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### **Tourism Industry plays a major Role in any Country's Economic development**

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#### **ABSTRACT**

Tourism industry plays a major role in any country's economic development. It helps significantly to the country for creating the employment opportunities to the large number of people. Moreover, it is also one of the important engines to attract more foreign exchanges with its potential. We need to concentrate to have liberal policies, relaxation in taxes, comprehensive package and so on to influence tourist and foreign investment. There is also a need to increase the government's role to make India flourishing in tourism and established in the global market. India has rich source in tourism for the establishment of the brand. Of course India has been launched the Incredible India to make tourism better. So this paper is an attempt to measure the economic impact of tourism in India Tourism is most important sector in world and it is playing a major role in developing economy and generating employment. It is a major economic activity; highly employment-oriented and a major source of foreign exchange. It has 10% share in world GDP. From ancient times India has been looked upon as a place of mystique and attracted visitors from all over the world. Today tourism is one of the largest foreign exchange earner in the country. This paper analyses the growth pattern of Madhya Pradesh which bears great prospects in future development of Tourism. Madhya Pradesh is rapidly becoming a preferred tourist destination in India. It offers colourful experience to its traveling, provides pleasant surprises endowed with natural beauty, untouched local and tribal culture, world heritage sites, adventure sites, and many more. But State has still not utilise its full potential of tourism. Madhya Pradesh contributes very little in total tourist traffic of the country while neighbouring states like Maharashtra, U.P., Rajasthan, Gujarat share more than 5%. This paper analysis the major challenges which state tourism is facing and what are major causes behind it.

**KEYWORDS-** Domestic Tourism, Foreign Tourist visits, diversity eco tourism, leisure tourism, heritage. Tourism, Economy, Impact, measurement, Development, Employment opportunities; Foreign versus domestic tourists; GDP; Tourism industry

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## **INTRODUCTION**

The tourism industry of India is economically important and grows rapidly. It is gaining universal acceptance as a potent engine for comprehensive socio economic development because of the employment opportunities it created and the infrastructure development as a result of it. It has the prospective to inspire other economic indicators through its forward and backward linkages. Also it has the capacity to generate more employment due to its multiplier effect in the economy. Tourism in India has developed slowly over the years. India is famous for its rich cultural heritage. This cultural tradition of the country was based on the bywords 'AthidiDevoBhava' and 'VasudhaivaKudumbakam'. The advertisement campaign 'Incredible India' introduced by the Ministry of Tourism is to promote India's culture and tourist attractions in a fresh and unforgettable way. The development of Indian tourism in the 19th and 20th century was constituted by the establishment of railway system, modernisation of ports and development of hill stations. India's tourism during post independence is based on the remark of Pandit Jawaharlal Nehru that "welcome a tourist and send back a friend".

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 stabilise the country's economic and social development. It also helps in preserving and sustaining the diversity of the India's natural and cultural environments. We should develop tourism industry with government supports, new initiations, actions and plans to influence foreigners to sustain our position strongly. This paper explains the impact of tourism in Indian economy. Tourism in India is a key growth driver and a significant.

India is a country of diversity and has great potential in tourism sector. India has been always looked upon as place of mystique since ancient times, and attracted visitors like Huen Tsang, Megasthenese, Faxian, Vascodigama to Mughals and Britishers. India was always truly incredible due to its culture, art, knowledge and prosperity.

Madhya Pradesh is the heart of India not only because of its location but also as a home and of all religions, different languages and cultures, people from all over India. This state has an inherent charm and it is a place of its own because of natural beauty, primitiveness and culture. It has an unparallel less explored history folk art and culture, untouched natural sites. According to a

general survey, M.P. has more than 480 tourist attraction of different categories which spread in all districts. Madhya Pradesh is famous for many holy spots. It is also known as 'Tiger State'. It also has three world heritage sites, dense forest, many rivers and Holy Narmada. Madhya Pradesh has a great potential to develop different forms of Tourism. In Madhya Pradesh Tourism accounted for 2.7% directly to State DP and 1.9% in state employment (2010). This increases to 5.2% in GDP after adding indirect effects and 7.2% in employment. During last few years, Madhya Pradesh has improved and is giving much attention in improving tourism (Table-1).

