

Growth of Tourism in India

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Abstract

The desire for travel has greatly increased recently. In many developed nations, domestic tourism has also dramatically increased. The demand for tourism has grown as a result of a number of interconnected variables. The number of people who can travel both domestically and globally has increased as a result of population expansion, improved levels of living, more leisure time, and increased discretionary spending. The growth of the tourism industry has been actively promoted by both the public and commercial sectors of the economy. The relative cost of travel has decreased thanks to technical advancements in transportation, communication, and media, which has increased travel. Tourism has emerged as one of the most important industry of the future. The Multiplier effects of tourism in terms of employment generation, income generation, development of tourism infrastructure and also conservation of priceless heritage, cultural deposits and development of potential tourism places are significant. There are a number of challenges that the travel and tourism sector in India face. The upcoming challenge is of handling the technological advancements in the commerce sector. In the emerging global economy, e – commerce and e – business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. The new technologies enabled companies to increase their efficiency and to redesign their communication strategy with customers and suppliers. Against this backdrop, present paper examines the trends and patterns of the growth of tourism in India.

Introduction:

One of the biggest and most successful sectors of the new millennium is multifaceted tourism. India has a diverse and rich cultural legacy, but its tourism market share is reportedly low. According to estimates, India's potential for travel and tourism can give its economy significant resources in the years to come. If the potential of tourism resources is fully utilised, it is anticipated that tourism might create 7 million new employment. Comparing India's tourist potential to international trends is possible. With a contribution to GDP of 10.2percent , a workforce contribution of 10.6%, tax revenues of \$655 billion, and gross output of \$3.4 trillion, tourism has reached \$ 476 billion in global tourism receipts. However, India's contribution to world tourism is pitiful. It should be emphasised that India's tourist industry has advanced significantly during the past 50 years. A significant improvement from the initial arrival of 17000 foreign tourists in 1950, which contributed Rs. 7.7

crore to the economy, to the present arrival of 2.64 million tourists, which contributes approximately \$ 3.5 billion in foreign exchange earnings and the number of domestic tourists has swelled to a massive 200 million. India must therefore adapt its tourist development methods in order to establish a credible position in the global tourism sector. Given its abundance of unrivalled resources, including its ages-old legacy, kaleidoscopic terrain, a broad variety of scrumptious cuisine, and a rich mosaic of culture and people's customs, India has the potential to become a significant participant in the global tourist league. The labor-intensive tourism sector has the ability to address the issue of unemployment and alleviate poverty. Additionally, tourism is the most effective tool for promoting natural harmony and integration, which results in social transformation and the elevation of rural impoverished people. It has already been demonstrated that, in terms of creating jobs, the tourism industry generates a significantly larger return on investment than the agricultural and manufacturing industries. The tourism strategy and action plan has also emphasized the necessity for multifaceted measures to manage tourism resources and maximize tourism potential. Compared to other businesses, tourism has several advantages.

Tourist Inflow in India:

There has been increasing trend in the share of India in international tourist arrivals in world and Asia Pacific region over the period of 1999 to 2015. During the period, international tourist arrivals in world has increased by 86.84 per cent. However, there has been higher growth in international tourist arrivals in Asia Pacific region (185.45 per cent) during the corresponding period. However, share of India in international tourist arrivals in world has increased from 0.39 per cent in 1999 to 0.68 per cent in 2015. Similarly, India's share in international tourist arrivals in Asia Pacific region increased from 2.54 per cent in 1999 to 2.88 percent in 2015. Data from the Bureau of Immigration, Government of India, shows that the top 10 source nations made up 61 percent of all inbound tourist flows in 2017. In February 2018, the top 3 nations for international tourist arrivals in India were Bangladesh, the United States, and the United Kingdom. Foreign visitor arrivals have significantly increased as a result of the launch of e-Visa, growing by 62 percent in February 2018 compared to February 2017. The top three source nations for e-Tourist Visa services in February 2018 were the United Kingdom, the United States, and France. Table 1.3 displays the growth in foreign exchange earnings and arrival of tourists from other countries. In 2017, 10.17 million foreign visitors arrived in India, compared to 5.08 million in 2007. Thus, from 2007 to 2017, there was an increase in foreign visitor arrivals of more than 100%. The reported amount of foreign exchange earnings climbed from \$ 10729 million in 2007 to \$27742 million in 2017, a rise of 158.57 percent from 2007 to 2017. India made \$27.693 billion in foreign exchange from tourism in 2017. India saw increase in its foreign exchange receipts from tourism at a CAGR of 10.4% from 2006 to 2017. Foreign exchange revenues from the tourism industry totalled \$23.15 billion in 2016. Compared to \$ 2.439 billion in December 2016 and \$ 2.126 billion in November 2015, foreign exchange earnings in December 2017

were \$ 3.038 billion. In comparison to December 2016, when foreign exchange earnings increased 14.7% year over year, the rate in 2017 was 24.6 percent. There has been phenomenon growth in foreign tourists' arrival in India during the period of 2001 to 2019. The numbers of foreign tourists visit in India as increase by more than 4 times during the corresponding period. Even international tourists visit in India has increased by 36.61 per cent during the period of 2014 to 2019. The arrival of NRIs in India during the period of 2014 to 2019 has also shown an increase of 28.54 per cent.

