



# Opportunities For Employment in Tourism Sector: an Analysis

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ABSTRACT

Tourism sector coined greater place due to creating greater opportunities for Employment. Tourism is term which is popularized as an instrument for employment generation, poverty alleviation and sustainable human resource development. Tourism has been a major social observable fact of the all the societies. It is motivated by the natural urge of every human being for new experience, adventure, wellbeing, health consciousness, education and entertainment. The motivations for tourism also include social, religious and business interests also employment opportunities.

KEYWORDS

Tourism, Employment Opportunities, Foreign Tourist Arrivals (FTA), WTTC

Introduction:

Tourism has been a major social observable fact of the all the societies. Tourism is termed as an instrument for employment generation, poverty alleviation and sustainable human resource development. It is motivated by the natural urge of every human being for new experience, adventure, wellbeing, education and entertainment. The motivations for tourism also include social, religious and business interests. The spread of education has promoted an aspiration to know more about different parts of the world. The basic human desire for new experience and knowledge has become stronger, as technological advances are overcoming communication barriers. Progress in air transport and development of tourist facilities has encouraged people to venture out to the foreign lands. Tourism's coined its importance, as an instrument for economic development and employment generation, particularly in remote and backward areas, rural areas has been well recognized the world over. That's reason only rural tourism popularizing and got much share in Economic development. Tourism gaining more popularity in world over, there has been focus in recent years on rural tourism and eco tourism. The properly planned, developed and managed tourism can change the living standards of the local people, by supporting the conservation of natural ecosystem and people. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity objectives, which we have set for ourselves. Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure at the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth.

Tourism sector's contribution in creating a global and regional socio-political environment for peaceful co-existence of the cultures and societies has been equally established at various levels. This realization took many advocates to position tourism as one of the biggest 'peace industries', a means to strike equilibrium of global peace process though development. Because, tourism practiced in responsible and sustainable manner bring about the peace and prosperity of the people and that its stakeholders share benefits in fair manner, which is a necessary condition for the equilibrium of sharing to sustain.

The appreciation of key role of tourism in development and global harmony is helpful in recent years. The U.N systems have been well on record about the growing significance of tourism, which can be traced back to the 1980s. The latest being the candid endorsement of U.N Secretary General who went on to state as precursor to his World Tourism Day 2011

message is that "tourism's ability to generate socio-economic opportunities and help reducing the gap between rich and poor is more important than ever". This statement attains significance in the face of the economic crisis in recent times. Hence, any formulation on tourism and its role in the society and economy must be rooted in due cognizance to the contribution of tourism in the development process and according its rightful place and position in the economic planning and programming.

Tourism is a composite sector, generating income in a large number of activities as sectors and sub sectors like, hotel and other accommodation units, travel agents and tour operators, transport services, tourist resorts and complexes, shopping facilities including sales outlets for curios, handicrafts, souvenirs, etc. Hence here this paper focused on objectives like **a.** Contribution of tourism sector to Indian Economy, and **b.** Employment opportunities in Tourism Sector.

Role of Tourism sector in Indian economy:

Tourism is an important mechanism in the socio-economic development in the modern times, contributing in various ways and strengthen the inter-connected processes. This sector often reveal as solution for many problems such as underdevelopment, unemployment, poverty eradication, social discrimination, ill health and so on; its contribution in creating a global and regional socio-political environment for peaceful co-existence of the cultures and societies has been equally established at various levels. The travel and tourism industry has evolved to become one of the largest and most dynamic industries of the global economy. A World Travel and Tourism Council (WTTC) study has estimated in 2010 that the contribution of travel and tourism to the world GDP was to the tune of 9%, whereas, its total employment effect was more than 235 million jobs, representing 8% of global employment. Table No 1 shows the total contribution of Travel and Tourism sector to the economic development, during 2011 and it might change in 2021.

Table 1: Contribution of Travel and Tourism sector in India

	2011			2021		
	INR.bn	% of Total	Growth	INR bn	% of Total	Growth
Direct Contribution to GDP	1,570.5	1.9	8.7	3,414.8	2.0	8.1
Total contribution to GDP	3,680.4	4.5	8.7	8,523.1	4.9	8.8
Direct contribution to Employment	24,931	5.0	2.4	30,439	5.2	2.0

Total contribution to Employment	37,655	7.5	2.4	47,480	8.1	2.3
Visitor exports	678.6	3.8	5.7	1,344.7	2.1	7.1
Domestic spending	3,509.6	4.3	9.1	7,758.3	4.4	8.3
Leisure spending	3,003.0	3.7	7.5	6,332.8	3.6	7.7
Business spending	1,196.6	1.5	11.1	2,791.8	1.6	8.8
Capital investment	1,233.0	4.7	12.2	2,527.5	4.8	8.7

**Source: World Travel & tourism Council (WTTC)**

Along with the continuation of promotional efforts under the 'Incredible India' campaign, the Government has introduced the Visa-on-Arrival scheme for tourists from five countries, Singapore, Finland, New Zealand, Luxembourg, and Japan on a pilot basis with effect from 1 January 2010. During January–December 2010, a total of 6549 visas were issued under the scheme. The scheme has now been extended to the nationals of Cambodia, Vietnam, Laos, Philippines, Myanmar and Indonesia from January 2011 (Das, 2011:49:51).

