

## ARTICLE ON ROLE OF TOURISM INDUSTRY WITH REFERENCE TO INDIA'S DEVELOPMENT

NEELU SHAKTAWAT<sup>\*</sup>, SURBHI BISHNOI<sup>\*</sup>

### ABSTRACT

Discussed and referred with many articles, Books and magazines we come to know that the tourism industry of India is economically significant and grow rapidly. We would like to through light on this article how India is up-and-coming as a popular tourist destination in the world wide, driven by the focus on modernization and creating value for tourists. It aimed change the approach and behavior toward foreign tourists by stressing on the characteristic that a guest has been held in high esteem in India since ancient times. It also examines the collision of India's economic growth on tourism, provider to economic growth, Role of Tourism industry in India's to grow in GDP as well as enhance Foreign versus Domestic Tourists.

The paper also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. Travel & Tourism is an important economic activity in most countries around the world. As well as its direct financial impact, the industry has important indirect and induced impacts. Indian Tourism offers a hodgepodge of different cultures, civilization, festivals, and places of attention. There are a lot of alternatives for the tourists. India is a country with rich cultural and traditional diversity. This feature is even reproducing in its tourism. The different parts of the nation offer wide variety of attractive places to visit.

**KEYWORDS:** Service Opportunity, Foreign Versus Domestic Tourists, GDP, Tourism Business.

### INTRODUCTION

The worldwide market for tourism has quite recently multiplied, for some, reasonable purposes. Also, that is just a single of the progressions that the vacationer business will retain throughout the following ten to 20 years. Around the globe, the cost of movement is falling, while the white collar class is winding up

by and large more prosperous and anxious to end up in a good place. In the meantime, statistic patterns, evolving values, and different advancements are conveying some profoundly productive turmoil to this fragment of the neighborliness business.

---

<sup>\*</sup> Assistant Professor, Department of Economics, Madhav University, Pindwara.

**Correspondence E-mail Id:** editor@eurekajournals.com

Two long-standing patterns will stay unaltered as far into the future as should be obvious: development and globalization. Tourism is growing quickly, with more voyagers consistently and a more extensive assortment of goals and exercises.

## **EXPANDING TRAVEL**

The world's movement and tourism industry is experiencing some dismal circumstances generally. The overall subsidence that starts in 2008 has shoppers terrified, and scared individuals cut back on elective travel. We depicted the early outcomes in Chapter 2: In the U.S., inn inhabitation rates for 2009 are required to come in at only 58.3 percent, the most minimal in two decades. In the Caribbean, inn appointments were off 30 to 50 percent by November 2008, with significantly grimmer outcomes expected in 2009. Voyage appointments are down, and travels are going at flame deal costs. Indeed, even Disney says mid 2009 reservations are off 10 percent at its amusement parks. Overseeing executive Simon Hargreaves of the Travel Trust Association appraises that the movement division has contracted by 1 to 5 percent in 2008 and will do as such again in 2009.

Luckily, awful circumstances never last. As we have stated, the retreat ought to go by mid-2009. Travel will take a while longer to recuperate, on the grounds that shoppers will require some an opportunity to make sure the most exceedingly bad is finished and on the grounds that activity development will slack GDP development. However, by 2010 they will move out of their tempest basements and starting to investigate the world once more.

That is critical, not simply to the business, but rather to the worldwide economy. Travel and tourism is the fifth or 6th biggest industry on the planet, adding more than \$2 trillion to the worldwide GDP in 2008, as indicated by the

World Travel and Tourism Council (WTTC), and giving occupations to about 73.7 million individuals-and that is only the business' immediate effect. Include providers and different businesses that rely upon movement and tourism, and the aggregate effect is nearer to \$6 trillion-about 10 percent of the world's GDP-and 238 million occupations, or in excess of 8 percent of worldwide work.

## **STRENGTHS**

India can oblige relatively every tourist desire and even can outperform the desires. India is very honored to have such a generous regular excellence, and can take into account relatively every sort of explorer whether they are looking for enterprise, wellbeing, culture and legacy or foods. Indeed, even topographically India is honored to have five seasons, and that too with a tremendous size can be knowledgeable about a solitary visit. One can feel the warmth of summer in Mumbai and stew climate in north in the meantime.

## **WEAKNESSES**

As the tourism industry is closely integrated with several other industries like hotel and accommodation, aviation, railway, roadways, healthcare, entertainment etc., the combined weaknesses of all the sectors make it more vulnerable. Travelling around India is problematic, despite several attempts to improve transfers between airlines, railways and buses. We may have well developed aviation sector, biggest network of trains in the world coupled with the buses and taxicab services, but all these system works independently, that often results in long waiting hours and create confusing situation for the tourist. The problem is that each of these transports systems works independently. An integrated approach, as perfected by more tourism-focused countries, is essential. If one analyzes the history of development of tourist

centric communications, he will find that major asset was done when the government took the decision to host any global sports or conferences.

## **OPPORTUNITIES**

Booming Information Technology and Outsourcing industry can also be a contributor in increasing the tourist traffic to India. Increasing internet diffusion and smart phones have synced all the stakeholders and helps in facilitating the distribution of information. Use of app-based services will also help in boosting the sector. Use of social media destination like facebook, twitter, Pinterest and Instagram can be quite helpful for marketing of hotels and destinations.

Indian films and their on-screen characters are very prominent in south-east Asia. Gunfire on Indian areas can build the prominence of the goals. Advancement of Indian motion pictures over the fringes additionally can contribute extensively as far as vacationer entries.

At the present time, India is among the main five countries for restorative tourism, and it can possibly be number one in wellbeing tourism. In summers, every one of the landmarks can be opened till midnight; it will give incomes to the area and furthermore satisfy the vacationer. Advancement of fairs and occasions like Goa Carnival, Kumbha Mela, Varanasi Ghats, Pushkar reasonable can entrance and excite the guests.

## **THREATS**

India faces many security risks. Active terrorist groups linked to terrorism have been connected

to attack against Westerners. Regional border tensions, particularly in Kashmir and states in the north-east, mean these areas are predominantly volatile. The preponderance of tourist areas are safe, but border regions can be more hazardous, and as the 2008 Mumbai terrorist attacks demonstrated, even mainstream tourist destinations are at risk.

- Unregulated communications development for tourism can lead to ecological and environmental imbalance. Disposal of waste, destruction of forest reduction of water level, pollution caused by vehicles can be intimidating for the environment.
- The market is at risk from extreme weather events like floods, rain and scorching summers.

## **REFERENCES**

- [1]. World Tourism Organization (2009): Collection of Tourism Expenditure Statistics.
- [2]. (2009) World Tourism Organization.
- [3]. <https://en.wikipedia.org/wiki/Tourism>.
- [4]. Kumar M (1992) Tourism Today-An India Perspective. Kanishka, Delhi.
- [5]. Ministry of Tourism Government of India (2013) Statistics at Glance.
- [6]. (2015) Ministry of External Affairs of India, Promotion Division.
- [7]. Federation of Indian Chambers of Commerce and Industries (2015) FICCI-EY knowledge paper Unexplored Tourism Destinations of India.
- [8]. World Economic Forum (2015) Travel and Tourism Competitiveness Report.
- [9]. [https://en.wikipedia.org/wiki/SWOT\\_analysis](https://en.wikipedia.org/wiki/SWOT_analysis).