Number of domestic tourists in India is shown in Table 1.4. There has been increase of 651.02 per cent domestic tourist's arrival in India over the period of 1999 to 2015. Number of domestic tourist visits in India was reported 190.67 million in 1999 which increased to 1431.97 million in 2015. About 83.6 percent of domestic visitors visiting India travel to Tamil Nadu, Uttar Pradesh, Andhra Pradesh, Karnataka, Maharashtra, Telengana, Madhya Pradesh, West Bengal, Gujarat, and Rajasthan. In terms of the total number of domestic visitors in 2015, Tamil Nadu accounted for less than a quarter of that total. According to reports, the top 10 states for foreign visitor arrivals in 2016 were Tamil Nadu, Maharashtra, Uttar Pradesh, Delhi, West Bengal, Rajasthan, Kerala, Bihar, Goa, and Punjab, while the top 10 states for domestic visitor arrivals were Uttar Pradesh, Andhra Pradesh, Madhya Pradesh, Karnataka, Maharashtra, Telengana, West Bengal, Gujarat, and Rajasthan. Chart 1.9 displays domestic tourist visits to all Indian states. In 2019, 87 percent of domestic tourists visited the top 10 states of Uttar Pradesh, Tamil Nadu, Andhra Pradesh, Karnataka, Maharashtra, West Bengal, Madhya Pradesh, Telengana, Gujarat, and Rajasthan. Tamil Nadu, Maharashtra, Uttar Pradesh, Delhi, West Bengal, Rajasthan, Kerala, Punjab, Bihar and Goa accounted for 88 per cent foreign tourists visit in 2019. There has been increase of more than 5 times in number of foreign tourists visit to all states in India during 2002 to 2019. Number of foreign tourists visit was recorded 5.89 million in 2000 which increased to 31.41 million in 2019.

Economic Contribution of Tourism:

The Indian tourist industry is a big employer and provider of foreign currency. Nearly 10.17 million foreign visitors visited India in 2017 compared to 8.80 million in 2016, a growth of 15.6%, thanks to the country's wide range of product offers. Investment in travel and tourism was \$41.6 billion in 2017, or 6.3 percent of all investments. It is anticipated to increase by 6.7% in 2018 and 6.7% annually for the next ten years, reaching \$85.2 billion in 2028, or 6.1% of the total. India comprises many tourist themes with the primary goal of presenting the nation's rich culture and legacy. India is one of the oldest civilizations with a composite culture in the globe. The majority of foreign visitors are drawn to the country's MICE, adventure & recreational, spiritual, and medical tourism offers. Many foreign tourists visit India to study the flora, fauna, and wildlife due to the immense range and depth of the country's tourism offerings. India's third-largest source of foreign exchange earnings, tourism contributes 7.5 percent of the GDP. Foreign exchange earnings increased by 21.3 percent to \$ 11.19 billion from January to May of this year. In 2017, the tourism sector's total employment

contribution accounted for 9.9% of global employment (WTTC, 2018), supporting twice as many jobs as the financial sector. Tourism contributed more to the global GDP (10.4 percent in 2017) than many other industries combined. The World Travel & Tourism Council (WTTC) predicts that by 2028, tourism would have contributed a total of \$12,450.1 billion (11.7 percent of GDP) to the world economy. Investment in travel and tourism was \$882.4 billion in 2017, or 4.5 percent of all investments. It is anticipated to increase by 4.3 percent annually over the following ten years, reaching \$1,408.3 billion in 2028(5.1 percent). India's third-largest source of foreign exchange earnings, tourism contributes 9.6% of the country's GDP. In 2016, the tourism and hospitality sector directly contributed \$71.7 billion to the national economy. This is anticipated to increase by 6.9% in 2017 to reach \$76.6 billion. Tourism and hospitality are predicted to have contributed directly to GDP between 2006 and 2017 at a CAGR of 14.05 percent. By 2027, it is anticipated that travel and tourism will directly contribute \$148.2 billion to the GDP. 10.177 million foreign visitors arrived in India in 2017. Arrivals of foreign tourists are anticipated to rise 7.1% year between 2005 and 25. 17.3 million foreign visitors are anticipated to visit India by 2027. Flexible government policies, improved rail and road infrastructure, and the simplicity with which foreign tourists can obtain e-visas have all contributed to an increase in tourist visits. In comparison to the 1,021,000 foreign tourists who arrived in December 2016 and the 913,000 who arrived in December 2015, there were 1,176,000 foreign tourists who arrived in December 2017. Foreign visitor visits increased by 15.2% percent in December 2017 compared to December 2016. By 2020, the Indian government hopes to welcome 20 million foreign visitors and treble its foreign exchange profits (FICCI, 2018).