**TABLE - 1 - Tourist flow in M.P. (in millions)**

Year	Foreign visitors	Domestic visitors	Total
2012	2.76	531.19	533.95
2013	2.80	631.11	633.91
2014	3.16	636.15	639.31
2015	4.21	779.76	783.97

In 2016, Madhya Pradesh ranked 5th in India in Tourist arrivals. According to Ministry of Tourism. The pioneer ranked Madhya Pradesh as most important centre in 2015 and state was ranked 6th in domestic visitors. In 2016, Madhya Pradesh saw nearly 7 crore tourist arrival in domestic tourism. It has taken a big growth in domestic arrivals State was always a major attraction for religious and pilgrimage tourism. Significant growth was observed after 2009. Pilgrim Tourism has been main drive for tourists arrivals was 27318205 in which 20595205 were pilgrim tourists, in 2013 pilgrim tourist increased to 28595205. Ujjain, Omkareshwar, Maheshwar, Chitrakoot, Amarkantak, Myhar, Datia, are major centres.

**TABLE - 2 - Top ten domestic tourist visit (in million) 2015**

1.	Tamilnadu	327.6
2.	Uttar Pradesh	182.6
3.	Karnataka	118.3
4.	Maharashtra	94.1
5.	Andhra Pradesh	93.3
6.	Telangana	72.4
7.	Madhya Pradesh	63.6
8.	West Bengal	49.0
9.	Jharkhand	33.4
10.	Rajasthan	33.1
11.	Gujrat	28.4

Madhya Pradesh is also well known for its biodiversity natural beauty, dense forest, and wild life. It is also known as Tiger State. It has 9 National Parks 26 Wild Life Sanctuaries Kanha, Bandhavgarh, Pench, Satpura. They are famous for their forest beauty and wild life before

independence. Today M.P. is focusing on Ecotourism, Adventure Tourism and Nature Tourism. Madhya Pradesh bagged the National Award for Best Tourism State third year in a row (2015, 16, 17). The state has turned Amarkantak a disabled friendly state for holding the best Heritage Walk. Ujjain Railway Station won the award for excellence for turning the station into a tourist friendly station. In 2017, Madhya Pradesh also became the first state to win 'Hall of Fame' award and awards for most Innovative Tourist Advertisement for JalMahotsav. Chanderi was Best Heritage City. Cultural Tourism, Leisure & Business Tourism is growing fast. Income from tourists were highest in top cities of Madhya Pradesh. (MPSTDC Annual Report 2016-17).

**TABLE - 3 - Income from tourists (in lakhs)**

City	2012	2015
Bhopal	2343	2708
Indore	1028	1552
Pachmari	973	1244
Jabalpur	1792	2098
Khajuraho	614	701
Gwalior	873	936

HanuwantiaJalMahotsav, Best Heritage Walk Bhopal, Best Railway Station - Habibganj Bhopal, Innovative Leisure Park SairSapata, Art IcholMaihar, Mandu, Sanchi, Pench, Rural Tourism Site Pranpur, Pachmarhi have made Madhya Pradesh a popular tourist destination. World Heritage sites Sanchi, Bheembetaka, Khajuraho has brought name & fame to state. These sites are responsible for continuous increase in tourists arrivals and income.

On the other hand tourism is still not a major contributor in State GDP and economic development. It has not come up as an industry in state. Tourism activity in MP is concentrated in protected areas. Although 438 sites of tourist has been identified by MP Tourism Department but only 136 has been developed.

According to Ministry of Tourism foreign tourist arrivals in MP is quite low. It is a great concern that although state attracts domestic tourist but is unable to attract foreign tourists. Foreign tourists arrivals in MP was recorded at 2 lakh in 2009 and increased to 2.7 lakh in 2011 and 4.2 lakh in 2015. This increase is only 0.7% of total tourist arrivals. It has not increased in last 10 years. Percentage share of foreign tourist is highest in Tamilnadu (20%), Delhi (103%), Maharashtra (19%), UP (12%), Rajasthan (6.8%). This is a major concern. Foreign tourist brings foreign exchange. They help in developing local arts and give boost to business and trade.

