

AN ANALYSIS OF THE ROLE OF TOURISM IN INDIAN ECONOMY

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ABSTRACT

Tourism sector plays an important role in economical stability and providing employment. Tourism is the nation's largest servicing business. This is an important service oriented area. It is a mixture of different services. Government and private both have a combined service in it in which travel agents and coordinator, air, sea and road vehicles, owner of guide hotel, guest house, restaurant, and shops are included. Tourism not only improves living conditions and livelihood of people but also give employment. Because of tourism through local tax payers whatever advantages given to economy which is used to education, health, services, housing, drinking water, and hygiene, entertainment etc. like opportunities dependent services can be achieved and also help in ending the Social imbalance in society. Tourism increases employment opportunities and enhance the environment. Also increases development of economy.

Keywords: *Tourism, Gross Domestic Product, Foreign Exchange Currency, Medical Tourism.*

Introduction

In today's time strengthening the economy is the first priority of many countries, where some countries economy is totally dependent on tourism. European country, African coast, east Asian country, Canada, Australia, etc. are the countries in which the money they get from tourism business strengthen the economy of country. Tourism not only helps in getting happy hours but also in help in cultural, economical and political development. Noticing the importance and fame of tourism from 1980, United Nation Associations decided to celebrate World Tourism Organization on 27 September. On the same day in 1970 they accepted the constitution of world tourism organization. Tourism is the biggest sector of the world which contributes 11 percent in world's GDP. In Indian it is still 6.7 percent. Where as in neighbor countries like China (8.6), Srilanka (8.8) Indonesia (9.2) Malaysia (12.9) and Thailand (13.9) it's more than our country. In 1st five Year Plan only 17 thousand tourist came till 2017, 77 lakh tourists came every year. In year 2013-14, country earned 1 lakh 20 thousand crore of money but still in today's time India have only 0.5 percent of world tourism. Like this local tourism rate and amount increases in past two years.

Objectives of Research Studies

In given research paper, the objective is, to study the impact of tourism in Indian economy to know about the problems and opportunities of tourism in future. Development in the new sectors of tourism and to understand role of foreign exchange currency in tourism. To promote tourism and to include some important suggestion for it.

Research Methodology

To achieve the objectives of given research paper, Data have been collected from secondary sources such as research journals, books, newspapers, articles etc. Digital sources like e- reports and survey, websites were visited to collect data of tourists.

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Analysis

Tourism is the largest service business of India. Ministry of tourism, (2017) "Tourism contributes 37 percent in Gross Domestic Product whereas total and indirect contribution is 6.8 percent. In nations employment, contribution of tourism is 4.4 percent however indirect contribution 10.2 percent and provides a better employment to semi-skilled labor. In India it is evident that tourism achieved a satisfactory growth in past decade". In India during 2012, 68 lakh 58 thousand foreign tourist came however 2012 number of local tourist was 1 billion 2 crore 70 lakh. Tourism also plays important role in providing employment to women. There are 70 percent women in whole tourism business. Tourism also has potential to give a source of income to low income group women. On world level also, the number of working women in tourism is double than any other sector. Because of this tourism provides support to equality and social justice in society. In 12th Five Year Plan success, tourism sector constituted minimum 12 percent of growth of target was decided and to maintain the highest growth rate in local tourism. Plan also included the difficulties face by tourism. In present tourism have many problems like Skill Development, basic and structural development, marketing and brand endorsement, comprehensive category of products, responsible tourism, cleanliness and sanitization, and harmony in different activities. To tackle with these difficulties 12th five year plan propose 2.49 crore rupees in creation of new business. On the basis "employment with skill" scheme steps to be taken for skill development. Tourism business plays important role in Indian economy. As compare to other sector tourism sector have many opportunities for employment. In foreign currency exchange tourism stands on 3rd place. India's tourism become the destination. In India tourism there are 26 heritage place, 25 biological zones, 3 tourism 6 thousand sea coasts and dozens of beaches, religious places, cultural and rural places are good for tourism. Investment is good effect on tourism. Government ministry has developed many schemes to promote it. For development of tourism parts of tourism business, hotel, monuments, entertainment, types of transportation.

