

# Tourism : A Growing Industry of India

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## Abstract

Tourism today is believed to be one of the largest industries in the world. The unmatched potential of tourism in country's economy, contribution on lasting peace and facilitating in international brotherhood and environmental awareness have already attracted many government and nations to welcome it. There are two ways we can look at this activity. One is visiting some place for a reason and then go as a tourist or you can directly go as a tourist. You already know that tourism is an activity done by an individual or a group, moving from one place to another, from a country to another for performing a specific task, or a visit to a place or several places for entertainment which leads to an awareness of other civilizations and cultures and history. Tourism is an important industry that depends on culture and science and has a direct impact on the national revenue for all touristic countries. The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry.

**Key Words :** Tourism, Travel, Hotels, GDP.

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## 1. INTRODUCTION

Tourism is the movement of the tourists from one place to another place. It is the temporary short-term movement of people to destinations outside the place where they normally live & work includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs. Tourism does not only mean traveling to a particular destination but also includes all activities undertaken during the

stay. It includes day visits & excursions. The movement can be in your country or the tourists can also travel to the foreign destinations for the tourism purpose. Accommodation is one of the basic needs of any tourism activity. Travellers and tourists need lodging for rest, while they are on tour. Accommodation in the form of low budget lodges/hotels to world class luxury hotels is available at all the major tourist destinations to provide a home away from home. These are establishments that provide a stay for the tourist i.e. lodging paid for the duration of the stay of the tourist. The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India's travel and tourism industry is one of them most profitable industries in

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the country, and also credited with contributing a substantial amount of foreign exchange. Several reasons are cited for the growth and prosperity of India's travel and tourism industry. Economic growth has added millions annually to the ranks of India's middle class, a group that is driving domestic tourism growth. Thanks in part to its booming IT and outsourcing industry a growing number of business trips are made by foreigners to India, who will often add a weekend break or longer holiday to their trip. Foreign tourists spend more in India than almost any other country worldwide.

## 2. DIRECT CONTRIBUTION OF TOURISM TO GDP

Direct contribution of tourism to GDP from 2006 to 2016 and with the expectation of 2016 are as follows :

**Table 1**

YEAR	GDP (USD IN BILLION)
2006	18
2007	25
2008	24
2009	26
2010	31
2011	31
2012	36
2013	40.1
2015	42.8
2016	47
2026 (Expected)	160.2

**Source :** World Travel and Tourism Council's Economic Impact 2016.

Tourism in India accounts for 7.5 per cent of the GDP and is the third largest foreign exchange earner for the country. The direct contribution of travel and tourism to GDP is expected to grow at 7.2 per cent per annum, during 2016 - 26, with the contribution expected to reach US \$ 160.2 billion by 2026. The World Travel and Tourism Council

forecasts Indian tourism sector to grow at annual average growth rate of 7 per cent over the next ten years.

## 3. TRAVEL AND TOURISM'S TOTAL CONTRIBUTION TO GDP

Travel & Tourism's total contribution to GDP from 2007 to 2016 with the expectation for 2026 are as follows :

**Table 2**

YEAR	GDP (USD IN BILLION)
2007	86
2008	82
2009	89
2010	103
2011	105
2012	116
2013	122.1
2014	126.6
2015	147.7
2016	136.2
2026(Expected)	280.5

**Source :** World Travel and Tourism Council's Economic Impact 2016.

Total contribution by travel and tourism sector to India's GDP is expected to increase from US\$ 136.3 billion in 2015 to US\$ 275.2 billion in 2025. Travel and tourism is the third largest foreign exchange earner for India. A sum of US\$ 1.76 billion was earned under foreign exchange through tourism during the month of September 2016. The above table shows the actual picture about travel & tourism's total contribution to GDP from 2007 to 2026. So we could see the better picture in travel & tourism in the following coming years because if we see the expected increment in the travel & tourism i.e 105.95% from 2016 to 2026 and that will change the total scenerio of India.

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness,

sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognised as a destination for spiritual tourism for domestic and international tourists. So now we have to understand the different types of tourism popular in India.

#### **4. TYPES OF TOURISM IN INDIA**

##### **(a) Adventure Tourism**

The various kinds of adventure tourism in India are: Rock climbing, Skiing, Camel safari, Para gliding, Mountaineering, Rafting in white water and Trekking. As a kind of adventure tourism in India, rock climbing is relatively new. Due to the presence of climbing rocks in large numbers throughout the country, rock climbing as a kind of adventure tourism in India is taking off in a big way. The various places in India where tourists can go for rock climbing are Badami, Kanheri Caves, Manori Rocks, and Kabbal. Camel safari in India has also become very popular due to the initiatives taken by the tourist boards of some Indian states. As a kind of tourism in India, adventure tourism has recently grown in India. This involves exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in India, tourists prefer to go for trekking to places like Ladakh, Sikkim, and Himalaya. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. Whitewater rafting is also catching on in India and tourists flock to places such as Uttranchal, Assam, and Arunachal Pradesh for this adrenalin-packed activity.

