

THE TOURISM INDUSTRY IN INDIA HAS TREMENDOUS POTENTIAL FOR GROWTH

Abstract

The global economy is significantly impacted by travel and tourism, with India being a prime example. The tourist industry has become a vital component of economic growth, generating more revenue than oil, food, or autos combined. India's tourism industry offers a wide range of jobs, promoting conservation of natural resources, cultural diversity, and global stability.

Keywords: Global Economy, Tourist Industry, Wide Range, Indian Tourism.

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I. INTRODUCTION

Travel and tourism contribute significantly to the global economy. Several nations have completely reshaped their economy by capitalising on tourism. We all know that the production of vast productive employment possibilities is what India most needs, and tourism has the potential to produce a wide range of jobs, from the highly skilled to the unskilled.

Over the years, tourism has expanded and diversified to become a rapidly expanding sector of the global economy. New places are constantly being added to the modern tourist's itinerary, which is inextricably related to the expansion of civilisation. Because of these factors, tourism has become an essential component of economic growth.

Tourism now generates more revenue than the export of oil, food, or autos combined. The tourism industry has grown to become a significant force in global trade and an important source of revenue for many low-income nations. This expansion is accompanied by a rise in variety and rivalry among vacation spots.

It is undeniable that the tourist industry is becoming an economic powerhouse and a potential instrument for growth. The tourist industry not only drives development, but also enhances people's standard of living by providing enough opportunities for work in a wide range of fields. It promotes conservation of natural resources, preservation of cultural diversity, and global stability.

II. THE FUTURE OF TOURISM IN LIGHT OF THE PRESENT

The travel, tourism, and hospitality industry has come a long way in the previous decade, but there is still a long way to go before it reaches its full potential. The World Economic Forum's 2017 Travel and Tourism Competitiveness Index ranked India at 40, an improvement of 12 spots from the previous year's ranking of 52. The number of international visitors has climbed from 5.1 million in 2009 to 8.8 million in 2016, yet this still represents less than 1% of all international visitors in 2016. India has a lot going for it in terms of attracting tourists, what with its 35 world heritage sites, 10 bio-geographical zones, and 26 biotic provinces.

The industry is crucial to the country's GDP. There were USD 22.92 billion in remittances from tourists visiting India in 2017–18. Between April 2000 and October 2017, the hospitality and tourist industry brought in USD 0.9 billion in FDI, or about 3% of the overall FDI. The importance of domestic tourism cannot be overstated. There were an estimated 1614 million domestic tourists in all of India's states and Union Territories (UTS) in 2016, an increase of roughly 13% from the year before.

Since tourism is a labor-intensive industry, it has the potential to create many high-quality jobs. There were 25 million direct employment and about 14 million indirect occupations in 2016. 5.8 percent of India's workforce was directly employed in this area. The sum of all direct and indirect jobs was 9.3 percent. Many other industries, including agriculture, retail, transportation, and the financial sector, may benefit from the industry's forward and reverse links.

Because of its potential to boost the economy and create jobs, the government has made a number of investments in the tourist industry and related infrastructure. Previously known as the electronic travel authorization (ETA), India's new "e-Tourist Visa" allows visitors from 150 different countries to get a visa upon arrival in the country. The Ministry of Tourism has opened a free, 24-hour, multilingual tourist hotline. The government has initiated a number of programmes to foster the growth of specialty products like medical tourism and pilgrimage-based tourism, as well as to expand existing ones like developing tourist circuits and promoting our islands as tourist destinations.

III. TOURISM'S MONETARY EFFECTS

Especially in rural regions and underdeveloped nations, tourism may have a positive impact on the economy and society at large, but there are drawbacks to consider as well. Careful management is required if tourism is to be environmentally and socially sustainable, lest the costs start to exceed the advantages. The tourism business in India affects the economy and culture in both good and bad ways. The following are some examples of these effects.