Role of ICT in Growth of Tourism:

The recent significant developments are attributed to globalisation and the growing use of the Internet. Information technology is altering how people communicate, work, and play. The widespread use of IT has sped the generation and transmission of information, making communication more efficient than ever. An extensive rearrangement of company is being made possible by computers and the Internet, from online input procurement to more decentralisation and outsourcing. IT has improved the functioning of markets by expanding information access. Competition and innovation have been further spurred by globalisation. The spread of new technologies through commerce and investment is accelerated as well (Mamkoottam, 2003). The selection of an effective plan and its execution are the two most crucial aspects of managing change. The stakeholders must be informed of any change in approach, according to Carnall (1995). Additionally, it must be guaranteed that they understand the ramifications of the change and are able to adapt to it. The vision, strategy, and plan for making the change must be understood by and supported by the stakeholders. They should have confidence in their ability to acquire the abilities required to adapt to the change and fully benefit from it. They must be able to adopt fresh perspectives and methods of operation. According to Beer and Nonria (2000), the majority of conventional organisations have acknowledged that they must alter or perish. One of

the most challenging tasks to do is the process of bringing about change. The majority of endeavours to implement new technology, restructure, reduce workforce size, or change company culture have had a low success rate. According to Cornall (1995), in order to effect change, we must first acknowledge that it is both desirable and possible. People need to understand that adjustments are necessary. Sumanta Ghoshal et al. (2000) noted that after nearly a decade, since India took the first tentative steps toward economic liberalisation in 1991, most Indian managers who have endured the traumas of industry overcapacity and restructuring, the onslaught of foreign competition, and the growing sophistication of customers and technologies, will quickly agree that businesses across the country, in all sectors of industry, are undergoing radical change.

ICT is a type of technology that facilitates information-related tasks such data collection, processing, storage, and presentation. Significantly, collaboration and communication are also involved in these actions. Information and communication technologies include the networks, media, hardware, and software that are used to gather, store, process, transmit, and present information (voice, data, text, and images), as well as related services. ICTs can be broken down into two main categories: information and communication infrastructure, which refers to actual telecommunications networks and systems (such as cellular, broadcast, cable, satellite, and postal) and the services that use them (such as Internet, voice, mail, radio, and television), and information technology, which describes the hardware and software used for information gathering, storing, processing, and presenting. Information and communication technologies are broadly defined as all digitally-capable and digitally-delivered tools, resources, forums, and services that can be used to achieve educational objectives such as teaching and learning, expanding access to and use of resources, capacity building, and system management. These technologies will also include interactive digital content, internet and other satellite communication devices, radio and television services, web-based content repositories, interactive forums, learning management systems, and management information systems in addition to hardware connected to computers and software applications. These technologies will also include tools for digitization, content deployment and administration, platform development and deployment, tools for building capacity, and forums for discussion and exchange.

Modern computing is made possible by the infrastructure and elements of ICT and communications technologies. ICT includes both the internet-enabled world and the wireless network-powered mobile world. Along with cutting-edge ICT tools like artificial intelligence and robots, it also includes outdated technology like landline telephones, radio, and television transmission, all of which are still commonly utilised today. The combination of computer networks, telephone networks, and audio-visual networks over a single cable or link system is referred to as information and communications technology (ICT). ICT does not have a single, universal definition since "the concepts, methods, and applications associated with ICT are continuously expanding virtually daily." ICT is a broad term that includes any device, such as personal computers, digital

televisions, email, robots, that can store, retrieve, alter, transmit, or receive information electronically in a digital form. The extensibility, interoperability, and scalability of e-learning technologies have significantly increased as a result of developments, standards, specifications, and subsequent adoptions. Fast emerging as a significant learning method is e-learning. Multimedia on computers provides the best means of developing and delivering graphically enhanced learning environments. In the not-too-distant future, cutting-edge virtual reality technology will also be crucial. One of the most exciting aspects defining the information era is the Internet's rapid development in information and communication technology. ICT facilitates new kinds of communication, fuels our access to information, and supports numerous online services in the fields of business, culture, entertainment, and education.