World Travel & Tourism Council calculated that tourism generated 14.02 lakh crores, nearly 9% of national GDP and supported 40.4 million jobs 9.3% of total employment in India. On the contrary tourism share in MP's economy is very little 2.7%. With the share of 6.5% in total

overnight trips in India M.P. ranks eight among Indian states. State has yet to realize its full potential in the tourism sector.

It is important to ensure that tourist get further to state. For this goal we have to analysis the situations which are affecting this. One of the major cause is lack of infrastructure. Many parts of state are not well connected. Air connectivity is too insufficient. Although 18 National Highways passes through the state yet their condition is very poor. At the same time rail & road length per square km. of state is very low in comparison to other states .MP ranks miserably low at 19th and 18th position.

When it comes to expenses during the trip, MP out to be much cheaper than many other states. It is almost half of the all India average per trip expenditure of 1503/-. Unhygienic conditions, lack of safety, increasing crime, and insufficient service sector are other major causes which push back foreign tourists from M.P. Facilities for Marketing, Entertainment and Leisure & comfort are not as per international standards in MP.

Although State has won the Best Advertisement Award, yet there is a great deficiency of publicity, and awareness. Lack of trained manpower, and separate contingent staff, also effects tourist arrivals. Tourism Department has made 6 circuits for tourism activities. But major tourist arrival is restricted to 10 big sites. Many centers likes, Narsingharh, Vidisha, Burhanpur, Shivpuri, Madhav National Park, Jain Temple at Indore, and many monuments need to be viewed and developed.

Many hidden heritage places are yet to be explored. There is a lot to see in M.P. but problem is Madhya Pradesh has not built itself an image. Former Managing Director of Madhya Pradesh Tourism Development Corporation (MPTDC) says that the MP Government needs to learn to sell its destinations. Fast Transport, Luxury Hotels, Best Hospitality, Tour & Trekking packages, Night Stay and Security, Entertainment are major areas to be taken care of then only advertisement and awareness increase, will help to promote tourism in MP.

TABLE -4 Prospects of Foreign Tourist Arrival and Foreign

Year	Foreign Tourist Arrival (in nos.)	Percentage change over previous years	Foreign Exchange Earnings in crores	Percentage change over previous year
2000	2649378	6.7	15626	20.6
2001	2537282	- 4.2	15083	- 3.5
2002	2384364	- 6.0	15064	- 0.1
2003	2726214	14.3	20729	37.6
2004	3457477	26.8	27944	34.8
2005	3918610	13.3	33123	18.50
2006	4447167	13.5	39025	17.80
2007	5081504	14.3	44360	13.70
2008	5282603	4.0	51294	15.60
2009	5167699	- 2.2	54960	7.14
2010	5775692	11.8	64889	18.10
2011	6309222	9.23	77591	19.60
2012	6648318	5.37	94487	21.77

**Earnings in India:-**Tourism plays an important role as a foreign exchange earner for India. In 2010 foreign exchange earnings from tourism were Rs. 64889 crores as compared to Rs. 54960 in 2009, registering a growth of 18.1%. As against this the number of domestic tourist visits in India during the year 2010 was 740.21 million as compared to 668.80 million in 2009, with a growth rate of 18.8%

Foreign Tourist Arrival (FTA) and Foreign Exchange Earnings (FEE) in India from 2000&2012 with change in percentage bases on previous years Foreign Tourist Arrival (FTA) and Foreign Exchange Earnings (FEE) in India from 2000-2012

Table-1 Source: Ministry of Tourism Govt. of India Annual Report – 2011-2012

The above Table No. 1 and the below Figure No. 3 is showing the Foreign Tourist arrival in India during 2000 to 2012 as per the annual report 2011-2012 of Ministry of Tourism Govt. of India. FTA were 2649378 for the year 2000 and after downfall in 2001 & 2002, it was 2726214 for the year 2003. The arrival of foreign tourist were stable till 2007 but the downfall was seen in the year 2008 & 2009 which were 5775692 for the year 2010 later till 2012 the FTA were 6648319.

