

TOURISM DEVELOPMENT ON ECONOMIC GROWTH

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ABSTRACT

Travel from antiquity has captivated humanity. The desire to discover new locations and pursue a different atmosphere is not novel. Travel is referenced throughout all epics, including "The Ramayana," "The Mahabharata," "The Bible," and "The Quran," but for varying reasons (Manish Srivastava, 2006).

In India, the concept of "Tourism" may also be traced back to Sanskrit literature. It has provided three terms derived from the root word "Atana," which signifies exiting, and hence, the terms are:

- **Theerthatana** - *It represents going out and visiting places of spiritual or religious merit.*
- **Deshatana** - *It represents going out of the country primarily for financial gains.*
- **Paryatana** - *It represents going out for pleasure and knowledge.*

Tourism is crucial and, in certain instances, exceedingly vital for numerous countries. The Manila Declaration on World Tourism - 1980 recognized it as "an activity essential to the life of nations due to its direct effects on the social, cultural, educational, and economic sectors of national societies and their international relations" (UNWTO, 2009). Tourism generates substantial revenue through the purchase of goods and services, constituting 30 percent of global service exports and 6 percent of total goods and services exports. It generates employment possibilities in the service sector linked to tourism (UNWTO, 2012). The service industries encompass transportation services, including airplanes, taxicabs, and cruise ships, as well as hospitality services, which comprise accommodations like hotels and resorts, and entertainment venues such as amusement parks, retail malls, music venues, casinos, and theaters.

Keywords: *Tourism, Economic Growth, Bible, Quran, UNWTO.*

Introduction

Travel is an ancient phenomena that has captivated humanity since historical times. Humankind has journeyed since ancient times. Initially, travel was predominantly unconscious and relatively simplistic. The onerous procedures observed in contemporary travel were not established in earlier times. No travel formalities were present. Travel in antiquity was not a source of joy as it is today. The historical traveler encompassed a merchant, a pilgrim, a researcher seeking antique manuscripts, and a curious wayfarer anticipating novel and exhilarating experiences. Trade and commerce were, nonetheless, the predominant forces in antiquity, compelling individuals to traverse distant regions in pursuit of wealth. Gradually, the establishment of new commercial routes facilitated travel, becoming it more manageable and regulated. In the marketplaces, travelers interacted, leading to an enhanced exchange of trade and commerce. Trade contacts evolved into cultural relations, resulting in an enhanced awareness of one another's lifestyles (Manish Srivastava, 2006).

Travel for religious purposes gained considerable significance during the Middle Ages. The custom of traveling for religious purposes, such as undertaking a pilgrimage, became firmly entrenched at numerous principal shrines across Europe, so imbuing travel with a distinctive character. Nonetheless, travel remained primarily driven by religious motivations. Leisure travel was not a priority. The proliferation of Christianity subsequently resulted in many pilgrims journeying to the Holy Land. The profound and robust influence of faith ensured the enduring prosperity of the

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pilgrimage rite throughout the centuries. Religion served as a significant unifying influence. Pilgrimages reinforced spiritual connections. It catalyzed the emergence of a 'Stay-at-home' agrarian community outside its limited geographical boundaries. It also introduced individuals to novel manners and cultures, diverse cuisines, and various styles of attire. It facilitated the interchange of ideas and promoted commerce. It functioned as a potent mechanism for undermining unity and comprehension among individuals from vastly disparate places. The significant impact of a missionary religion that gradually infiltrated foreign territories, such as Christianity in Europe and subsequently in America, as well as Buddhism, Islam, and Hinduism in Asia, facilitated the assimilation and continuation of distinct languages, literature, music, art, architecture, philosophy, and governance structures. Religion has historically and continues to have a crucial role in travel.

Motivation for Tourism

A motive is a person's intrinsic inclination to pursue a specific category of objectives. Motivated striving may stem from biological demands and aspirations shaped by extensive prior experiences.

Numerous investigations into tourist psychology and motivation indicate that individuals typically travel for multiple purposes, and for many, possibly the majority, tourism arises from a confluence of motivations.

