



Make in India and Tourism Industry

KEYWORDS

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Introduction:

India has become frontier at global market since it has accepted new economic policy. India has become dumping yard for rest of countries of world especially for FMCG. Made in India has become poor mark. NDA government launched 'Make in India' project on 25th September 2014. This project assures revenue generation to home, greater outlook of change among citizens and invites FDI. Make in India is an initiative of Government of India to encourage companies to manufacture their products and services in India. The major objectives behind the initiative are to focus on 25 sectors of the company for job creation and skill management. Some of these sectors are: automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality etc. The initiative hopes to increase the GDP growth and tax revenue.

Objectives:

- To study the tourism growth in India
- To analyze the opportunities to develop tourism through make in India.

Tourism Industry:

The tourism industry of India is economically important and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated the annual growth of the Indian economy is projected to have increased to 7.3 per cent during 2014-15. India was 19th largest merchandise and 6th largest services exporter in the world during 2013. India attracted 6.85 million international tourist arrival and \$ 18.4 billion in foreign exchange earnings from tourism receipts during 2013. Tourism is a sun-rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities.

Inbound Tourism- Foreign Tourist Arrivals in India

The foreign tourist arrivals in India continued to grow from 1.28 million in 1981 to 1.68 million in 1991, 2.54 million in 2001 to 6.97 million during 2013.

Table 1: Foreign Tourist Arrivals in India 2001-2013

Year	Foreign Tourist Arrivals	Annual Growth
2001	2537282	--
2002	2384364	-6.0
2003	2726214	14.3
2004	3457477	26.8
2005	3918610	13.3
2006	4447167	13.5
2007	5081504	14.3

Year	Foreign Tourist Arrivals	Annual Growth
2008	5282603	4.0
2009	5167699	-2.2
2010	5775692	11.8
2011	6309222	9.2
2012	6577745	4.3
2013	6967601	5.9

Source: Bureau of Immigration, India

It is revealed from Table that the percentage of annual growth of Foreign Tourist Arrivals (FTA) was 26.8 in 2004 have drastically reduced in the subsequent years till 2008. This again increased to 11.8 per cent in 2010 and reduced to 5.9 per cent during 2013. This indicates that there is need to improve hospitality and tourist facilities to attract FTA.

Mode of travel of FTA in India:

Travel by 'air' has been found the most preferred mode of transport. Air is convenient mode of transport as it covers long distance in a short time.

Table 2: FTAs in India according to Mode of Transport of Travel

Year	Percentage of Distribution by Mode of Travel		
	Air	Sea	Land
2001	87.1	0.9	12.0
2002	81.9	0.6	17.5
2003	83.1	0.5	16.4
2004	85.6	0.5	13.9
2005	86.5	0.4	13.1
2006	87.1	0.6	12.3
2007	88.4	0.6	11.0
2008	89.1	0.7	10.2
2009	89.8	1.0	9.2
2010	91.8	0.7	7.5
2011	92.0	0.8	7.2
2012	91.7	0.7	7.6
2013	91.0	0.5	8.5

Source: Bureau of Immigration, India

It is noticed from Table 2 that the percentage of FTAs travelling to India by air has remained more than 90 per cent. It was the highest during 2011 and lowest during 2002. The share of arrivals through land check-post has above 10 per cent during 2001 to 2008. Later on it has decreased

over a period of 3 years and then increased to 8.5 per cent during 2013. Arrivals through sea routes remain less than 1 per cent during 2001 to 2013 except during 2009. This indicates that government should take certain measures to attract FTAs through sea route such as reduction of dock dues, customs duties, increasing baggage etc.

Table 3: Port of Entry of FTAs by Major Airports to India

Year	Percentage of Foreign Tourist Arrivals					
	Mumbai	Kol-kata	Chennai	Delhi	Bengaluru	Others
2001	26.7	4.4	12.0	33.7	-	23.2
2002	25.4	3.9	11.5	28.6	-	30.6
2003	24.1	3.7	10.5	30.8	-	30.9
2004	25.1	3.3	10.3	32.2	-	29.1
2005	24.4	3.0	10.3	32.2	-	30.9
2006	23.3	2.8	9.8	32.0	-	32.1
2007	23.8	3.0	10.3	31.4	-	31.5
2008	21.4	3.1	11.3	31.8	6.0	26.4
2009	21.5	3.7	10.7	32.2	6.3	25.7
2010	20.5	3.7	10.7	34.4	6.5	24.2
2011	19.7	3.7	10.8	35.8	6.3	23.7
2012	19.2	3.4	10.8	35.7	6.3	24.6
2013	19.8	3.6	9.8	33.0	6.5	27.3