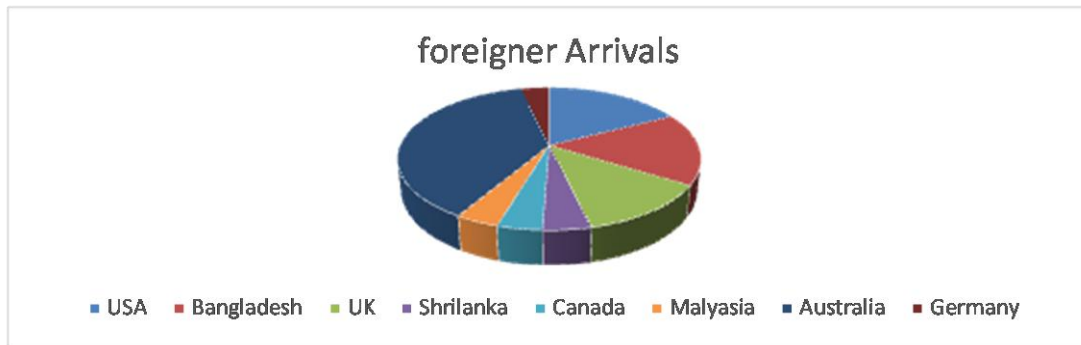
To get the attention of foreigners for India to get awareness and facility for national and international tourist many programs have been developed by the help of different tourist sector of different states. In which golf open tournament in Srinagar, (2018) sindhu visit in leh, heritage festival in Delhi, Akhil bhartiya craft fair in Hyderabad, International Heritage Festival in Jaipur, the exhibition of paragliding in Himachal Pradesh, and International exhibition in kochi like exhibition has been organized in India. In tourism Water dependent tourism have different fan base. On the banks of River, streams, lakes, marine many tourist places have been developed and is not an exception in it. In Medical Tourism marketing growth related with the help of schemethrough tourism ministry provides financial support. In the area of tourism adopt strategy of expected growth in rural tourism. Rural development become important an important platform in development which favorable to country like India where 74 percent of population lives in 70 lakh villages. Countries like India have a special importance for tourism. A country like India's archaeological and cultural not only for philosophical site. Which also take it as a source of revenue. And many people livelihood is totally dependent on tourism. Today in all over the world everyone is trying to safe old and historical monuments. India has numerous tourist places. Be it grand monuments, ancient temples and mausoleum, there bright colors, Sanskrit heritage, have a strong connection with present. Kerala, Goa, Shimla, Agra, Rajasthan, Madhya Pradesh, Mathura, Kashi, are most favorite places for tourism. India has suitable capacity for tourism. Here all types of tourist like the adventures one, cultural one, or going on pilgrimage or going on beautiful coasts, beautiful places for everyone. In advanced era, to give tourism a business shape people financial stability also plays a major role.

Scheduled Table Number-1

10 Topmost Countries from Where Most of the Tourist Come

Serial no.	Source Countries	Foreign Tourists	Percentage
1	USA	1213624	15.12
2	Bangladesh	1133879	14.13
3	U.K	867601	10.81
4	Srilanka	299513	3.73
5	Canada	281306	3.50
6	Malaysia	272941	3.40
7	Australia	263101	3.28
8	Germany	248314	3.09
9	France	230854	2.88
10	Japan	207415	2.58
	Top 10 countries total	5018548	62.52
	Others	3008585	37.48
	Total	13045681	100

Source: Ministry of Tourism, 2016



Foreigner Tourists Arrival

Above table 1, column 3 show that in year 2016 from top 10 countries 5018548 tourists came to India. In year 2016, 62.52 percent tourist comes from top countries. However left 37.48 percent of tourist come from another countries. In this table most of the tourist come from U.S.A 1.213624 or 15 percent foreign tourist came.