• Global Tourism Trends

Worldwide, a growing array of destinations has emerged and invested in tourism development, transforming contemporary tourism into a pivotal catalyst for socioeconomic advancement through infrastructure enhancement, employment and company creation, and generated export profits. Inbound tourism, as a globally traded service, has emerged as one of the principal sectors in international trade. In 2017, the total export revenue from incoming tourism, encompassing passenger transportation, surpassed US\$ 1 trillion, averaging about US\$ 3 billion daily. Tourism and travel exports comprise around 30% of global commercial service exports and 6% of total goods and services exports. The tourism industry is placed fourth among export categories globally, following fuels, chemicals, and automotive items. For numerous developing nations, it constitutes a primary source of foreign exchange revenue and the leading export category, generating essential jobs and possibilities for advancement. The tourism business ranks among the top five export contributors across 150 countries, and in over 60 of these nations, it is the primary export. It constitutes a primary source of foreign money for one-third of developing nations and half of the Least Developed Countries (LDCs), accounting for up to 40% of their GDP.

Research Design

The research design for this study employs a mixed-methods approach, integrating both quantitative and qualitative methodologies to investigate the factors influencing the competitiveness of Bundelkhand as a tourism destination and its economic impact.

The study's primary objective is to identify key competitiveness factors for both domestic and international visitors and examine the relationship between tourism development and economic growth in the region. Data collection involves primary and secondary methods. Primary data will be gathered through structured surveys distributed to tourists, divided into two sections—socio-demographic characteristics (age, gender, etc.) and competitiveness factors related to tourism. Additionally, qualitative data will be collected through semi-structured interviews with key stakeholders, including policymakers and local community representatives, to assess tourism infrastructure and policy effectiveness. Secondary data, such as GDP growth, employment statistics, tourism revenue, and visitor arrivals, will be analyzed to quantify the economic influence of tourism. A stratified random sampling technique will be used for tourist surveys, while purposive sampling will guide the selection of stakeholders for interviews. Quantitative data will be analyzed using descriptive statistics, regression analysis, and correlation analysis to identify patterns and trends, while qualitative data will be analyzed using thematic and content analysis to extract key insights from interviews. The mixed-methods approach will allow for a comprehensive understanding of both the quantitative economic data and qualitative stakeholder perceptions. Ethical considerations will be prioritized by obtaining informed consent from all participants and ensuring confidentiality. The expected outcome of the research is the identification of critical factors affecting tourism competitiveness in Bundelkhand, along with evidence-based recommendations for enhancing the region's tourism sector and economic development.

The research design for this study aims to provide a systematic approach to exploring the factors that influence tourism competitiveness in Bundelkhand. It outlines the research objectives, methodology, data collection, analysis techniques, and the rationale behind each step.

Research Objectives

- To identify the key factors influencing the competitiveness of Bundelkhand as a tourism destination.
- To compare the significance of these factors between domestic and international tourists.
- To evaluate the economic impact of tourism on the Bundelkhand region.
- To provide recommendations for enhancing Bundelkhand's tourism appeal and economic development.

Research Approach

- **Exploratory and Descriptive:** This research is exploratory in nature, aiming to uncover new insights into the competitiveness of Bundelkhand as a tourist destination. It is also descriptive, as it aims to describe the patterns and trends of tourism activity in the region.

Research Methodology

- The study adopts a mixed-method approach, combining both quantitative and qualitative research methods to provide a comprehensive understanding of the factors influencing tourism competitiveness.

Sampling

- **Population:** The target population includes both domestic and international tourists visiting Bundelkhand, as well as local stakeholders involved in the tourism sector.

Sample Size

- **Tourists:** A sample of 200 tourists (100 domestic and 100 international) will be surveyed.
- **Stakeholders:** Approximately 15-20 stakeholders will be interviewed.

Sampling Method

- **Tourists:** A stratified random sampling method will be used to ensure representation from different age groups, genders, and nationalities.
- **Stakeholders:** A purposive sampling method will be employed to select key stakeholders with relevant experience in the tourism industry.

Data Analysis Quantitative Analysis

- Descriptive statistics such as means, medians, and standard deviations will be used to summarize the data.
- Regression analysis will be employed to examine the relationships between tourism competitiveness factors and economic indicators like revenue, employment, and visitor arrivals.
- A comparative analysis will be conducted to identify differences between domestic and international tourists regarding their preferences and expectations.

