

*‘Athithi Kab Jaonge...Nahi Nahi Atithi Kab
Aaonge...Aate Raho Kyoki Hum Us Desh Ke
Vaasi Hein Jo Dulaar Lutayenge’*

*Developing Tourism as a Foremost Tool to Spearhead
the Economy of India*

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ISSN 2348-2869 Print

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Studies, NOIDA

Journal of General Management Research, Vol. 3,
Issue 1, January 2016, pp. 1–7.

Abstract

One of the oldest civilization of the world, one of the greatest nation of the world, one of the greatest democracy and obviously no need to speak about the population. This great nation INDIA has everything. We have every possible resource but the one that we are blessed with is ‘MOTHER NATURE’. A nation that has mountains and oceans, deserts and monuments, heritage sites and culture- All ingredients of a pure recipe that makes up for a great tourism nation. Tourism will not only build ‘BRAND INDIA’ but it will create enormous employment opportunity for the youth of India.

**UNPRECEDENTED GROWTH OF
TOURISM OVER THE YEARS**

Ever since the dawn of the civilization, man had a quest for wandering, but much of that was unconscious in the beginning or it was for the fulfillment of necessities. Later on travelling for fun became the luxury of few rich people. But industrialization, modernization, spread of education,

speedy communication systems, increased disposable income, socialization of leisure, monotonous characters of no many jobs; paid holidays changed the human life. This forced human beings for periodical refreshment of mind and body in wilderness areas for active participation in exotic activities. This phenomenal change in tourism has been experienced worldwide. Presently, tourism has been declared as an industry and its socio-economic and environmental impacts are being visualized clearly. The greatest and the most significant development in modern tourism is the demand for outdoor in mass recreation.

Tourism, the inherent nomadic urge in man has now dramatically surged-forth as a dominant economic force on the international horizon. The unprecedented growth of this *fastest* and yet *smokeless industry* is aptly illustrated by the fact that *as against 14.4 million in 1948, the number of globe-trotters has crossed over 900 million mark in the year 2007 and is expected to cross one billion by the year 2012*. The figure would come to be simply mind-boggling if the number of *domestic tourists* is added to it.

According to WTO estimates, the number of the latter, depending on the ‘*geographical span*’, ‘*population size*’ and ‘*economy*’ of a country, may ranges between 15 to 20 times more to the former. Observing this mass exodus of people in search of ever newer destinations for recreation, pleasure, leisure and change etc., it appears *as if not individuals but countries are on move*.

To quote **Singh (1975)** ‘*modern tourism is a direct product of economic and social progress promoted by technological and scientific advances, higher real income, longer leisure time, demographic expansion and increasingly cheaper and varied tourist-plant facilities that provide the essential conditions for the growth of tourism*’. ‘*Thanks to the ever greater automation, particularly on the industrial front, that more and more people have now “disposable income” and “leisure time” on the one hand, and strong desire to escape such by-products of industrialization and urbanization like noise, pollution, over-crowding, routine, monotony and boredom on the other, thus making travel and tourism both a “convenience”, as well as, “compulsion” to the modern society*’ (Kandari,

