism projects. In 1988 the government produced a comprehensive plan for achieving sustainable growth in tourism, which was followed up by a National Action Plan for Tourism in 1992. The Government of India formulated Tourism Policy (1982), Tourism Plan of Action (1992), National Strategy for Promotion of Tourism (1996) and National Action Plan (1997) to promote tourism sector in India. In 1997, a draft New Tourism Policy was formulated in tune with the economic policies of the Government and the trends in tourism development was published for public debate.

Tourism is considered as a cultural and technological ambassador, as an industry without smoke, and economic multiplier, as an instrument of social progress, as a promoter of national integration and international understanding and peace (Batia, 1996:02). Now Tourism as a concept has become a productive activity that creates utility by putting things into a useful form (Chattopadhyaya, 1997:03). Tourism is a growing industry of promise and potential, considering the magnitude of this business, it is necessary to have respectable place of India on the tourist map of the world (Singh, 1997:13). Tourism is a human activity known by man since antiquity. It cuts across barriers of caste, color, and creed and builds universal goodwill and paves the way for the national integration and international understanding. It is one of the largest and fastest growing smokeless industries today. It is a service-oriented industry, which is capable of generating massive employment opportunities and huge foreign exchange. It is a limitless industry with immense growth potential (Seth, 1997:12).

The Government of India formulated the National Tourism Policy in the year 2002 with a view to consider tourism as a major engine of economic growth, provide employment generation, economic development and rural tourism facilities, focus on international and domestic tourism, boost Indian tourism through public and private sector collaboration, create and develop integrated tourism circuits based on unique heritage and ensure foreign travelers benefits like physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated. The recent rapid growth of demand for tourism is caused due to economic, social and technological



developments. In a way, democratization of leisure pursuits is yet another factor of tourist traffic growth in India (Khan, 2005:06).

The Tourism Development Corporation, Tourism Finance Corporation, Hotel Management and Catering Technology Institutes, Food Craft Institutes, Indian Institute Tourism and Travel Management, India Tourism Development Corporation, Indian Association of Tour Operators, Travel Agents Association of India and a large number of hotel management colleges, sports and adventure clubs, beach resorts etc have also contributed to the growth and development of this industry. There are major kinds of tourism such as business tourism, health tourism, rural tourism, pilgrim tourism, adventure tourism, niche tourism and sustainable tourism in India. India is ranked 11<sup>th</sup> in the Asia Pacific region and 62<sup>nd</sup> moving up three places on the overall list of the worlds attractive destinations. It is ranked 14<sup>th</sup> best tourist destination for its natural resources and 24<sup>th</sup> for its cultural resources in the world. The proposed policy recognizes the roles of Central and State Governments, Public Sector Undertakings and the Private Sector in the development of tourism. The number of foreign tourists had increased to 5.78 million in India in 2010. The share of India in international tourist arrivals in 2010 was 0.61 per cent. The foreign exchange earnings (FEE) from tourism were ₹64889 crore in 2010.

Tourism has been an integral part of Indian culture and tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India's tourism industry needs to gauge in terms of its socio- economic magnitudes. India has emerged as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. There has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. Tourism is a major driver of economic growth globally. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourist and coordinated government campaigns to promote 'incredible India' (Kakkar and Sapna, 2012:05).

Tourism today is the most vibrant tertiary activity and a multi-billion industry in India. Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. With its lucrative linkages with transport, hotel industry etc., the potential and performance of India's tourism industry needs to be gauged in terms of its socio-economic magnitudes. India is one of the popular tourist destinations in Asia. India offers a wide array of places to see and things to do. India is probably the only country that offers various categories of tourism (Patel, 2012:10).

As per the working strategy for the 12<sup>th</sup> Five Year Plan, the Ministry of Tourism has adopted a pro-poor tourism approach which could contribute significantly to poverty reduction. Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a flip to the country's overall economic and social development. Much has been achieved by way of increasing air seat capacity, increasing trains and railway connectivity to important tourist destinations, four-lining of roads connecting important tourist centers and increasing availability of accommodation by adding heritage hotels to the hotel industry and encouraging paying guest accommodation (Lok Sabha Secretariat, 2013:07).

The major types of tourism in India include - adventure tourism, wildlife tourism, pilgrimage tourism, eco tourism, cultural tourism, wellness tourism, business tourism, heritage tourism India, leisure tourism, cruise tourism, sports tourism and educational tourism. The types of tourism in India have grown and this has boosted the Indian economy. Public – private collaboration is required to boost the progress in tourism sector which contributes more substantially to the nation's GDP (Arunmozhi and Perslvam, 2013:01).

Tourism activity in India is an important useful industry in the whole country and pass substantially to foreign reciprocation earned. Tourism from being regarded as a pastime activity for the leisured few in society has grown into a many billions diligence and a multi faceted commotion. Competently on account of its unusual socio quantum and anticipation excursion has also become the theme of scholarly liking. Today, our Indian tourism



industry is on the initiation of a major variation for great financial gains. Nevertheless, tourism is much more than an economic activity; it has become a way of life (Naik and Jangir, 2013:08).

The Indian travel and tourism industry ranked 5th in the Long-term growth (10 year) and is expected to be the second largest employer in the world by 2019. Estimates of Foreign Exchange Earnings (FEE) and foreign Tourist Arrivals (FTA) are important indicators of the tourism industry. Foreign exchange earnings during the month of November 2009 were US \$ 1.2 billion. Travel and Tourism sector accounts for 6.4% of total employment, which is 1 in every 15.6 jobs in 2009. In short, tourism Industry in India has greater potential to generate both employment as well as income for economic development (Prasad et. al. 2013:11).

