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## IMPACT OF TOURISM ON INDIAN ECONOMY

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### ABSTRACT

*Traveling and Tourism has been an integral part of Indian Culture & Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. The potential and performance of India's tourism industry needs to gauge in terms of its socio- economic magnitudes. Traditionally known largely for its historical and cultural dimensions, tourism today is highlighted for its immense business opportunities. The first public milestone in the history of tourism was the creation of the Indian Tourism Development Corporation (ITDC), in 1966. National Tourism Development Policy, 2002 introduced with the principles of positioning tourism as a major engine of economic growth and that removes the large exercise of unplanned tourism development. Tourism policy highlights seven key areas viz. Swagat (Welcome), Soochna (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachna (Infrastructure Development), and Safai (Cleanliness) that would provide the thirst to tourism development. Public Road Shows and mass media communication in newspapers, Television, and outdoors media create general awareness about the Atithi Devo Bhavah program. Under the Incredible India Online Campaign, a domestic online campaign was launched to promote tourism within the country. This paper aims to study tourism industry, impact on Indian economy, contribution to GDP and employment and some highlights of tourism industry.*

### KEYWORDS

tourism industry, impact on economy, economic growth.

### INTRODUCTION

Tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and the visited to different ways of life. India has strong signs of becoming one of the emerging giants in world tourism. The most imperative factors for successful tourism development include product enhancement, marketing, regulations and human resource development. India's tourism is one of the flourishing sectors in terms of its scope. Tourism in India is growing continuously to generate employment and earn large amount of foreign exchange in order to stabilize the country's economic and social development. It also helps in preserving and sustaining the diversity of the India's natural and cultural environments. Indian tourism has huge untapped potential for generating employment and ensuring a steady flow of foreign exchange besides giving a much-needed boost to the country's overall economic and social development. There have been significant improvements in the spheres of increasing air seat capacity, trains and railway connectivity to important tourist destinations, four-lining of roads connecting important tourist centers. Accommodation facilities have been redefined for the convenience of the visitors. Right from luxury resorts to paying guest accommodations, there is something for everybody, to suit every pocket. Tourism is a major contributor in India's economy. Indian economy is second fastest growing economy in the world. With growth of this economy, tourism industry is also prospering. In 2002 to 2010, the international tourist flow has increased from 2.58 million to 5.11 million. There is dramatic increase in foreign tourist arrival. According to world travel and tourism council report, 2015 total contribution of Travel & Tourism to GDP was 6.7% of GDP in 2014, and to rise by 7.3% pa to 7.6% of GDP in 2025. The total contribution of travel and tourism to employment was 8.7% of total employment. In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. However, there are pros and cons involved with the development of tourism industry in the country.

### IMPACT OF TOURISM ON ECONOMY

Tourism industry in India has several positive and negative impacts on the economy and society.

These impacts are highlighted below.

#### POSITIVE IMPACTS

1. **Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.77% 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. **Source 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\$19.657 billion in 2014 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
3. **Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites.
4. **Developing Infrastructure:** Tourism tends to encourage the development of multiple-use of infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers.
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.
6. **The Multiplier Effect:** The flow of money generated by tourist spending multiplies as it passes through various sections of the economy.
7. **Regional Development:** The underdeveloped regions of the country can greatly benefit from tourism development. Many of the economically backward regions contain areas of high scenic beauty and cultural attractions.
8. **Economic Value of Cultural Resources:** Tourism provides monetary incentives for the development of many local crafts and culture, thus it has an effect on the income of the local artisans and artists.
9. **Promotion of International Understanding:** Tourism can also become an effective tool to develop a better understanding and interaction amongst people of different countries.

#### NEGATIVE IMPACTS

1. **Undesirable Social and Cultural Change:** Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity.
2. **Increase Tension and Hostility:** Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.
3. **Creating a Sense of Antipathy:** Tourism brought little benefit to the local community. In most all inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers.
4. **Adverse Effects on Environment and Ecology:** One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality.



5. **Import Leakage:** This commonly occurs when tourists demand standards of equipment, food, drinks, and other products that the host country cannot supply, specially developing countries.
6. **Seasonal Character of Job:** The job opportunities related to tourism industry are seasonal in nature as they are available only during the tourist season.
7. **Increase in Prices:** Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately.

### FACTS AND FIGURES OF TOURISM IN INDIA

There is new product development such as Golf tourism in Indian Himalayan ranges, Cruise tourism consists Ocean cruise at Cochin port, river cruise at Andhra Pradesh and West Bengal, adventure tourism like skiing, paragliding and mountaineering in Gulmarg, medical tourism, wellness tourism, Sustainable or Eco tourism, Accessible tourism etc. Let's have a look on tourism industry contribution to GDP, Employment, foreign exchange earnings and foreign tourist arrivals.

#### TRAVEL AND TOURISM CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 23,024,000 jobs directly in 2014 (5.5% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. By 2025, Travel & Tourism will account for 29,020,000 jobs directly, an increase of 2.2% pa over the next ten years.

