
Tourism, a Booming Industry of India

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Abstract

The developing countries like India with high current account deficit should create environment where the industries like tourism can flourish. This can meet the need of creating employment and earning forex reserves at the same go. In further course of this paper the potential and the government initiatives for the development of this industry has been discussed.

Objective

- To discuss the Potential of Tourism Industry
- Discuss the various initiative taken/ Planned by Ministry of Tourism

Research Methodology

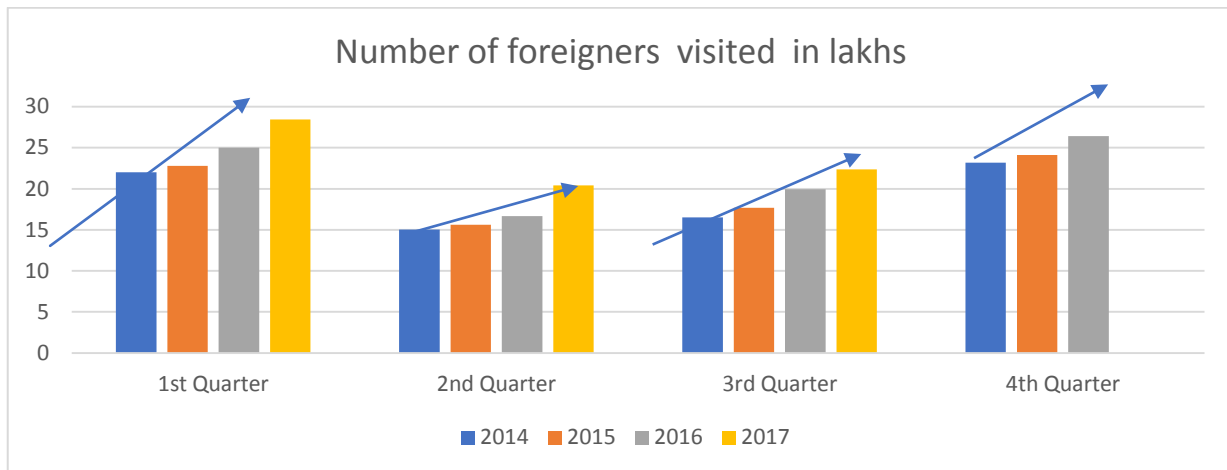
The research is based on secondary data of journals, articles and magazines. Considering the objective of study descriptive type research design is adopted.

Introduction

Tourism is world's largest and fastest growing industry. It is an invisible export, which earns valuable Foreign exchange without any significant or tangible loss of internal resources. India is popular tourist destination and has been successful in attracting the domestic and international tourists. The Picturesque landscape, hill stations, Bio diversity parks, heritage sites, architecture and monuments, beaches and enchanting backwater, places of religious interests and Yoga make India a preferred destination for the tourists all over the world.

The Rise and the growth of Tourism Industry

Growth in number of tourists - Better connectivity by road and air, Improved standard of living and value for money to the foreign tourist have led to the increase in the domestic as well as the international tourists. The government of India is taking keen interest in promoting the different forms of tourism such as, 'rural tourism eco-tourism, spiritual tourism yoga tourism, spa tourism, adventure tourism etc.



Press information Bureau Government of India

The data shows that there is consistent increase in the number of tourist qtr. on qtr. every year. Medical tourism has formed an important source of revenue for the healthcare sector. India provide world class pool of doctors and hospitals at a much affordable cost than the west which results in increase in the foreign patients visiting India. These days the Ayurveda and Yoga also getting attention of the world and has been attracting people to India.

Effect on GDP - The growth is number of tourist is clearly reflected in the GDP numbers of the country, the following chart with estimated 2017 data clearly depicts that the industry is booming above 14% CAGR and has the potential to beat its own growth.



It accounts to 9.6 % of the GDP and third largest foreign exchange earner in the country, if the growth continues in the same way stimulated by favorable government policies, In 2027, it can contribute USD \$147 billion.

The Age old Problem of Unemployment - As per the estimates of 2nd Tourism Satellite Account of India (TSA) – 2009-10, the contribution of tourism in Employment of the country during 2010-11, 2011-12 and 2012-13 was 10.78%, 11.49% and 12.36%, respectively. This information is not available for the subsequent years. However the three year trend clearly depicts that this Industry has potential to address the biggest challenge of our economy.