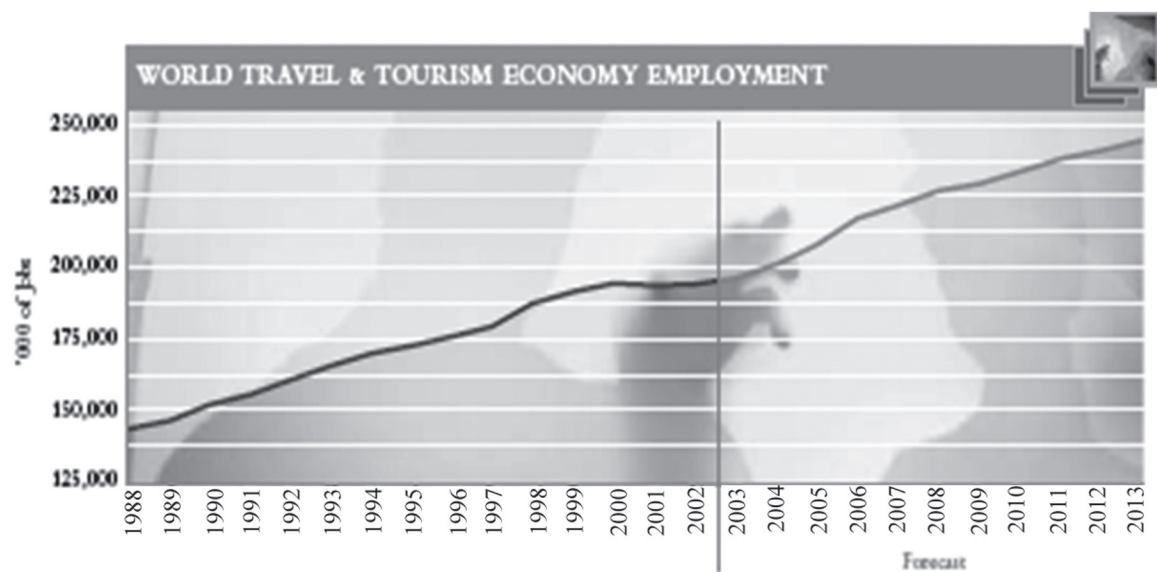


Figure 1: World Travel and Tourism Economy Employment

1984). Researches have proved that, *'the inhabitants of large urban and industrial cities are most eager escapers from their environment on weekends and annual holidays'* (Wahab, 1971).

Talking in economic terms, tourism accounts for more than 12% of the world trade and over 30% of the total international trade in services besides acting as single largest item of export for many countries. Putting together the international tourism receipts including those generated by international fare, tourism surpasses all other international trade categories (Source: WTTC Report 2005).

WORLD TOURISM SCENARIO

According to the World Tourism Organisation: The number of international travellers has risen to more than 500 million per annum, which means that one out of every ten inhabitants of this planet is a tourist. With rapid developments in the field of transport and communications, the global tourism industry is likely to double in the next decade.

WTO forecasts that by year 2020, international arrivals will reach 1.6 billion nearly three times the number of international trips made in 1996 which was 592 million.

The 21st century will see a higher percentage of the total population travelling, especially in developing countries, and people will be going on holidays more often, sometimes two, three or four times a year. Travellers of the 21st century will also be going farther and farther. The 'Tourism 2020 vision' forecast predicts that by 2020 one out of every three trips will be long haul journeys to other regions of the world. Long-haul travel is expected to increase from 24% of all international tourism in 1995

to 35% of all international traffic arrivals by the year 2020.

World travel has bounced back strongly in 2010 from the negative downturn of 2009 and returned to the growth path in 2010. Year 2011 showed a strong comeback of tourists driven by improving world economic conditions and higher consumer spending (Figure 2).

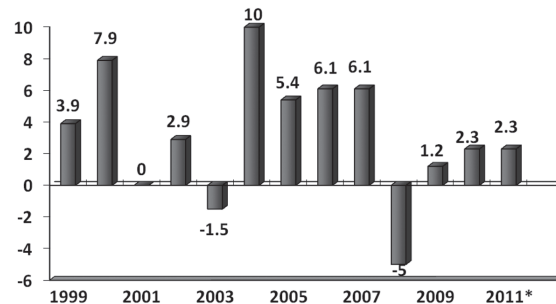


Figure 2: International Tourists Arrivals Worldwide, 1999-2008 and forecasts 2010-11 (% annual change)

Source: World Tourism Organisation (UNWTO)

TOURISM INDUSTRY – A SPECIAL FOCUS ON INDIA

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Tourism has become a thriving global industry with the power to shape developing countries in both positive and negative ways.

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna, A.G., 1993).

Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. India witnesses' more

than 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 expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. *In the year 2009, 5.11 million foreign tourists visited India. Majority of foreign tourists come from USA and UK.*

Rajasthan (Land of Kings), Tamil Nadu, Maharashtra, Delhi and Uttar Pradesh were the top four states to receive inbound tourists. Domestic tourism in the year 2009 was massive at 650 million. Andhra Pradesh, Uttar Pradesh and Tamil Nadu received the big share of these visitors.

PRESENT SITUATION AND FEATURES OF TOURISM IN INDIA

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witness's more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$127 billion in 2008 and that is expected 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 maintains the 'Incredible India' campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall as the world's attractive destinations. It is ranked the 14th best tourist destination

for its natural resources and 24th for its cultural resources, with many *World Heritage Sites*, both natural and cultural, rich fauna, and strong creative industries in the country. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.