**Percentage change in the FTA :-**The above table No. 1 & below figure No. 1, is presenting the percentage change in the Foreign Tourist Arrival on the basis of previous year. It was 6.7% for the year 2000 over the year 1999. In the year 2000-2001 it was seen in minus. FTA was 14.3% in the

year 2002-2003 and due to recession in the years 2008-2009 it resulted in downfall in FTA, it was - 2.2%. In the year 2010-2011 FTA increased to 9.23% which again declined to 5.37% in the year 2011-2012

Fig. – 1 : Foreign Tourist Arrivals (FTA) in India during 2000-2012

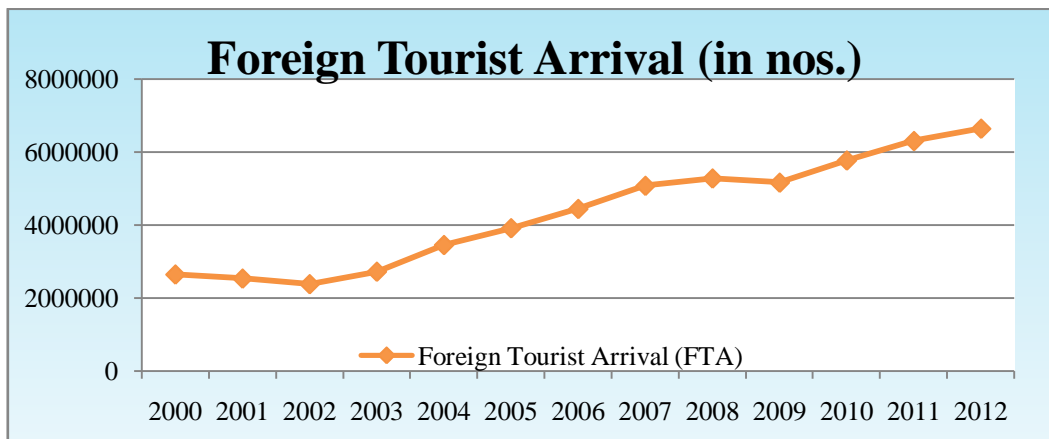
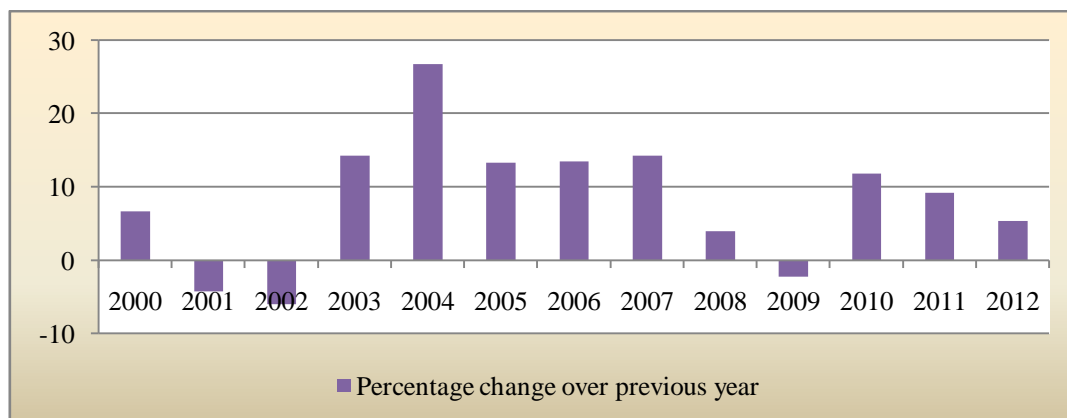


Fig. – 2 : Percentage changed based on previous year Foreign Tourist Arrival in India during 2000-2012



The above Table No. 1 is presenting the foreign exchange earnings during the year 2000-2012. It was 15626 crores in the year 2000 which increased to 44360 in the year 2007. The year 2008-2009 reported a decline in FEE due to recession in the country. The recession was overcome with FEE increased from 77591 crores in the year 2011 which further to 94487 crores in the year 2012.

