



ORIGINAL RESEARCH PAPER

Management

NEED OF PROMOTING TOURISM SECTOR IN INDIAN ECONOMY

KEY WORDS:

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ABSTRACT

Tourism means travel for recreation, leisure, family or business purposes usually for a limited duration. Tourism can be domestic or international. Tourism in India is a slowly developing foreign currency earner. India's tourist attractions include archaeological sites, historical mosques and monuments, resorts, sea beaches, picnic spots, forests and tribal people, wildlife of various species. The key benefits of tourism are economics, socio-cultural and environmental. Tourism can provide direct jobs to the community, Indirect employment may be generated through other industries like agriculture, food production and retail intry of Corona virus (Covid-19) has the changed the fate and future of this sector, throughout the Globe. In order to reopen this sector mass awareness, government awareness, social distracting is needed so that this sector come with positive outcome.

INTRODUCTION:

Tourism Sector in India is the most vibrant tertiary activities and a multi-billion industry that deliver a travel experience including transportation, accommodation, eating, drinking established, retail shops, entertainment, business and others hospitality services provided for individuals or group travelling away from home. The growth of tourism industry has a multiplier effect on the social economy development of the country. This tourism industry not only adds to the countries GDP but also generates a lot of employment. This sector can be instrumental for the sustainable development of national wealth and it has potential to stimulate other economic sector. But after entry of Corona attracts this sector in all most all countries of the world are facing negative impact. Covid-19 has changed the picture of this sector in 2020. Lacks and Lacks people died. Social distancing became the part of life. This critical situation the graph of tourism industry falls rapidly.

Tourism has been the one of the leading and fastest growing industry in the world, and was providing employment to over 260 million people and contributing 9% to world's GDP (WTO). The tourism industry played very dominating role in social and economic development strategies of many developed as well as developing countries. Tourism has been one of the industries where close interaction between the consumer and the environment takes place, the need for acting responsibly is accentuated even more but in 2020 the Covid-19 attack started from Buhan (China) has attacked the fate and future of this sector. In modern era, the whole world is full of wonders & curiosities and tourism make this possible for the people to spend their free time seeing and enjoying these beautiful manmade and natural attractions that to some extend act as an inspiration to travel but negative impact of worldwide Corona infection has changed the picture, maintaining distance become the part of life.

Significance Of Tourism In India:

The enduring ability of the tourism sector to advance economic growth and make employment at a quicker rate than the other sectors of the economy has driven the Government of India (GOI) to reform its tourist visa policy, develop infrastructure, and rationalize the rates of luxury tax in conformity with best international practice. Presently, the significance of tourism in Indian economy is relatively low. For instance, just 7.8 percent of GDP originates in this sector in 2018. This implies that there is a large untapped potential in Indian tourism industry.

Impacts On Economy

Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. 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. Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

1. Creating Income and Employment:

Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributed 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

2.Promoting of Foreign Exchange Earnings:

Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$ 175 billion in 2018 and that is expected to increase to US\$ 295.5 billion by 2020.

3.Preservation of National Heritage and Environment:

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc. would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them.

4.Developing Infrastructure:

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

5. Promoting Peace And Stability:

Tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed in peace-enhancing benefits from this industry are to be realized.

Types Of Tourism

Tourism in India has emerged as one of the important tool of employment generation, income and Foreign Exchange earnings and infrastructure development both in rural and urban areas. It helps in the poverty eradication and up gradation of living standard of the people around the tourist

sports particularly in remote backward areas. Tourism industry has enormous economic benefits. Today it have not remained confined itself only to Tour operators, hotels, restaurants and sea beaches, but has touched every corner of our economy through diversification and innovation in tradition tourism structure and system in to rural areas (Rural tourism), health sector (Health Tourism) and environment (Eco-tourism) as well.

Rural Tourism

Rural tourism focus on major thrust to domestic tourism which will act as a spring board for growth and expansion of international tourism. The development of tourism in a rural area is not simply a matter of matching tourist demands with local product supply but a matter of evaluating local suitability and acceptability.

Adventure Tourism

It includes exploring some of the remote, toughest areas of India – be it forest expedition, river rafting or mountain trekking. This segment is gaining popularity among young people who want to escape their routine life and engage in some activity that give them an adrenaline rush.

Wellness Tourism

Presently some of the ancient Indian practices like Ayurveda, Yoga and Panchakarma have gained popularity among international masses. This has accelerated the wellness tourism as people come to India to seek treatment through this method.

Medical Tourism

With the support skilled doctors, low cost treatment and superlative healthcare infrastructure, India has seen exponential growth in medical tourism. Most of the people visiting India from other countries for medical treatment come for two reasons either the cost is very high in their country and the required medical infrastructure is not available.