The first-ever Indian Tourism Day was celebrated on January 25, 1998. The Year 1999 was celebrated as *Explore India Millennium Year* by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organising India Tourism Expo in New Delhi and Khajuraho. Moreover, the campaign *Visit India Year 2009* was launched at the International Tourism Exchange in Berlin, aimed to project India as an attractive destination for holidaymakers. The government joined hands with leading airlines, hoteliers, holiday resorts and tour operators, and offered them a wide range of incentives and bonuses during the period between April and December, 2009.

In *Aitrya Brahmin*, it has been specifically mentioned that 'Indra is the friend of the traveler, therefore travel'; here *Indra denotes wise qualities, or say knowledge*. The age-old values reflected in maxims like *Chareveti Chareveti* and, '*Athiti Devo Bhava*' aptly speak of the glorious legacy of travel and tourism in the country. The principle of '*Atithi Devo Bhav (Guest is God)*' is still valued by the society though the rising materialism has considerably eroded it (Khare, A., 2010).

No part of the world can boast of the amazing contrasts in environment conditions that India naturally inherits; i.e., *most humid to the driest conditions vis a vis oceanic depth to the top of the world (Himalayas) in altitudinal terms*. With the prevailing rich treasure trove of

attractions, India has the inherent strength to effectively satisfy almost all interest groups of tourists ranging from the daring adventurous souls and highly spiritual hearts to those keenly interested in the unique cultural and natural spectrums. Dramatic diversity in art, craft, traditions, ethos to land architecture and biodiversity has always been a forte of this country. Unfortunately, despite all this, India's share in international tourism has so far been utterly dismaying, i.e. approximately 0.43% and 0.77% in terms of international tourist arrivals and tourism receipts, in that order. It is indeed intriguing to note that despite its (i) *age old tradition of tourism*, (ii) *so rich, unique and dramatically diverse tourist appeal*, and (iii) *sustained efforts being made by both public and private sector institutions*, the country still stands practically nowhere in terms of its performance in global tourism. Not only this, a country like China that selectively opened its doors for the foreigners in 1978 now occupies fifth rank in terms of tourist arrivals and even a city nation like Singapore witnesses about three times more tourists than this huge country. Reasons for such poor performance of the country are differently cited by different school of thoughts; i.e. the country is located far too away from effective and potential markets, lack of regional markets, economic constraints, and metrological complexities and so on. Incidentally all these so called limitations are also applicable to China which has all the more challenging situations because of the tremendous population pressures. Not only that India has had centuries' old tradition of pilgrimages but it has, all through, been devotedly trying to promote tourism ever all through the ages.

Consequently, tourism not only enjoys the status of privileged industry in the country to which wide ranging incentives are available

but, also has the most intensive organizational infrastructure of tourism representing by a four tier system, i.e. Department of Tourism (Government of India), **Indian Tourism Development Corporation (ITDC)**, **State Tourism Departments and State Tourism Development Corporations** and at times even supported by **Regional Tourism Bodies**.

According to the Department of Industrial Policy and Promotion (DIPP) the hotel and tourism industry's contribution to the Indian economy by way of FDI inflows were pegged at US \$21 billion from April 2000 to March 2010. According to the Travel and Tourism Competitiveness Report 2009 brought by the World Economic Forum, the contribution of travel and tourism to GDP is expected to be at US\$ 187.3 billion by 2019. Export earnings from international visitors and tourism goods are expected to generate US\$ 51.4 billion by 2019. The sector which accounts for 6.4% of total employment in 2009 is expected to touch almost 7.2% of total employment by the year 2019.

The **National Tourism Policy** (formulated in the year 2002) envisages a framework, within which the Government helps to create the basic infrastructure and legislative set up for tourism development, while the private sector helps to provide the quality products and offer active support services. *The broad objectives of the policy are to:*

- Position tourism as a major engine of economic growth;
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
- Focus on domestic tourism as a major driver of tourism growth;

- Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India a destination;
- Acknowledge the critical role of private sector with Government working as a pro-active facilitator and catalyst;
- Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with States, private sector and other agencies; and
- Ensure that the tourists to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and 'feel India from within'.