As per world Travel Tourism Council (WTTC), the contribution of travel and tourism in India in 2011 was 6.4% of total GDP. This was projected to increase beyond this figure in the near future. International tourist arrival in India grew by 13% during the year 2013, the United Nation World Tourism Organisation (UNWTO) data showed that India is among the top 25 largest international tourism earners. Other prominent countries that showed growth in international tourist arrivals include the United States (11%), Macao (China) (10%), Britain (18%), Thailand (28%), Hong Kong (21%), Turkey (13%), Japan (23%), Greece (18%) and Taiwan (12%). Thus Foreign



exchange earnings from tourism grew 2.2% to \$ 18.1 billion in 2013 as compared to a growth of 7% in the previous years.

Currently a lot of measures are there to measure the impact. The important measures are Input-Output Method, Multiplier Method, Economic Impact Assessment Scale, Tourism Satellite Accounts Method, Impacts of Visitor Spending Method and Computable General Equilibrium Model. In this study the author is using the Visitor Spending Method.

**STATEMENT OF THE PROBLEM:-**The tourism industry is one of the largest segments under the services sector of the Indian economy. source of foreign exchange earnings. The tourism sector in India is flourishing due to an increase in foreign tourist arrivals (FTA) and a larger number of Indians travelling to domestic destinations. India has a dramatic growth of tourism and it is one of the most remarkable economic changes. Tourism activity has long lasting socio-economic impacts on the host economy and community. Though the industry has great opportunities, but there is a need to make it positive in terms of its future.

**OBJECTIVES OF THE STUDY:-**

- To understand the opportunities in tourism industry
- To aware different forms of tourism industry
- To know the Positive impacts of Tourism in India

**OPPORTUNITIES IN TOURISM INDUSTRY:-**India's size and massive natural, geographic, cultural and artistic diversity offers enormous opportunities for the travel and tourism industry. The promotion and aggressive marketing measures undertaken by the government is expected to aid influx of tourists. The industry would also benefit from introduction of new forms of tourism and development. Medical tourism in India has gained considerable popularity in recent years. India has a major cost advantage in this field compared with other countries. In addition to cost advantages,

Indian healthcare industry offers state-of-the art equipment, technological advancement, qualified and experienced medical personnel and a blend of modern and traditional medicines. Thus, medical tourism has immense potential in India. Opportunities also exist in ecotourism, adventure tourism, and cruise tourism. Eco-tourism is increasing in popularity, evident in the development of eco-friendly hotels and tour packages. With increasing environment awareness and consciousness among tourists and given efforts undertaken by the

Government and private players, the ecotourism segment is expected to record handsome growth in the coming years. India holds immense potential in adventure and cruise tourism.



India's greatest adventure tourism assets are Himalayas and its mighty rivers. The peak period for adventure tourism is the "lean period" of cultural tourism. Development of adventure tourism can make India a round-the-year tourist destination.

The cruise industry is one of the most promising industries in India. However, strong efforts need to be made to develop this industry. Other forms of tourism such as agri tourism, pilgrimage tourism, heritage tourism, and MICE tourism also hold enormous potential.

**INDUSTRY PROSPECTS IN TOURISM:-**Healthy economic growth recorded in past few years, especially in the services industry, has led to increase in business travel. Higher disposable income and affordability have increased domestic leisure travel in India. Foreign tourist arrivals in India have also grown. However, the industry has shown signs of recovery in the first half of 2010. This is a clear indicator that the long-term prospects for the Indian travel and tourism industry are bright. India is expected to witness increased tourist activity both in the business and leisure segments in the coming years. India has been identified as one of the fastest-growing countries in terms of tourism demand. The tourism and hospitality industry is one of the largest segments under the services sector of the Indian economy.

