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## INTRODUCE AND DEVELOPMENT OF TOURISM IN INDIA

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### Abstract

India, the seventh largest country in the world and the second most populated nation. In India tourism is nothing new. It has got its existence since a long time when it was recognized as travel by people in search of knowledge and peace. At the global level, tourism sector has become an important socio-economic phenomenon at least since the first half of the 20th century when predominantly a small group of wealthy people travelled different places for the purpose of knowledge acquisition, pilgrimage. The national tourism policy was launched in 2002.

**Keywords:** Tourism, Global, Acquisition.

### INTRODUCTION

In last decades tourism has been widely recognized as one of the largest and rapidly growing industries in the global economy. Tourism has become one of the fastest growing industries in the developing world<sup>i</sup>. In many developing countries, tourism plays a principal role in economic development. It has been realized that well-designed and well-managed tourism can make a significant contribution in terms of the growth of other sectors, creation of decent jobs, and generation of trade and business opportunities. In developing countries, tourism has been considered as one of the best green options for addressing poverty, employment and economic diversification initiatives<sup>ii</sup>. Thus, many developing countries have included the tourism sector as an integral part of their development strategies<sup>iii</sup>.

India, the seventh largest country in the world and the second most populated nation, is situated in southern Asia and bordered by China, Nepal & Bhutan in the north, by Bangladesh & Myanmar in the north-east, by Pakistan in north-west, by the Arabian Sea in the west, by the Indian Ocean in the south, by the Bay of Bengal to the east, and by the Himalayan mountain range in the north. India has the variety to satiate the interests of all those who visiting the country. The bounteous heritage, beautiful architecture, glorious traditions, rich and diverse cultures, languages, magnificent music, dance and paintings, mesmerizing and scenic landscapes, snow-clad peaks of the Himalayas, cool hill stations, alluring beaches, and the ornate temples are all made India a tourists paradise<sup>iv</sup>.

In India tourism is nothing new. It has got its existence since a long time when it was recognised as travel by people in search of knowledge and peace. The Vedic period termed tourism in the form of pilgrimage or 'dham yatra'. The 'Arthashastra' of Kautilya also recognized tourism in the form of travel across the country. However, tourism in India got its first formal approach in 1945 with the appointment of the Sargent committee under the Chairmanship of Sir John Sargent, Educational Advisor, and Government of India. The committee submitted its report in Oct 1946 whose suggestions were implemented after independence. In 1948, the Tourist Traffic Committee was appointed in 1948 and on the basis of the recommendation of this committee; subsequently two more regional offices were set up at Delhi and Bombay in 1955-56.

In 1966, the Department of Aviation and Tourism was established. In 1967, the Ministry of Tourism and Civil Aviation was formed. Then several studies were made and/or committees were constituted for the growth of tourism such as 1968 report on cultural tourism, 1969 estimates of committee of the parliament on tourism, 1970 report of IIPA on tourism, and 1970 UNDP study on tourist organization. In 1982, the first tourism policy was announced. In 1986, a separate Department of Tourism was formed, and tourism was declared as an industry. Then this industry was identified as a source of foreign investment in 1991. The government announced 1992 as the tourism year. The national tourism policy was launched in 1997. India announced 1999-2000 as the visit India year.

In 2002, the national tourism policy was launched with initiation of a campaign titled 'Incredible India'. In 2009, another campaign was launched 'Athithi Devo Bhava'. In 2009-10, Hunar Se Rozgar Yojana was launched to generate employable workforce for the tourism and hospitality sector. In 2010-11, the Ministry of Tourism launched its International TV Campaign in Europe. In 2014, the Government of India launched the Tourists Visa on Arrival for the nationals of 43 countries. In 2015, the national mission on Pilgrimage Rejuvenation and Spiritual Drive and 'Swadesh Darshan' were launched to give a boost to the tourism industry in India.



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## GROWTH OF TOURISM IN INDIA