Source: Bureau of Immigration, India

Table 4: Domestic and Foreign Tourists Arrival to historical monuments

Name of Monument	2011		2012		2013	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Gol-Gumbaz	1125985	2804	1045718 (-7.13)	2992 (6.70)	1064265 (1.77)	2978 (0.47)
Jaina & Vaishnav Caves, at Badami	450956	7805	458785 (1.74)	7805 (-3.82)	463994 (1.13)	7437 (0.93)
Group of Monuments Pattadakal	333698	5969	345021 (3.39)	6263 (4.93)	339319 (-1.65)	6266 (0.04)
Durga Temple Aihole	235250	4806	245862 (4.51)	5024 (4.54)	232560 (-3.85)	5209 (3.68)
Ibrahim Rouza	240281	2079	231219 (-3.77)	2370 (14)	237486 (2.71)	2405 (1.48)
Temple & Sculpture Shed, Lakkundi	14040	172	14644 (4.30)	339 (97.09)	13538 (-7.55)	214 (-36.87)

Source: Archaeological Survey of India 2013

Figures in parenthesis indicate the percentage to previous year of respective type of tourist

It is noted from table 4 that the percentage of domestic tourists who have visited Gol-Gumbaz is recorded negative during 2012 and the same has been improved during 2013. However, the percentage of foreign tourists visited to Gol-Gumbaz has increased considerably by 6.70 per cent during 2012 and has decreased to 0.47 per cent during 2013. The number of domestic tourists visited to Jaina & Vaishnav Caves at Badami was highest during 2013 whereas the number of foreign tourists visited the same has decreased year by year. It is observed the percentage of domestic tourists visited Lakkundi was increased by 4.30 per cent during 2012 which decreased to 7.55 per cent during 2013. The foreign tourist visited to Lakkundi has drastically decreased to 36.87 per cent.

Suggestions:

Government should establish travel desks at railway stations and bus stand providing information on tourism in

It is professed from table 3 that the Mumbai and Delhi airports have major share of FTA during all the years. This is due to the privilege of Commercial capital city and capital city respectively. However, it is noticed that the percentage of FTA at Mumbai airport has registered decreased trend since 2001. It is inferred that the foreign tourists have assumed that Mumbai as unsafe due to frequent terrorist attack and bomb blasts. The share of Bengaluru airport is very less at beginning and it has increased from 2008. It is concluded that there is need to improve facilities at Kolkata, Chennai and Bengaluru airports as these are international airports.

Tourism in Karnataka:

Karnataka-The Royal Grandeur of the oriental glory-righty been termed as the land of plenty is situated on e has been rule the Western edge of Deccan Plateau. The state has been ruled under the regins of many dynasties including Mayuras, Satavahans, Chalukyas and the Vijaynagar Kings. Karnataka has vantage of historic and cultural heritage. It has many tourists' places like Hampi, Lakkundi, Bijapur etc and pilgrimage places like Kukke Subramanya, Shringeri Dharmstala Kollur etc

Karnataka has 2 international airports viz Bengaluru and Bajpe (Mangaluru) and 4 domestic airports. Karnataka ranks 4th most popular destination for domestic tourists and 9th most popular destination for foreign tourists. North Karnataka is totally ignored regarding tourism development inspire of existence of historical monuments and wild life sanctuaries.

Karnataka for domestic tourists and information desks at airports.

The government should also improve 'Yatri nivas' at the existing places and also should also provide lodging at concessional rate of rent.

'Swatch Bharat' should strictly carry at pilgrimage and historical places.

North Karnataka has many historical monuments. An audio aid should be provided to foreign tourists at concessional rate of rent as now it is provided at Mysore palace.

Government should construct airports at the district head-quarter under its PPP projects. The dry lands can be acquired for construction of airports by providing the best compensation to land owners. A task force may constitute for this purpose including the representatives of farmers, principal secretary of tourism department, archeologist and minister of tourism department.

Government should appoint an ambassador preferably Bollywood and sandalwood actors and actresses in promoting tourism industry.

Government should start its own logistics arrangement to carry tourists from district headquarter to concerned place.

Conclusion:

India is rich cultural heritage. The north eastern part of country's incredibility should enhance. Karnataka is one state with many advantages. Tourism is sun-rise industry and government should take this advantage and can add to its GDP. If the government takes stringent measures, then only 'Athithi Devobhava' can be served in better way.