Tourism in India is a key growth driver and a significant source of foreign exchange earnings. In India, the sector's direct contribution to gross domestic product (GDP) is expected to grow at 7.8 per cent per annum during the period 2013-2023. The tourism sector in India is flourishing due to an increase in foreign tourist arrivals (FTA) and a larger number of Indians travelling to domestic destinations. The role of the Indian government, which has provided policy and infrastructural support, has been instrumental in the growth and development of the industry.

The tourism policy of the government aims at speedy implementation of tourism projects, development of integrated tourism circuits, special capacity building in the hospitality sector and new marketing strategies. India's tourism industry is experiencing a strong period of growth, driven by the burgeoning Indian middle class, growth in high spending foreign tourists, and coordinated government campaigns to promote 'Incredible India'. In fact India has a rich source in tourism sector to influence GDP, employment, trade, foreign investments, new projects and the like to make our position comfortable in globally.

**CHALLENGES IN TOURISM INDUSTRY:-**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. There are challenges involved in tourism industry.

**HUMAN RESOURCE:-**To sustain growth in the tourism industry trained manpower is required at various levels such as managerial, supervisory, skilled or semi-skilled. At mid and senior management levels, the industry faces talent crunch and at the front-line staff level, although human resources are adequate, a boom in other service industries such as banking, retail, airline and BPO have resulted in shortage of manpower at this level for the travel and tourism industry. Thus, we have a demand-supply mismatch with respect to manpower in the tourism sector in India. Attrition, shortage of tourism training infrastructure, qualified trainers, and lack of proper strategies and policies for human resource development also affect the industry. The industry needs to address these problems at the earliest.

### **POSITIVE IMPACTS OF TOURISM IN INDIA:**

**GENERATING INCOME AND EMPLOYMENT:-**Tourism in India has emerged as an instrument of income, employment generation, poverty alleviation and sustainable human development. It contributes 6.23% 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.

**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\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.

**DEVELOPING INFRASTRUCTURE:-**Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

### **DOMESTIC TOURISM FLOWS IN INDIA:-**

Domestic tourism continued to grow at a double-digit rate in 2012. The growth was driven by rising numbers of people travelling across the country for pilgrimage, wildlife, sightseeing, photography and adventure sports holidays. Figure 1 shows the total contribution of travel and tourism to employment. Some of the other factors also include wider economic growth of the country, rising disposable incomes, formal employment with leave entitlement etc. Domestic tourism also witnessed growth due to increased marketing efforts through television commercials, tour operators and agents of various states highlighting the best tourism experiences on offer. Domestic tourism is expected to grow at a CAGR of 11% in the forecast period in terms of number of trips.

The number of holiday takers overall is expected to increase at a CAGR of 5%, boosting domestic tourism. Additionally, disposable incomes will rise, enabling locals to take more trips annually. Furthermore, the weakness of the Indian rupee against the dollar and other currencies will encourage locals to take trips within the country, where their purchasing power will be stronger. (Over 30% Indian tourists are Gujarat's: Tourism ministry) Gujarat comes in ninth place when it comes to attracting tourists from other Indian states and it is nowhere among the top 10 with regards to foreign tourist visits. However, the state takes the top slot when it comes to travelling outside, be it within the country or to international locations, followed closely by Maharashtra. Both, Gujarat and Maharashtra are front runners for offering tourists to domestic and international circuits. Of the overall tourists from India visiting domestic as well as international destinations, nearly 30-40 per cent are from Gujarat. Considering this penchant of Gujarati's for travel, Gujarat Chief Minister Narendra Modi (Now Prime minister of India) had said during his visit to West Bengal, "Gujarat was never a tourist destination, but Gujarati's are the best tourists." Apart from Gujarat and Maharashtra, Delhi and West Bengal send the highest number of tourists to various outside destinations. According to tourism ministry data, the number of outbound tourists from India to international destinations increased by 6.7 per cent to 14.92 million in 2012 over the previous year. The ministry data also states that the total number of domestic tourist visits in 2012 was 1.036 billion, that is to say over 1.036 billion domestic tourists travelled to different parts of the country during 2012, up from 850 million travelers in 2011.