#### Foreign Tourist Arrivals (FTAs) in India 1981-2012:

Data regarding the number of Foreign Tourist Arrivals (FTAs) showing in table no 2. The FTAs in India continued to grow from 1.28 million in 1981, to 1.68 million in 1991, 2.54 million in 2001, to reach 6.58 million in 2012. During the year 2012, India registered a positive growth of 4.3 % over 2011. The compound annual growth rate (CAGR) in FTAs in India during 2001 to 2012 was 9.0 %. Table No. 2 gives the number of FTAs in India for the years 1981 to 2012 along with the corresponding growth rate over previous year. The growth in FTAs in India during the eighties & nineties did not follow any consistent pattern. While the years, viz. 1986, 1992, 1995 2003 to 2007 and 2010 saw double-digit positive growth, there was negative growth in the years 1984, 1990, 1991, 1993, 1998, 2001, 2002 and 2009.

**Table No. 2: Foreign Tourist Arrivals (FTAs) in India 1981-2012**

Year	FTAs in India	Annual Growth (%)
1981	1279210	2.0
1982	1288162	0.7
1983	1304976	1.3
1984	1193752	-8.5
1985	1259384	5.5
1986	1451076	15.2
1987	1484290	2.3
1988	1590661	7.2
1989	1736093	9.1
1990	1707158	-1.7
1991	1677508	-1.7
1992	1867651	11.3
1993	1764830	-5.5
1994	1886433	6.9
1995	2123683	12.6
1996	2287860	7.7
1997	2374094	3.8
1998	2358629	-0.7
1999	2481928	5.2
2000	2649378	6.7
2001	2537282	-4.2
2002	2384364	-6.0
2003	2726214	14.3
2004	3457477	26.8
2005	3918610	13.3
2006	4447167	13.5
2007	5081504	14.3
2008	5282603	4.0
2009	5167699	-2.2
2010	5775692	11.8
2011	6309222	9.2
2012	6577745	4.3

**Source: Bureau of Immigration, India, India Tourism statistics 2012, Govt of India**

#### The country-wise details of FTAs in India during 2010 to 2012:

Foreign Tourists Arrivals (FTAs) from USA during 2010, 2011 and 2012 were the highest. The growth rate in FTAs in India in 2012 as compared to 2011 was maximum for Turkey (32.4%) followed by Iraq (26.0%), Yemen (24.7%), Ukraine (23.7%) and Pakistan as well as Russia (each 23.0%). FTAs from China (Taiwan), Egypt, Myanmar, Oman, and Saudi Arabia also recorded a growth of more than 20% in 2012 over 2011. Some of the countries from which significant decline in FTAs were observed during the same period include UAE (37.2%), followed by South Africa (14.2%), Poland (12.2%), Indonesia (9.1%), Maldives (6.6%), Spain (6.1%), Malaysia (5.9%), Hungary (5.7%) and Iran (5.6%). The top 10 countries for FTAs in India during 2012 are: USA, UK, Bangladesh, Sri Lanka, Canada, Germany, France, Japan, Australia and Malaysia.

#### Employment opportunities in Tourism sector:

Tourism sector is important factor in creating employment generation. If we consider employment generation in 2011, the sectors' direct contribution worked out to be 5% and the total effects- direct and indirect together- to stand at 7.5% in the country's total employment pie. Respective figures might rise to 5.2% and 8.1% by 2021 and such prospects need to be taken as an important indicator for concerted policy interventions and programming for tourism sector. Because, as already established, the sector has a key role to play in the eradication of poverty and underdevelopment by way of creating employment and income opportunities for millions of the marginal and less empowered sections across the country.

**Table No 2: Employment in Tourism, (In Million)**

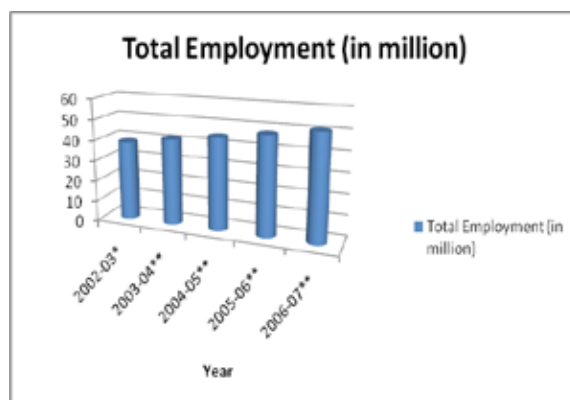
Year	Total Employment (in million)
2002-03*	38.6
2003-04**	41.8
2004-05**	44.7
2005-06**	47.8
2006-07**	51.1

\*: TSA Figure. \*\*: Estimated

**Source: - Ministry of Tourism, Government of India**

Table 2 and Chart 1, gives the employment generation by Tourism Sector in the year 2002-03 total employment was 38.6 million, which was increased by 51.1million in 2006-07. This table clearly shows the Tourism sector playing vital role in Human resource development through employment generation.

**Chart 1:**



#### Conclusion:

India has tremendous potential for development of Tourism Diversity of India's natural and cultural richness provided the basis for a wide range of Tourist products and experiences,

which embraces business, leisure, culture, adventure, spirituality, eco-tourism and many other pursuits. Tourism is important for economic development and Global solidarity. Different types of tourism are like eco-tourism, Rural Tourism, Medical Tourism, Wellness Tourism and so on. Tourism has also become an instrument for sustainable human development in poverty elimination, Environmental regeneration, Job creation and advancement of women and other disadvantage groups.

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