#### TOURISM INDUSTRY CONTRIBUTION TO GDP

The direct contribution of Travel & Tourism to GDP in 2014 was INR2,478.2bn (2.2% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported. The direct contribution of Travel & Tourism to GDP is expected to grow by 7.2% pa to INR5,339.2bn (2.5% of GDP) by 2025. The total contribution of travel and tourism to GDP was INR7,642.5bn in 2014 (6.7% of GDP) and is expected to grow by 7.5% to INR8,218.0bn (6.8% of GDP) in 2015. It is forecast to rise by 7.3% pa to INR16,587.2bn by 2025 (7.6% of GDP).

TABLE 1

Year	Contribution of Tourism in GDP of the Country (%)
2009-10	6.77
2010-11	6.76
2011-12	6.76
2012-13	6.88
2013-14	6.77

Source: Ministry of Tourism Annual Report 2014-15

#### FOREIGN EXCHANGE EARNINGS FROM TOURISM

Tourism is an important sector of Indian economy and contributes substantially in the country's foreign exchange earnings. The FEE's from tourism in rupee terms during 2014 were Rs. 1,20,083 crore with a growth of 11.5%, as compared to FEE's of Rs. 1,07,671 crore with a growth of 14.0% during 2013 over 2012.

TABLE 2

Year	Foreign Exchange Earnings Rs. (crore)	Percentage Change over Previous Year
2000	15,626	20.6
2001	15,083	(-) 3.5
2002	15,064	(-) 0.1
2003	20,729	37.6
2004	27,944	34.8
2005	33,123	18.5
2006	39,025	17.8
2007	44,360	13.7
2008	51,294	15.6
2009	53,700	4.7
2010	64,889	20.8
2011	77,591	19.6
2012	94,487	21.8
2013	1,07,671	14.0
2014	1,20,083	11.5

Source: Ministry of Tourism Annual Report 2014-15

Table shows the Amount of Foreign Exchange Earning (FEE) earned by India through Tourism since 2000 to 2014. The rate of FEE is increasing over the period except few years. In 2003 and 2004 foreign exchange earning was on higher point i.e. 37.6% and 34.8% respectively. Since tourist arrival was also rose by 14.3% in 2003 and 26.8% in 2004. This achievement was the reward of Incredible Campaign and effective implementation of New Tourism Policy 2002. Foreign Exchange Earnings rose to 20.8% in 2010, 21.8% in 2012 is the appreciable growth rate and in 2014 it was 11.5% for Indian Tourism Scenario.

#### FOREIGN TOURIST ARRIVALS IN INDIA

Earlier foreign tourist arrivals to India were highly lopsided with a few countries such as US and UK accounting for the bulk of arrivals in india. In recent years' foreign tourist arrival figures have been diversifying. More and more people from Afghanistan, Nepal, Sri Lanka and Bangladesh visit India now as are people from Southeast Asian countries, South America and South Africa.

FTAs during 2014 were 77.03 lakh with a growth of 10.6%, as compared to the FTAs of 69.68 lakh with a growth of 5.9% during 2013 over 2012.

TABLE 3

Year	Foreign Tourist Arrivals (In nos.)	Percentage Change over Previous Year
2000	26,49,378	6.7
2001	25,37,282	(-)4.2
2002	23,84,364	(-)6.0
2003	27,26,214	14.3
2004	34,57,477	26.8
2005	39,18,610	13.3
2006	44,47,167	13.5
2007	50,81,504	14.3
2008	52,82,603	4.0
2009	51,67,699	(-)2.2
2010	57,75,692	11.8
2011	63,09,222	9.2
2012	65,77,745	4.3
2013	69,67,601	5.9
2014	77,03,386	10.6

Source: Ministry of Tourism Annual Report 2014-15

Table highlights the foreign tourist flow in India. The percentage of change over previous year is increasing consistently except few years i.e. 2001, 2002 and 2009. There was a marvelous jump in the tourist arrival in 2004, the percentage increase by 26.8% as compared to year 2003. Tourist arrival fall down by 2.2% in the year 2009 due to global slowdown, terrorist activities, swine flu, etc., Tourist arrival rose to 10.6% in 2014.

#### HIGHLIGHTS OF INDIAN TOURISM

The following are highlights about Indian tourism-

- Increase in international trade.
- Growth in hotel industry
- Focus on rural tourism
- Motivating private sectors to attract more tourists
- Expansion in transport, air travel and shipping
- Progress in health care industries
- Growth in health care management
- Giving more innovative promotional measure for tourism
- Multi- socio cultural activities
- Helping to preserve, retain and enrich our cultural heritage.

#### CONCLUSION

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry. To the conclusion Indian tourism is growing with leaps and bounds and have a great potential to be develop as a world class tourist destination. There is significant improvement in growth of arrival of tourist and their Foreign exchange earnings.

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