**TABLE -5 : Statistical Fact Of Foreign Tourist Arrivals In India (2011-2016)**

Year	Number (Millions)	% Change
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	9.7

**TABLE -6:Earning From Tourism In India**

Year Change	Amt. (Millions)	% Change	Amt. (Cores)	%
2011	16,564	16.7	77,591	19.6
2012	17,737	7.1	94,487	21.8
2013	18,445	4.0	1,07,671	14.0
2014	20,236	9.7	1,23,320	14.5
2015	21,071	4.1	1,35,193	8.08
2016	22,923	9.8	1,54,146	14.0

**TABLE -6 Source Countries for Foreign Tourist Arrival In India**

No.	Country	Number	Share In %
1	Bangladesh	13,80,409	15.68
2	United States	12,96,939	14.73
3	United Kingdom	9,41,883	10.7
4	Canada	3,17,239	3.6
5	Malaysia	3,01,961	3.43
6	Sri lanka	2,97,418	3.38
7	Australia	2,93,625	3.33
8	Germany	2,65,928	3.02
9	China	2,51,373	2.85
10	France	2,38,707	2.71
Total		5,585,422	63.43
Others Countries			36.57
			100%

**PRESENT & SITUATION AND FEATURES OF TOURIST IN INDIA:**—Today Tourism Is the Largest Service Industry In India With A Contribution Of 6.23% .

The National GDP and Providing 8.78% Of Total Employment India Witnesses More The 5 Million Annual Foreign Tourist Arrivals And 562 Million

Domestic Tourism Visits The Tourism Industry In India Generated About US \$ 100 billion In 2008 and That Is Expect To Increase To US \$ 275.5 Billion by 2018 At A 9.4% Annual Growth Rate The Ministry Of Tourism is the Nodal Agency For The Development And Promotion Of Tourism In India And Maintain The "Incredible India" Campaign .

More Over India has Been Ranked The " Best Country Brand For Value For Money " In The Country Brand Indore (CBI) Survey Conducted By Future Brand a Leading Global Brand

Consultancy. India Also Claimed The Second Place In CBI "S" Best Country Brand For History As Well As Appears Among The Top 5 In The Best Country Brand For Authenticity Art & Culture.

**INITIATIVES TO BOOST TOURISM:**—Some Of The Recent Initiatives Taken By Government To Boost Tourism Include Grant Of Export House Status To The Tourism Sector And Incentives For Promoting Private Investment In The Form At Income Tax Exemptions Interest Subsidy and Reduced Import Duty. The Hotel Priority Industry For Foreign Investment Which Entails Automatic Approval Of Direct Investment up To 51% of Foreign Equity And Allowing 100% Non Resident Indian Investment And Simplifying Rules Regarding The Grant Of Approval To Travel Agent Tour Operators.

**FUTURE PROSPECTS FOR TOURISM DEVELOPMENT:-**

1. India Travels & Tourisms Sector Is Expected to Be the Second Largest Employer in the World Employing 40,037,000 By 2019.
2. Capital Investment in India Travel and Tourism Sector is Expected to Grow At 8.8% Between 2010&B 2019.
3. India Is Projected To Become The Fifth Fastest Growing Business Travels Destination From 2010-2019 With An Estimated Real Growth Rate Of 7.6 Per

**PROBLEMS FACED BY TOURISM INDUSTRY IN INDIA:-** In spite of so much growth and development in tourism sector, our country has had to battle various issues ranging from government red tapism to continued security threats.

Some of the problems faced by tourism industry in India are –

- 1) **Business Hurdles :-**Government regulations in India make unnecessary delays for tour agencies and travel operators for eg. change in VISA policies which delays implementation of programmes of travel on the part of tourists.
- 2) **Attack on Women :-**With the increase in number of cases against women, there is a 25% drop in business over the first quarter of 2013 as reported by tour operators in India. Cases of sex crimes is a factor which made the female tourism drop by 35% in the first quarter of the said year.
- 3) **Security Concerns :-**India is badly affected by threats & tensions with our neighboring country Pakistan. The US government has warned their citizens to avoid travelling to border or other disputed areas in India. Today terrorism is the biggest threat for tourist travelling to India. Incidents like 2008 Mumbai attack, German bakery attack in Pune, serial blast in Mumbai locals etc. have created a fear in the mind of tourists looking at India as a tourist destination.
- 4) **Begging :-**Although India is a developing country but still it faces the problem of employing its people completely which has given birth to the habit of begging by the people from travelers.