- In India, the tourism industry has developed in the post-reform period due to constructive efforts made by government through prudent policies.
- Indian tourism is dominated by domestic tourist arrivals. In 2011, the total number of domestic tourist arrivals was 864.53 million which increased to 1290.12 million in 2014 and further increased to 1431.97 million in 2015.
- The ten important Indian States where domestic tourists visits are Tamil Nadu, Uttar Pradesh, Andhra Pradesh, Karnataka, Maharashtra, Telengana, Madhya Pradesh, West Bengal, Gujarat, and Rajasthan in order of preference as per 2015 data from the Ministry of Tourism.
- Tamil Nadu has registered 333.5 million domestic tourist visits in 2015. It was followed by Uttar Pradesh (204.9 million), Andhra Pradesh (121.6 million), Karnataka (119.9 million), Maharashtra (103.4 million), Telangana (94.5 million), Madhya Pradesh (78 million), West Bengal (70.2 million), Gujarat (36.3 million) and Rajasthan (35.2 million).
- In 2011, the total number of foreign tourist arrivals to India was 6.31 million which increased to 7.68 in 2014 and further increased to 8.03 million in 2015.
- The ten important countries from where foreign tourists come to India are United States, Bangladesh, United Kingdom, Sri Lanka, Canada, Malaysia, Australia, Germany, France and Japan in order as per 2015 data from the Ministry of Tourism<sup>v</sup>.
- The ten important Indian States/UTs, the foreign tourist visits are Tamil Nadu, Maharashtra, Uttar Pradesh, Delhi, West Bengal, Rajasthan, Kerala, Bihar, Karnataka, and Goa in order of preference as per 2015 data from the Ministry of Tourism.
- Tamil Nadu has registered 4.68 million foreign tourist visits in 2015. It was followed by Maharashtra (4.41 million), Uttar Pradesh (3.1 million), Delhi (2.38 million), West Bengal (1.49 million), Rajasthan (1.48 million), Kerala (0.98 million), Bihar (0.92 million), Karnataka (0.64 million) and Goa (0.54 million)<sup>vi</sup>.
- India Tourism continues to play an important role in foreign exchange earnings. In 2011, the foreign exchange earnings from tourism was USD 16,564 million which increased to USD 20,236 million in 2014 and further increased to USD 21,071 million in 2015.
- In foreign exchange earnings from tourism India occupies the 14th position in the world and 7th position in Asia-Pacific in 2015.
- In 2011, the total contribution of travel and tourism to GDP was USD 99.15 billion which increased to USD 120.55 billion in 2014 and further increased to USD 129.49 in 2015.
- In 2011, the total contribution of travel and tourism to employment was 34853.50 thousand which increased to 36692.50 thousand in 2014 and further to 37315.10thousand in 2015.

## POPULAR FORMS OF TOURISM IN INDIA

**Leisure Tourism:** In India tourists visit different places such as hill stations, beaches, waterfalls, zoological parks, etc. only for fun or enjoying their leisure time.

**Pilgrimage Tourism:** the tourists, especially senior citizens visit temples and other holy places to offer their prayer and worship.

**Heritage Tourism:** in India another form of tourism is very popular which attracts both domestic and foreign visitors. The tourists from inside and outside the country, usually visit the heritage monuments as declared by Government or UNESCO.

**Medical Tourism:** It is a concept that is attractive to visitors who love combining wellbeing and lifestyle healthcare services with the strong desire to travel overseas. Many foreign patients prefer Indian medical sector for bypass surgeries, dental problems, orthopaedic ailments and even plastic surgery<sup>vii</sup>.

**Eco Tourism:** purposeful travel to understand the natural and cultural history of a place/region/country.

**Rural Tourism:** involves visiting rural environments for recreational experience. It can be participation in rural activities, mingling with local people and experiencing the rural culture expressed in their customs, foreign tourists are deeply interested in local customs, festivals, dances, rituals, and in fact the very lifestyle of the indigenous people influences them.

**Alternative Tourism:** which is sustainable in nature, allows the tourists to directly experience the host culture and environment and provides possibilities for controlled nature-based and small-scale activities.

**Plantation Tourism:** a form of tourism in which tourists are given the opportunity to stay in eco-friendly resorts located amidst the lush green plantations. Particularly, foreign tourists enjoy the giggling streams, mist hooded hills, cool shadows, soothing breeze, enchanting scenic beauty, and light sunshine of the forests to rejuvenate their spirits.

**Monsoon Tourism:** the tourists an opportunity to experience and enjoy the monsoon rains in particularly Eastern, Southern and North-Eastern States of India.

**MICE Tourism:** connected with four activities, viz., Meetings, Incentives, Conventions and Exhibitions. People often visit several places for these purposes.



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**Indigenous Tourism:** which refers to all forms of participation by natives, tribal, aboriginals, and islander people in tourism as employers, employees, investors, joint venture partners, facilitating indigenous tourism products and providing mainstream tourism products.

**Cruise Tourism:** that form of tourism in which tourists opt for Air/Cruise mode of transport even if it is costlier to reach the tourist destinations.

## CONCLUSION

In India the tourism industry has been showing a tremendous growth over the decade or so. The crucial indicators of tourism such as domestic tourist arrivals, foreign tourist arrivals, foreign exchange earnings, total contribution of travel and tourism to GDP, and total contribution of travel and tourism to employment, international tourists spending, domestic expenditure on travel and tourism, government expenditure on travel and tourism, capital investment on travel and tourism have been performing well.

In recent years tourism has emerged as one of the World's largest industries and a fastest growing sector of the world economy. It has been recognised as a critical component of developing countries. Tourism can be understood as process, activity, and result which arose from relationship and interacting among tourists, tourism suppliers, host governments, host communities, and surrounding environments which involved in attracting and hosting of visitors. The tourism in India has recently been emerged as the second largest foreign exchange earner for the country and as an important sector providing both direct and indirect employment opportunities to skilled and unskilled women, youngsters, and indigenous population. Thus, the importance of tourism, socially and economically, in a diversified, multicultural.

All these have been successful in attracting millions of foreign tourist to India, and the industry has become an important source of foreign exchange earnings. Not only inbound tourism, but also the domestic tourism has also been developed to a great extent which has helped in bringing balanced regional development in India.

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