IV. BENEFITS OF TRAVELLING

Income and job creation: Tourism in India has emerged as a tool for these ends, as well as for the reduction of poverty and the promotion of long-term human flourishing. It accounts for 9.3 percent of all jobs in India and 6.23 percent of GDP. The tourist business in India has grown to employ about 20 million people.

Earnings in Foreign Currency Tourists provide a significant portion of India's annual earnings in foreign currency. The country's balance of payments will improve as a result of this.

Several locations of historical significance have been designated as national heritage sites thanks to the efforts of the tourism industry. The Tourism Department's efforts to protect cultural landmarks like the Taj Mahal, Qutab Minar, Ajanta and Ellora temples, etc., have prevented their erosion and destruction. The same is true for the role that tourism plays in protecting endangered species' natural habitats.

In addition to the hotels and upscale restaurants that cater to international tourists, tourism also tends to foster the construction of transportation hubs, medical centres, and recreational centres, all of which are of service to the local population. The growth of infrastructure has stimulated the expansion of various forms of direct economic activity.

In addition to providing employment, revenue, diversifying the economy, safeguarding the environment, and increasing cross-cultural knowledge, the tourist sector may also assist create peace and stability in emerging countries like India. To realise the peace-improving advantages of this business, however, important problems including acceptance of regulatory frameworks, procedures to curb crime and corruption, etc. must be solved.

V. THE DOWNSIDES OF TOURIST ATTRACTIONS

Disruption to Society and Culture: Tourists have been known to tear communities apart. The greater the influx of visitors, the greater the concern that a region may lose its distinctive character. Goa is a great case in point. Goa was a shelter for hippies during the heyday of the hippy movement, from the late 1960s to the early 1980s. They flooded in by the numbers, altering the state's culture and contributing to an increase in drug usage, prostitution, and trafficking. The effects of this were felt across the nation.

Increase Tension and Hostility When visitors and locals don't appreciate and understand each other's cultures and ways of life, it may lead to increased tension, hostility, and distrust. As a result, the visitors might become targets of acts of assault and other criminal activity. A example in point is the recent attack on a Russian tourist in Goa.

Animosity was stoked by the fact that the locals reaped little benefits from tourism. More than eighty percent of the money paid by tourists for all-inclusive package trips goes to multinational corporations like airlines and hotels rather than to the local economy. However, the local farmers and employees are deprived of the benefits of their presence since huge hotel chains' restaurants often import food to please foreign guests while seldom hiring local people for high management positions. Because of this, many locals have become resentful of both visitors and the government.

One of the most significant unintended consequences of tourism is the overloading of local ecosystems, which may have a devastating impact on wildlife and vegetation. Large-scale deforestation and the instability of natural landforms were caused by increasing transportation and building operations, and increased visitor traffic increased solid waste dumping and depleted water and fuel supplies. Trampling, murdering, and disturbing breeding grounds are just some of the ways in which visitors to environmentally sensitive locations have contributed to the extinction of rare and endangered species. Direct impacts on biodiversity, ambient environment, and general profile of tourist spots are also caused by noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc.

VI. CHALLENGES

Despite the numerous positive social and economic effects that tourism may have on its own, the industry faces a number of limitations that prevent it from realising its full potential.

Travellers still find it difficult to apply for a visa, even though an electronic visa option has been made available. In addition, few people know about the e-visa option. Holders of medical e-visas also have issues with registration procedures, the number of people they can bring with them, and the number of times they may travel in a year.

- 1. Connectivity and Infrastructure:** Tourist traffic to certain historic places is hindered by poor infrastructure and limited transportation options. While there is a wide variety of tourist attractions in India, only a select handful, such as the Golden Triangle (New Delhi, Agra, and Jaipur), have good transportation links.

- 2. Marketing and Advertising:** despite growth, internet promotion is still restricted and efforts are not coordinated. It is difficult for both local and international visitors to easily obtain information at tourist information centres due to inadequate management.

A shortage of workers with the right skills in the tourism and hospitality industry is a major obstacle to providing a top-notch experience for tourists. The sector's expansion is hampered by a lack of bilingual tour guides and a lack of local knowledge about the advantages and disadvantages of increased tourism.