##### **(b) Wildlife Tourism**

India has a rich forest cover which has some beautiful and exotic species of wildlife some of which that are even endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park. Medical tourism. Tourists from all over the world have been thronging India to avail themselves of costeffective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients

and impart top-quality healthcare at a fraction of what it would 86 have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US\$ 2 billion by 2012. The city of Chennai attracts around 45 per cent of medical tourists from foreign countries. India has a rich forest cover which has some beautiful and exotic species of wildlife some of which that are even endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park.

##### **(c) Pilgrimage Tourism**

India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden temple, Char Dham, and Mathura Vrindavan. India is a vast country, peopled with diverse and ancient civilizations, and its religious geography is highly complex. Over 80% of India's population practices Hinduism, the ancient indigenous religion of India which has a wide variety of forms and expressions. Muslims, concentrated mainly in north India, constitute about 10% of the Indian population. Other significant religious groups in India include Sikhs, Jains, and Christians. Buddhism is almost extinct in the land of its birth, but many exiled Tibetan Buddhists now make their home in India, including His Holiness the Dalai Lama. India's famed spirituality has made it a popular destination for spiritually-inclined travelers. The process of racial and cultural mixture that began in India 5000-10,000 years ago has been continuous into historical times. Although isolated from the rest of Asia by oceans on three sides and impassable mountain ranges to the north, India has experienced a near-constant influx of differing cultural influences, coming by way of the northwest and the southeast. India in the third millennium BC was inhabited in the tropical south by a people called the Dravidians, in the central and northeastern regions by aboriginal hill and forest

tribes, and in the northwest by the highly advanced Indus Valley civilization known as the Harappan culture. India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden temple, Char Dham, and Mathura Vrindavan.

#### **(d) Eco Tourism**

Ecotourism India has developed recently, for the concept itself is a relatively new one. Ecotourism entails traveling to places that are renowned for their natural beauty and social culture, while making sure not to damage the ecological balance. Ecotourism pertains to a conscious and responsible effort to preserve the diversity of a naturally endowed region and sustaining its beauty and local culture. Indians have been known since ages to worship and conserve nature. So the growth of ecotourism in India is but natural. Also, the government of India has set up the Ministry of Tourism and Culture to promote ecotourism in India alongside other types of tourism. Among the types of tourism in India, ecotourism have grown recently. Ecotourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological development of all regions that have tourist value. For ecotourism in India, tourists can go to places such as Kaziranga National Park, Gir National Park, and Kanha National Park. Ecotourism in India has grown significantly in recent years in India since the country has a diverse geography which led to the development of many tourists destinations. These various destinations not only de-stress the tourists but also rejuvenate them. There are various ways in which tourists can enjoy nature in India. And this has given ecotourism in India a major boost. Places such as Kerala, Lakshdweep Islands, the Himalayan region, north-east India, and Andaman and Nicobar Islands are some destinations in India where tourists can participate in ecotourism-related activities. In Kerala, Thenmala is a planned ecotourism spot and is the first of its kind in India. Great care has gone into the care and preservation of Thenmala so that it caters to nature lovers and eco- tourists.

#### **(e) Cultural Tourism**

India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund mela. Cultural tourism India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture. The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the Incredible India! campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India. The most popular states in India for cultural tourism are: Rajasthan, Tamil Nadu, Uttar Pradesh, Uttaranchal. Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places which also testify to the rich culture of the country. The most famous monument is the Taj Mahal in Agra. Cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh also attract a large number of tourists for they encapsulate beautiful vignettes of India. Uttaranchal is also famous for cultural tourism India. This state has the Himalaya Mountains which are called the abode of the Gods. Many ancient temples are found in the Kumaun and Garhwal regions of the state. India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund mela.

### **(f) Wellness Tourism**

Wellness tourism is one of the fastest growing forms of international and domestic tourism. This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness, and who are seeking unique, authentic or location-based experiences. Wellness tourism include massages, body treatments, facial treatments, exercise facilities & programs, weight loss programs, nutrition programs, pre- and post-operative Spa treatments and mind/body programs.

### **(g) Business Tourism**

Business tourism can be defined as travel for the purpose of business . Business Tourism can be divided into three sections: Trading for goods to be resold on a wholesale basis Conduct business transactions e.g. visiting a client, contract negotiations. Attending a conference, exhibition or event associated with their business.