Contribution to Forex Reserve: - Based on the information available with RBI, the estimated share of tourism in generating foreign exchange in the country during 2014, 2015 and 2016 is 3.56%, 4.13% and 4.51%, respectively. Which clearly states that the share of the earnings because of tourism is greatly increasing and promoting this Industry could benefit the economy

Actions / Policies taking us to Top

As seen above that over the years this industry has grown leaps and bounds. India's rank in the Travel & Tourism Competitiveness Index (TTCI), 2017 has also shown a 25 places jump from 2013. Rank of India in TTCI Report of 2017 was 40th as compared to 52nd in 2015 and 65th in 2013. The tourism Ministry has played an important role in the development of the industry. The different Functions of Ministry of Tourism are carried out by 'India Tourism Development Corporations' (ITDC). The Department of Tourism, Indian Institute of Tourism and travel Management, National council for Hotel management and Catering Technology work towards the development of Tourism in the country.

Theme based circuits are being developed under the Swadesh Darshan Scheme spanning the entire country. A total number of 11 projects have been sanctioned

during 2017-18 for a total amount of Rs.824.80 Crore with 67 projects till date. Holistic development of identified pilgrimage destinations is being undertaken under the 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive' (PRASHAD) Scheme. A total number of 3 projects have been sanctioned during 2017-18 for a total amount of Rs.98.84 Crore taking the total to 21 Projects till date.

Ministry of Tourism has recently launched the 'Adopt a Heritage' project. Heritage sites are being offered for adoption by the public sector, private sector and individuals to become 'Monument Mitras' for developing amenities and facilities at these sites under this programme. This Scheme will involve the stakeholders in preserving the tourist sites.

Creation of 'Special Tourism Zones' anchored on Special Purpose Vehicles (SPVs) in partnership with the States was announced in the Budget for 2017-18. Ministry of Tourism has formulated the guidelines for implementation of the new scheme in consultation with the State Governments and Private Sector and is in the process of completing other formalities and afterwards the Scheme will be formally launched.

Cleanliness has become an indispensable norm at all tourist destination. India launches Swachh Bharat Mission which was focused to cleanliness. With the launch of Incredible India in 2002 India emerged as fastest-growing market in the Asia-Pacific in terms of international tourist spending. In the press release the Ministry of Tourism launched "Incredible India 2.0 Campaign" which marks a shift from the present generic promotions being undertaken across the world, to market specific promotional plans and product specific creative, with greater focus on digital presence and social media. The Incredible India 2.0 Campaign is being released in the prime existing markets as well as important potential

markets. Niche tourism products like Heritage Tourism, Adventure Tourism, Cruise Tourism, Rural Tourism, Wellness & Medical Tourism, MICE, Golf, etc. are being promoted through the Incredible India 2.0 Campaign

In 2014 the Electronic Travel Authorization (ETA) facility became operational for citizens of over 40 eligible countries, including those who are eligible for visa on arrival at that time. The list was further expanded to 113 countries in August 2015. ETA is issued for tourism, visiting friends and family, short duration medical treatment and business visits. The scheme was renamed to e-Tourist Visa (eTV) on 15 April 2015. On 1 April 2017 the scheme was renamed e-Visa with three subcategories: e-Tourist Visa, e-Business Visa and e-Medical Visa. Medical and Medical attendant visa has been introduced to ease the travel process of Medical Tourists and is very helpful in encouraging people to visit India for medical treatment. Of late India has realized its true potential for medical tourism industry.

Ministry of Commerce data states that as per a FICCI-IMS Knowledge Paper titled, 'Medical Value travel in India: Enhancing value in MVT', published in 2016, India is amongst the top 6 MVT (Medical Value Travel) destinations of the world which include Thailand, Singapore, India, Malaysia, Taiwan and Mexico (India ranked third in the world in 2015). With the world class infrastructure, experts doctor and assistant staff clubbed with hospitality and combined campaign from hospitals and Hotels we can reap some benefits out of this industry.

The concept of heritage Hotels has gained popularity as the tourist gets the experience of the exotic life style of a bygone era. The heritage hotels are operational in the historical havelis, castles and forts built during the ancient times. In future with the integration with the major brands like make my trip,

Sterling Holidays and Club Mahindra can extend their reach to the foreign Tourists.

The Culprit

The Law and order in our country needs complete revival for helping this industry to boom as there is increase in the crime against the tourist. No one like to go on picnic with a fear of being raped/killed/robbed. At the same time it destroys our soft power in international politics. The Government runs helpline but it is the duty of the citizens to think and act apart from the police and judiciary.

Conclusion

Tourism has played an important role in the revival of India's art and culture. The foreigners are fascinated by the rich culture and heritage of India. Seeing the keen interest of the tourists in the rich culture and heritage of India, the government is taking steps to preserve it. In order to make sure that this industry flourishes, the government need to strength the Law and order for tourist and we as a society members should respect our heritage and the foreign tourist visiting us.

Reference

- [1] Ministry of Tourism Data
- [2] Press releases
- [3] Wikipedia