Eco Tourism

Whenever people becoming more aware of their environment, Eco Tourism has witnessed growth in recent years in India. The International Ecotourism Society defines Eco Tourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education"

Spiritual Tourism

India is spotted with a number of spiritual destinations. A visit to them in important as one of the corridors of spirituals self-discovery. In fact, divine tours of India allow one to care for the spirituality within oneself by delving deep into the rich religious history of the country. Spiritual tours of India take one to quite a few spiritual destinations in the country, which are famous for their religious and spiritual significance.

Government Initiatives

With a growth of tourism in India the travel industry has growa too. To promote tourism the Ministry of Tourism launched a marketing campaign called "Incredible India" in the year 2002. It helped the government to project India as an attractive tourist destination for international visitors. It gave a view of India's rich cultural heritage, traditions, customs and enchanted scenic beauty. To offer great holiday experience and hospitality to the international visitors Ministry of Tourism launched, "AtithidevoBhava Program". To promote the travel and tourism industry further the Government of India has allowed 100% FDI in this industry. The government has launched "Incredible India" mobile application to help tourist with key information about various destinations in India, favourite places, hotels & restaurants, tour operators, etc. Some of the state initiatives include West Bengal planning to set up eco tourism project, Maharashtra planning to build cultural spot like Times Square in Mumbai for tourist as

popular entertainment zone.

Role Of Tourism In Economy

Tourism is considered as one of the largest and fastest developing sectors of the world. Its high growth and development rates bring considerable volumes of foreign currency inflows, infrastructure development, employment generation, regional development, economic multiplier effects and introduction of new management and educational experience actively affect various sectors of economy, which will be positively affected to the social and economic development of the country. According to the World Tourism Organization (UNWTO), the international tourism has grown steadily over the last sixty years; where it constitutes one of the leading sectors with the fastest growing in the world. "Tourism has become one of the main terms of international trade.

This is really the brightest face of tourism activities. Economical effects of tourism are directly observable. Tourism generates different types of income for a community: business income, wage earnings, share earning, rates and levies. Direct spending by visitors has a positive impac on business profitability and employment growth. A thriving tourism industry supports growth in other sectors, such a transport, construction, agriculture and retailing. As tourism increases, there are more opportunities for small business to develop. The main positive economic impacts of tourism relate to foreign exchange earnings, contributions to government revenues, generation of employment and business opportunities. Tourism expenditures, the export and import of related goods and services generate income to the host economy. Tourism is a main source of foreign exchange earnings for the least 39.4% of all countries. Tourism can include the local government to improve the infrastructure by creating better water and sewage systems, roads, electricity, telephone, rail and public and private transport networks. All this can improve the quality of life for residents and private as well as facilitate tourism. Tourism can be a significant or even an essential part of the local economy.

Prospects Of Tourism In India

Tourism Industry is playing significant role in economic development of our country by generating employment by improving living standard, foreign exchange earnings, and infrastructure development and boosts the world famous Indian traditional Art and Craft. Tourism Industry has potential to strengthen the inclusive economic development Tourism in India has registered significant growth in the recent year and the country has tremendous potential to become a major global tourist destination. Tourism Industry in one of the very attractive and growing sector in the world economy today. Tourism has been most remarkable economic and social phenomena in the contemporary world. Its role is crucial in bringing countries and individuals together which facilitates mutual understanding and generates sources of revenue and employment. Despite having all the potential to flourish, tourism in India has been growing at a very slow pace.

CONCLUSION

Tourism may have many faces some of them are brightest such as economical advantages, some of them are just good such as cultural and social benefits but some of them are really bad even worse like destruction of culture, traditions, pollutions etc. tourism generates various types of economical benefits to the local destination economy including employment generation, foreign exchange earnings, sales of local goods and services.

Social and cultural cost of tourism generally has more negative impact than positive. Visitors from distant locations and foreign countries often don't understand and respect social ethics and values, and eventually harms the local

culture and population. By employing local people to help clean it up, making their lives slightly easier and more comfortable. Aggressing advertisement campaigns on the tourist destinations should be made to attract more and more tourist. Airport procedures should be simplified. In nutshell if one wants to enjoy nature one must preserve it, otherwise all the exotic destinations will become extinct and the world will not be a beautiful place to live in. Eco friendly tourism should be promoted all.

We should also stop the intry of Corona, Covid-19 by maintaing proper distance using face protector and mask and by protecting environment in order to bring derailed system on rail tourism industry acts as a powerful agent of both economic and social change. It stimulates employment and investment, modifies economics structure and turn negative into positive.

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