The industry of tourism has entered a new phase of growth and significance. Both developed and developing nations are well aware of the importance of tourism. In reality, the creation of jobs and the reduction of poverty can both be greatly aided by tourism. The landscape has also been altered by tourism, and natural tourist attractions have emerged as the most promising alternative types of travel. The most recent policy changes will assist India in reaching its full potential for tourist growth, but the nation still faces many new obstacles and fierce competition from both domestic and foreign sources. The planning processes of various nations now include tourism as one of their top priorities. The desire for travel has greatly increased recently. In many developed countries, domestic tourism has also dramatically increased (Christopher & Holloway, 1998). The rise in tourism demand has been influenced by a variety of reasons. The number of passengers has increased as a result of population expansion, higher living standards, more leisure time, and increased discretionary spending. The growth of the tourism industry has been supported by both the public and private sectors of the economy. The relative cost of travel has decreased thanks to technical advancements in transportation, telecommunication, and media, which has encouraged travel. However, the three key characteristics of the tourism demand are (i) elasticity, (ii) sensitivity, and (iii) seasonality. Both the internal and exterior environments have an impact on tourism. The development of the tourism industry is significantly impacted by terrorism, bloodshed, political unrest, insecurity, deteriorating physical infrastructure, etc. The economic potential of tourism is most significant since it generates jobs, new revenue, is relatively clean, and has low start-up costs. However, tourism demand is quite changeable in nature. Additionally, tourism contributes to increasing the standard of living and the health of local communication while also preserving the nation's legacy and safeguarding the environment. The local ecosystem, heritage, and socio-cultural value system have all been impacted. Impact is frequently used in a derogatory manner, and it is frequently expected that impacts would probably be detrimental. However, locals in tourism sites frequently and fervently welcome visitors. They act in this way because they desire to modify their way of life. There may be negative effects, frequently of an environmental or socio-cultural character, linked with obtaining the advantages. They may be mostly

economic and may occasionally be illusory. They want jobs, greater earnings, bigger tax revenues, and better possibilities for their children (Geoffrey Wall, 1997). It's important to note that the effects of tourism can be seen as resulting from the type or types of tourism engaged, the features of the communities in which tourism is occurring, and the sort of interactions between residents and visitors. Additionally, studies of tourism cycles imply that impacts in a destination region are likely to change over time as the community, relationships between residents and visitors, and the nature of tourists all do (Butlar, 1980). Additionally, a lot of the change brought on by tourism may be cumulative as a number of tiny businesses emerge one after another in close vicinity, each having a marginal effect on its own but having significant effects when combined. Although it has not yet received considerable attention in the tourist literature, cumulative effect assessment is a hard topic that is starting to draw the attention of those involved with performing and analysing impact assessments (Shoemaker, 1994). Environmental impact studies for particular tourist developments, including resorts and beaches, are significant. To lessen the severity of environmental repercussions, mitigation methods and change monitoring may be necessary in addition to impact assessment (Nelson et.al., 1993).

Conclusion:

India's tourism industry has had a meteoric rise as a result of changes in the business climate, as well as in the regulatory and legal framework. India has also become one of the world's top tourism destinations. India has a wide variety of tourist attractions, including places to visit that are historically and culturally significant, religious, ethnic, rural, natural, and wildlife-related, among others. The expansion of tourism infrastructure and services has also benefited from recent budgetary allocations and policy changes. As a result, we can argue that Indian tourism has a significant potential to create jobs and generate foreign currency. The total number of foreign visitors arriving in the nation has increased significantly. It indicates that the Indian government is paying attention to the growth of tourism as well as connecting nearly all of the well-known tourist destinations by road, rail, and civil aviation. Since 2000, the nation's tourism-related foreign exchange receipts have multiplied by more than seven. It demonstrates that a country's tourism business benefits from the economic, political, and social harmony of its citizens. However, strategic planning and management of tourism resources may provide avenues to reap the benefits of the tourism industry in the future. The analysis and description show that India has a large potential for tourism, and the phenomenon growth in this sector also indicates that India may be emerging as one of the largest tourism markets of Asia.

India's economy will grow through services in the new millennium, and tourism must undoubtedly be at the top of the list. The truth is that one of the biggest service sectors in the nation is already tourism. However, due to ineffective marketing of tourism resources and services, the tourism industry has experienced moderate or stagnant growth. Rajasthan, Madhya Pradesh, and numerous other states have started the process of marketing tourism resources and services effectively. The negative effects of the tourist crisis can only be

combated by a well-educated, professionally run tourism business. Low tourist arrivals are typically attributed to inadequate infrastructure, but the issues are made worse by a lack of knowledge about existing facilities, tourism resources, and attractions. Additionally, barriers to promoting tourism are created by a lack of knowledge about the local society, legacy, history, and culture. Agencies evaluate the state of tourism in Uttar Pradesh and offer a policy package for efficient promotion of travel-related goods, places, and services.

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