### **(h) Heritage Tourism**

Heritage tourism India has registered an immense growth in the last few years, ever since additional initiatives were taken by the government of India to boost India s image as a destination for heritage tourism. India has always been famous for its rich heritage and ancient culture. So the onset of heritage tourism in India was long anticipated. India s glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. This has led to the increase in India's heritage tourism. The most popular heritage tourism destinations in India are: Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu, Lucknow in Uttar Pradesh, Delhi, the Indian capital. The maximum number of

tourists who come to India visit the Taj Mahal for it is one of the 7 wonders of the world. It is made of marble which has intricate inlay work done in an exquisite and meticulous style. The Mandawa castle in Rajasthan, built in 1775 reflects India's rich heritage and attracts thousands of tourists each year to Rajasthan which seems especially popular for its antique paintings, jade jewelry, palaces, and costumes. Mahabalipuram has sculptural and architectural sites which are considered the greatest in India. Mahabalipuram has cave temples that have been carved from granite blocks and belong to the 7th century. This is the primary reason why many heritage tourists in India visit this place. The tourism of heritage in India has also increased due to the interest of many foreigners in the temples of India. Madurai is known as the temple city due to the presence of a large number of temples in the city. And for this reason, many tourists go and visit the place each year. The most 88 important temple in Madurai is the Meenakshi temple. Heritage tourism India has grown in recent years but there is scope for further development which can be attained only through combined efforts of the government of India and the tourism boards.

### **(i) Leisure Tourism**

Leisure tourism is also called pleasure tourism or holiday tourism. It is a type of tourism when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation. Leisure travellers look for sun, sea and sand. They want to go sunbathing, swimming and diving. So this kind of travellers go to sea resorts or holiday camps and stay at resort hotels. Leisure travellers enjoy organized entertainment and sport. In a resort hotel there are always swimming-pools, fitting-centres, tennis courts, discos. A resort hotel offers its customers contests, concerts, shows, animation programmes for children. Usually it offers tours and visits to different attractions: local sights or amusement or theme parks. Holiday-makers normally travel with their families and children. There are other ways to travel for pleasure: cruising and

coaching, motoring and hiking. More and more working people will have longer paid holidays and long weekends in future. More and more people will retire at an earlier age. It means that more and more people will travel for leisure in future. They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

#### **(j) Cruise Tourism**

Rail and road transport are very common among the people. Some tourists, go in for Air/Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot. India is fast becoming a global hotspot for cruise tourism with its five major ports witnessing a significant rise in passenger footfall. A leading European cruise operator has also made Mumbai Port, one of the top 12 major ports in the country, a home port for a cruise ship for several voyages. "India is fast emerging as a cruise tourist destination. In 2014-15, a total of 1,04,125 cruise passengers were handled at five major ports which increased to 1,25,838 during 2015-16, achieving a growth of 20.85 per cent over the previous year. In 2016-17, up to January, major ports had handled 1,22,093 cruise passengers and added that during the current fiscal "Costa Neo Classica cruise ship made Mumbai port as home port for seven voyages. To attract cruise lines/ships as a part of cruise tourism in India, the government has developed cruise terminals at four major ports - Mumbai, Mormugao, New Mangalore and Cochin. A new cruise terminal is under development at Chennai Port and is scheduled to be completed by April 2017. Incentives to attract cruise liners to make major ports as homeports include a rebate of 25 per cent in vessel related charges for coastal cruise movement, in addition to existing 40 per cent rebate for coastal vessel.

#### **(k) Sports Tourism**

People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism

participates in their tour. While sports tourism has gained popularity in recent years, one must stop and consider what it really is and why it has become so popular among the sports fan crowds. Not only has it managed to steadily increase each year, but it has also taken a spot among the top reasons for traveling and vacationing. It appears as though more and more people are using their well-earned vacations to see their favorite players in action. So, what is sports tourism? It is simply a means to see a competition up close and personal at a location that is not considered home.

#### **(l) Educational Tourism**

Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered. The types of tourism in India have grown and this has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nation's GDP.

## **5. CONCLUSION**

Traveling is one effective way to see the world, experience new cultures and meet new people at the same time. For many tourists, however, traveling accomplishes many other purposes that don't even have anything to do with the joy of visiting a new place. This is why there are many different types of tourism that explain why tourists choose a particular destination and the things that they expect to do when they are there. Tourism the practice of traveling (whether on foot or by other means) as a leisure-time activity and a form of recreation. Tourism is the most effective means of satisfying recreational needs; combining a variety of recreational activities, it fulfills such goals as the recovery of health, enrichment of knowledge, and restoration of one's productive capacity. Tourism contributes to health maintenance, physical education, and the intellectual, cultural, and social development of the individual. All types of tourism in India have registered phenomenal growth in the last decade ever since the Indian government

decided to boost revenues from the tourism sector by projecting India as the ultimate tourist spot. The reason why India has been doing well in all types of tourism in India is that India has always been known for its hospitality, uniqueness, and charm attributes that have been attracting foreign travelers to India in hordes. The Indian government, in order to boost tourism of various kinds in India, has set up the Ministry of Tourism and Culture. This ministry recently launched a campaign called 'Incredible India!' in order to encourage different types of

tourism in India. Being a country with tremendous diversity, India has a lot to offer in terms of tourism and related activities. The diversity that India is famous for, ensures that there is something to do for all tourists in India, no matter what their interests. The types of tourism in India have grown and this has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nation's GDP.

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