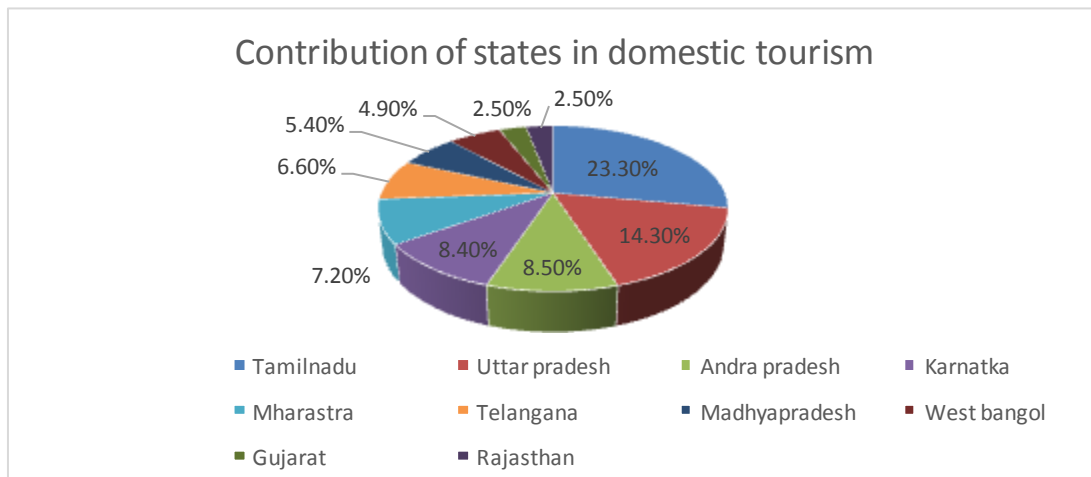
Scheduled Serial Number-2

India's Top 10 State's Contribution in Domestic Tourism, 2016

Serial No.	States	Local tourist travel numbers in 2015	Share of Percentage
1	Tamil nadu	33459047	23.3
2	Uttar Pradesh	204888457	14.3
3	Andhra Pradesh	121591054	8.5
4	Karnataka	119863942	8.4
5	Maharashtra	103403934	7.2
6	Telangana	94516316	6.6
7	Madhya Pradesh	77975738	5.4
8	West Bengal	70193450	4.9
9	Gujarat	36288463	2.5
10	Rajasthan	35187573	2.5
	Top 10 states total	1197367974	83.6
	Others	234605820	16.4
		1431973794	100

Source: Ministry of Tourism, 2016

Above table 2 can clearly states that in year 2016, 333459047 local tourist travel Tamil Nadu contributes majorly. This contributes 23.03 percent of total local tourist. On second place Uttar Pradesh with 14.3 percent whereas Andhra Pradesh 8.5 percent is on 3rd place. M.P have 7th position and share of 5.4 percent. This can prove that top ten states have 83.6 percent share in tourism. Which represents a positive role of Indian economy in domestic tourism.



Potential and Problems

In India tourism has much potential but it can't be fulfilled. Our country has many religion and cultures it has many tourist places but if we talk about all over share in tourism our India has a negligible share in it. Small country like Thailand of Asia has more number of coming tourists then us. The lack of tourists in tourism is due to many reasons but one of the main reasons is lack of services. Not having a strong infrastructure, many people groups, excessive of unhygienic, these make tourists not interested to come India for tourism. Undeveloped roads, electricity, water and lack of reservation in Railways like lack of basic services make a negative impact on tourists. Whereas states like Assam, Kashmir and many other north east states have negative impact on tourists due to violence. Country has many historical places but a large amount of pollution and dirt around them. If we take Delhi then the thin lines around Red Fort and Jama Masjid make them unnoticeable. World's famous and prominent monuments Taj Mahal have been criticized. Agra City is one of the dirtiest Cities. So how we can expect that country's tourism service become most powerful one.

The one biggest problem which becomes the barrier in India tourism is Terrorism which roots are becoming strong day by day. The tourism in Kashmir become so fragile where as it call as heaven of earth. In the sound of guns the beauty of Kashmir gets lost. On other hand extremism in some countries because of this the judiciary system get weaken. Incident like robbery, misbehave with tourists become more. Because of this image of India is becoming foggy. We should we hurried up in resolutions the cause of disturbance in tourism.

Improvements in the Sector of Tourism

If we really want to make some improvement in tourism. To make cleanliness in tourist places, to make tourist places attractive, places and food arrangement in, making tourist places entertainment equipped maintenance of communication and roads, to attract people these kind of arrangements should be done to attract people. It is also to promote important to invest in private business so that they will not totally depend on government.

In present it is a positive sign that government understands the present situation and trying to invest in private sector. The well behavior and literacy of local people attracts tourists. If we will work in a right direction then the country earn foreign currency and make pay balance situation right. In many countries the share of tourism in economy is very high. With great strategies we can also achieve this.

Conclusion

Condition of tourism is totally depend on services and contribution of people also. The hospitality and literacy of local people attracts tourists. Tourism is the behavior of human from time immemorial. But situation got changed in the middle age. In modern era, the ending of misconception and the changes in the area of access resources in tourism become famous as a business. People of different countries go learn and understand about the culture of other countries. Many people go different places and contribute to make country's tourism strong. In modern era to give tourism a shape of business people's economical prosperity plays a major role.

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