VII. RECENT GOVERNMENT ACTIONS

The Incredible India Tourist Facilitator Certification (IITFC) website is now live. It's an online course that lets you study tourism whenever and wherever it's convenient for you. If the student completes the course requirements, they will be eligible to apply for certification via India's Ministry of Tourism as a Certified Tourist Facilitator.

The number of foreign visitors can't rise without a more relaxed visa policy. The Ministry of Tourism is leading the charge with the Ministries of Home Affairs and Foreign Affairs to reach this goal.

With its "Incredible India 2.0" campaign, the Ministry of External Affairs is moving away from global, blanket promotions in favour of targeted campaigns tailored to individual markets.

The Culture Ministry has recently made the decision to extend the hours of public access to ten national landmarks across the country to 9 o'clock in the evening. The document also urged every state and territory to keep their significant landmarks open until midnight.

The central government encourages the states to conduct surveys in their respective states to learn how foreign tourists view India so that they can work to dispel any negative stereotypes. Good results from tourism promotion can be expected if this causes a shift in how foreigners view India.

VIII. RESPONSIBLE TRAVEL

The rapid and massive influx of visitors during the shorter tourist season places a significant burden on the available tourist amenities. Damage to tourist sites may be irreparable, and their lifespan may be decreased as a result. They lose their appeal, visitors stop coming, and employment opportunities dry up. This phase of decline does not appear to have fully set in as we continue to take some measures to restore the charm of tourist sites. But we haven't done enough to ensure that the many hill stations, beaches, and monuments in our midst sparkle and give locals a chance to make a living.

Overuse and improper use of a location's resources may lead to its deterioration as a tourist destination. Sustainable tourism practises are essential if the tourism industry is to continue growing. Sustainable tourism is one that doesn't deplete natural resources and keeps on creating new jobs indefinitely. Employment opportunities in the tourism industry are sustained by sightseers in summer destinations. In the Himalayan highlands, year-round subsistence has been made possible by the introduction of winter tourism and the keeping of

people engaged in restocking the stock of the cottage industry items for sale in the following peak season. The lifeblood of sustainable tourism is maintaining visitor-friendly activities in all tourist destinations. Preserving a destination's allure by preventing the deterioration of its natural resources inspires residents to depend permanently on the tourism industry.

Green tourism, often known as ecotourism, Sustainable tourism relies heavily on the tourism industry. The local ecosystem and way of life must be protected. Eco-tourism relies on a number of factors, including clean air and water, a diverse ecosystem that has been well-protected, and a coordinated human effort. As their interdependence grows, so does the need of maintaining peace amongst them. Cement plants were launched with full force in recent years in the tourist zones of Himachal Pradesh and the Kashmir valley. Extraction of limestone, emission of dust, fumes and noise upset the ecological balance and were least eco-friendly in these states dependent primarily on tourism.

IX. IMPORTANT PLANS FOR THE TRAVEL INDUSTRY

The Ministry of tourist has initiated a number of programmes with the goal of developing the country's tourist infrastructure. Pilgrimage Revitalization and Spiritual, Heritage Enhancement Drive (PRASHAD), Integrated Development of Tourist Circuits around Specific Themes - (SWADESH DARSHAN), Adopt A Heritage Project, Development of Iconic Tourist Sites, etc. are all important initiatives.

X. RESPONSIBLE TRAVEL

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limestone, the release of dust, fumes, and noise, and the reliance of these governments' economies on tourism made them the least environmentally friendly.

XI. CONCLUSION

India is a unique tourist destination because of the wide variety of goods and activities it provides. The travel and tourism business has the potential to significantly contribute to the fulfilment of major national growth imperatives, such as the creation of jobs in all parts of the country. Despite steady expansion, India's tourist industry has not yet reached its full potential due to a number of obstacles. For the sector to reach its full potential, these obstacles must be removed.

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