Begging becomes more prevalent in tourist centred places, which greatly the image of our country deteriorates.

- 5) **Sanitation and Hygiene** :-India has not taken enough care to keep the country and the tourist places free of filth and garbage. This poses not only poor picture of the country hygiene wise but also causes threat to travelers for falling sick.
- 6) **Scams and Fraud** :-Quite often people in India are involved in some sort of scam trying to cheat people by playing tricks or trying to sell some articles to bluff travelers. The travelers need to be briefed so that they remain careful and cautions.

Thus despite the above problems faced by tourism industry in India there are other problems such as migration of workers underemployment caused by seasonal work etc. by the tourism industry.

**PROBLEMS FACED BY FOREIGN TOURISTS IN INDIA:-**India is a developing country where people struggle for their livelihood. Although India is a very interesting place to visit but the travelers both domestic and foreign must take utmost care related to travelling as there are a number of issues and problems which they might have to face. Some of the prominent ones are-

- 1) **Bargaining by Drivers** :-In India, most of the drivers try to take the advantage of the foreigners, assuming that they are not familiar with the rates in India. Also the drivers take the longest possible routes to keep the meter running. This happens every time when the foreign tourists try to hire a private transport in India.
- 2) **Hygiene** :-Apart from some luxurious places found in India, most of the public places in India like trains, hotels or toilets are considered unhygienic by foreigners. Waiters use dirty pieces of clothes to wipe the food spills on the table which is usually not seen by the foreigners especially when the same person carries food also to the table.
- 3) **Food** :-Cooking own food and finding ingredients which the foreign visitors use back at home is difficult. Indian food is spicier and hot for the palates of foreign visitors. They are quite unsatisfied in this respect.
- 4) **Language Barrier** :-Although English is widely spoken and understood language in India yet the Indians often fail to follow the accent of foreigners and vice-versa. A lot of miscommunication occurs especially when both the parties have strong regional accents.
- 5) **Gender Discrimination** :-Women coming to India from developed countries take time to understand the gender discrimination prevailing in India. People in India are not used to see women having good time all by themselves. Women does not understand that it is a crime to be yourself in India.

## **CONCLUSION**

Indian tourism has vast potential for generating employment both direct and indirect and earning large sums of foreign exchange besides earning from domestic visitors. It is expected of both Central – State Governments and Public – Private sectors to work in coordination and support of each other to make tourism a successful activity based industry in the country. 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 Over all Economic And Social Development.

Eco-Tourism is Closely Related to Historical Biological and Cultural Conservation Preservation and Sustainable Development. Many Professional Are Now Involved Formulating and developing Eco- Tourism Policies. The Aim Of Eco- Tourism Is To Make Little Environment Impact And To Encourage The Preservation Of Wildlife And Habitats It Goes Back To Natures Products In Every Expect Of Life.

The study on growth of tourism reveals that fund constraints, inadequate promotional measures and negligible use of Information Technology were the reasons for the non-uniformity in the growth of tourism. Moreover foreign tourists are much attracted to activities like hiking bird watching, flora and fauna. It is therefore required that sufficient funding for tourism and exploration of these kinds of destination would pave a great path for promotion of tourism in India.

## **SUGGESTIONS**

- Non- degradable litter such empty bottles, tins, plastic bags etc. are to be disposed only in municipal dustbins.
- Sanctify of holy sites, temples and local cultures are to be maintained.
- Radios, tape recorders and other electronic entertaining equipments in nature resorts, sanctuaries and wildlife parks are to be prohibited.
- Temporary toilets near campsites should be at least 30 meters away from the water source.
- People's privacy should be respected while taking photographs.

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