Qualitative Analysis

- A thematic analysis will be conducted on interview transcripts to identify key themes, challenges, and opportunities in the tourism sector.
- Qualitative findings will be used to contextualize the quantitative results, providing a deeper understanding of the trends observed.

Objective

- To identify the factors that influence the competitiveness of Bundelkhand as a tourism destination.
- To compare the significance of these factors for domestic and international visitors.

- To analyze the economic impact of tourism on the region, including GDP growth, employment, and tourism revenue.
- To evaluate the quality of tourism infrastructure and policies in Bundelkhand.

Limitation of the Study

The study on the competitiveness of tourism in Bundelkhand has several limitations that may affect the generalizability and comprehensiveness of its findings:

- **Sample Size and Representativeness:** The data is collected from a sample of tourists and stakeholders, but the sample size may not be large enough to represent the entire population of domestic and international tourists visiting Bundelkhand. This could limit the generalizability of the findings to a broader tourist base.
- **Geographical Scope:** The study focuses specifically on Bundelkhand, which may limit the applicability of the findings to other regions. Factors influencing tourism competitiveness in Bundelkhand may not be identical to those in other destinations, even within India, due to unique cultural, infrastructural, and economic conditions.
- **Time Constraints:** The study captures data at a specific point in time, meaning that it does not account for potential changes in tourism trends, infrastructure development, or policy shifts over time. The findings may become outdated if significant changes occur in the region's tourism industry.
- **Reliance on Self-Reported Data:** Since the data collection relies on surveys and interviews, the study is subject to biases inherent in self-reported data, such as social desirability bias, where respondents may provide answers they believe are more socially acceptable rather than their true opinions or experiences.
- **Limited Scope of Economic Indicators:** The quantitative analysis primarily focuses on GDP growth, employment, revenue, and visitor arrivals. However, other important economic factors such as the indirect and induced impacts of tourism, local business development, or long-term sustainability may not be fully captured.
- **Cultural and Subjective Factors:** Tourists' perceptions of competitiveness are influenced by subjective experiences, which may vary widely between individuals and cultural groups. These perceptions might not always align with objective measures of tourism infrastructure and services, making it difficult to capture the full picture of competitiveness.
- **Qualitative Data Generalization:** While qualitative interviews provide rich insights, they may not be easily generalizable due to the small sample size and subjective nature of the data. Stakeholders' opinions and experiences can vary, and conclusions drawn from these interviews may not reflect broader trends.
- **Potential Policy or Infrastructure Changes During the Study:** Any changes in tourism policies, infrastructure development, or external factors such as global travel restrictions during the research period may influence the data and affect the accuracy of the findings.

Despite these limitations, the study aims to provide valuable insights into tourism competitiveness in Bundelkhand, but the results should be interpreted with caution and an understanding of these constraints.

Hypothesis

- H₁:** Tourism infrastructure has a significant positive impact on the competitiveness of Bundelkhand as a tourism destination.
- H₂:** Service quality significantly influences the satisfaction levels of both domestic and international tourists in Bundelkhand.
- H₃:** Cultural and natural attractions in Bundelkhand are more important for international tourists compared to domestic tourists.
- H₄:** Economic indicators, such as tourism revenue, visitor arrivals, and employment in the tourism sector, are positively correlated with the growth of Bundelkhand's tourism industry.
- H₅:** Domestic tourists place higher importance on cost and affordability than international tourists when selecting Bundelkhand as a destination.
- H₆:** Tourism policies and marketing strategies in Bundelkhand are perceived as ineffective by local stakeholders and limit the region's competitiveness.

Conclusion

Thus, tourism generates vigorous activity throughout multiple sectors of the host region's economy. The service sector accounts for about 70% of the Gross Domestic Product in developed nations. Tourism serves as the primary source of income for countries such as the Maldives, Greece, Bermuda, Italy, Spain, Switzerland, and the Caribbean islands. It is the leading employer in Australia, the Bahamas, Brazil, Canada, France, Hong Kong, Jamaica, Japan, Italy, Singapore, the United Kingdom, and the United States. The number of visitors visiting countries such as Hong Kong, Singapore, and Seychelles has surpassed their resident populations.

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