India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. There are several kinds of tourism and tourists attractions in the country. Travel and tourism play an important role in India's economy compared with other nations. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits (Jaswal, 2014:04).

The tourism sector in India is flourishing due to an increase in foreign tourist arrivals (FTA) and a larger number of Indians traveling to domestic destinations. The role of the Indian government, which has provided policy and infrastructural support, has been instrumental in the growth and development of the industry. The tourism policy of the government aims at speedy implementation of tourism projects, development of integrated tourism circuits, special capacity building in the hospitality sector and new marketing strategies. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourists and coordinated government campaigns to promote 'Incredible India' (Vijayaragavan, 2014:15).

The Indian tourism sector is one of the largest service industries in the country in terms of its contribution to the gross domestic product (GDP) and foreign exchange earnings (FEE), as well as for providing employment to millions. India is ranked as the ninth most popular tourist destinations in the world and is today considered as a preferred cruise destination. The government of India has recognized Cruise tourism as a thrust area and initiated a number of positive measures to promote the cruise industry and position India as a global cruise destination. India is ranked as the ninth most popular tourist destinations in the world and is today considered as a preferred cruise destination. The government of India has recognized Cruise tourism as a thrust area and initiated a number of positive measures to promote the cruise industry and position India as a global cruise destination. India's positioning in South East Asia and its proximity to already popular cruise destinations would enable strong cruise circuits to be created over a period of time (Narayan et. al. 2015:09).

Tourism is an important and flourishing industry in India. It accounts for one-third of the foreign exchange earnings of the country. It also gainfully employs the easily the highest number of people compared to other sectors. India will become the leader in the tourism industry in South Asia, with about 8.9 million arrivals by the year 2020. The Indian tourism economy has been deemed as the second-most rapidly increasing (8.8 %) tourism economy in the world (United Nations World Tourism Organization, 2016:14).

### **Conclusion**

Tourism industry in India has experienced certain constraints such as poor infrastructural facilities, inadequate transportation services, lack of basic hygienic amenities at halting points, non-standardization of rates and fares, lack of sound marketing and promotion strategies, poor maintenance of heritages, inadequate law, order and security arrangements, lack of skilled and competent professionals, inadequate capacity for accommodation, soaring fuel surcharges, poor flight management, improper health and hygiene, gap between demand and supply of manpower, lapses in security and safety, unnecessary formalities, procedural delays, improper crowd management, harassment by the middlemen, lack of entrepreneurship opportunities, absence of political will and inadequate civil society support. The policy makers, civil society, law enforcement agencies and other stakeholders of tourism development have to work together and develop tourism sector which has vast potential



for generating foreign exchange, financial resources and employment opportunities. Tourism development is a multi-dimensional activity which demands public – private partnership for sustainable tourism management in India.

The Ministry of Tourism designs national policies for the development and promotion of tourism. Tourism has become an important sector of national development in India. The country has achieved 6.3% of the nation's GDP in 2015 and generated 37.315 million jobs through tourism development. There is remarkable increase in the international and domestic tourist visits in India. India has also quite good air transport, tourism infrastructure and allied facilities. India is on the path of modern economic growth through structural transformation of the economy. Tourism is linked to a host of sectors like transport, hospitality, education, health, banking etc. Tourism is a major contributor to the growth of the national economy but a generator of employment opportunities to the people. India will be a global leader by the year 2020 according to the expectation of various stakeholders of tourism development. Tourism sector is predicted to grow at an average annual rate of 7.5% by 2025.

### References

1. Arunmozhi T. and Perslvam A. (2013) Types of Tourism in India, International Journal of Current Research and Academic Review, 1(1): 84-88.
2. Batia, G. S. (1996) Tourism in the 21st Century, Anmol Publications, Delhi, India, p.93.
3. Chattopadhyaya, Kunal (1997) Economic Impact of Tourism and Development, Kaniska Publications, Delhi, India, p. 23.
4. Jaswal, Sultan Singh (2014) Role of Tourism Industry in India's Development, Tourism and Hospitality, 3(2):2-6.
5. Kakkar, Leena and Sapna (2012) Impact of Tourism on Indian Economy, International Journal of Marketing, Financial Services and Management Research, 1(4):70-75.
6. Khan, M.A (2005) Principles of Tourism Development, Anmol Publication Pvt. Ltd, New Delhi, India, p-250.
7. Lok Sabha Secretariat (2013) Tourism Sector in India, Parliament Library and Reference, Research, Documentation and Information Service, New Delhi, India.
8. Naik, Ashish Ankush and Sunil Kumar Jangir (2013) A Social Aspect of Tourism Development in India, International Journal of Advanced Research in Computer Science and Software Engineering, 3(12):995-998.
9. Narayan B., Prabhu M. and Naresh P. Nayak (2015) Market Potential for Cruise Tourism In India, International Research Journal of Business and Management, 8(4):78-87.
10. Patel, Rupal (2012) India's Tourism Industry – Progress and Emerging Issues, Arth Prabandh: A Journal of Economics and Management, 1(5):1-10.
11. Prasad, Shiv., Shiv Dayal Singh and Veena Kumari (2013) An Empirical Study of Emerging Dimensions of Tourism in India, South Asian Journal of Tourism and Heritage, 6(1): 145-158.
12. Seth, Pran Nath (1997) Successful Tourism Management, Volume-1, Sterling Publications, Delhi, India, p. 9.
13. Singh, Ratandeeep (1997) Dynamics of Modern Tourism, Kaniska Publications, Delhi, India, p. 9.
14. United Nations World Tourism Organization (2016) Annual Report, Madrid, Spain, www.unwto.org.
15. Vijayaragavan, T. (2014) Impact of Tourism in Indian Economy, International Journal of Development Research, 4(12):2835-2839.