Consistent efforts are being made to develop quality tourism infrastructure at tourist destinations and circuits. To focus on development of infrastructure at places of national and international importance, 38

mega tourism projects has been identified, out of which 26 have been sanctioned till 4th February, 2011. These mega projects are a judicious mix of culture, heritage, spiritual and eco-tourism in order to give tourists a holistic perspective.

The Ministry has identified 24 destinations/circuits in India, based on their tourism potential, to be covered. The Ministry is also working with States to give emphasis on construction and upkeep of wayside amenities along highways/roads leading to tourist destinations, cleanliness at the tourism sites and development of tourism projects in backward areas.

Ministry of Tourism, through its overseas offices, engaged actively in events like road shows and joint promotions with major international airlines linking India to the markets abroad. These road shows highlighted various tourism products.

India Tourism Offices also participated in



Figure 3: Percentage share of India in international tourist arrivals in Asia, the Pacific and the World

Source: Ministry of Tourism, Govt. of India

Table 1: Share of India in International Tourism Receipts in World and Asia and the Pacific Region 1997–2010

Year	International Tourism Receipt (in US \$ billions)		FEE in India (in US \$ Million)	Percentage Share and Rank of India in the World		Percentage Share and Rank of India in Asia and the Pacific	
	World	Asia and the Pacific		Percentage Share	Rank	Percentage Share	Rank
1997	442.8	82.6	2889	0.65		3.50	-
1998	444.8	72.3	2948	0.66	34 th	4.08	-
1999	458.2	79.1	3009	0.66	35	3.80	-
2000	475.3	85.3	3460	0.73	36	4.06	10
2001	463.8	88.1	3198	0.69	36	3.63	12
2002	481.9	96.5	3103	0.64	37	3.22	13
2003	529.3	93.7	4463	0.84	37	4.76	9
2004	633.2	124.1	6170	0.97	26	4.97	8
2005	679.6	135	7493	1.10	22	5.55	7
2006	744.0	156.9	8634	1.16	22	5.50	7
2007	857	187	10729	1.25	20	5.74	6
2008	942	208.9	11747	1.25	23	5.62	6
2009	852	203.2	10608	1.24	22	5.22	6
2010*	993	286.5	13786*	1.29	20	5.87	6

Source: Ministry of Tourism, Govt of India

a number of travel fairs and exhibitions in important tourist generating markets the world over as well as in emerging and potential markets to showcase and promote tourism products of the country.

These included Arabian Travel Mart in Dubai, PATA Travel Mart in China, World Travel Mart in London, etc. India Tourism Beijing bagged the Best Tourism Promotion Award at World Travel Fair in Shanghai. India Tourism

Table 2: Top 10 Source Countries for Foreign Tourist's Arrival (FTAs) in India in 2009

S. No.	Source Country	FTA's (in Millions)	Percentage (% Share)
1	USA	0.803	15.72
2	UK	0.749	14.66
3	Bangladesh	0.458	8.97
4	Sri Lanka	0.241	4.72
5	Canada	0.221	4.33
6	France	0.195	3.82
7	Germany	0.194	3.80
8	Australia	0.149	2.92
9	Malaysia	0.134	2.62
10	Japan	0.124	2.43
Total of top 10 Countries		3.268	63.98
Others		1.840	36.02
All countries		5.108	100.0

Source: Bureau of Immigration, Govt of India

Tokyo was awarded the Best Booth Operation Award at the Korea World Travel Fair and the Best Tourism Promotion Award at the Busan International Tourism Fair in South Korea.

Similarly, the share of India in terms of foreign exchange earning too have increased from 0.65% in the year 1997 to 1.24% in last twelve years as indicated in the Table 1, accounting for 11747 million US \$. The table further reveals that the position from 34th rank in 1998 has been elevated to 22nd rank in terms of Forex earnings. India stands at 6th position in Asia-Pacific region accounting for a total share of 5.22% of the total Forex earning in the region.

The top ten tourist generating countries for India are USA, UK, Bangladesh, Sri Lanka, Canada, France, Germany, Australia, Malaysia and Japan, in that order. UK and USA together generated 1.552 million visitors to India out of total 5.108 international arrivals to India in the year 2009, as indicated in Table 2.

The Figure 4 shows that the above cited ten nations accounts for almost 64% of the total traffic to India and the remaining countries of the world only had 36% of share approximately in the year 2009.

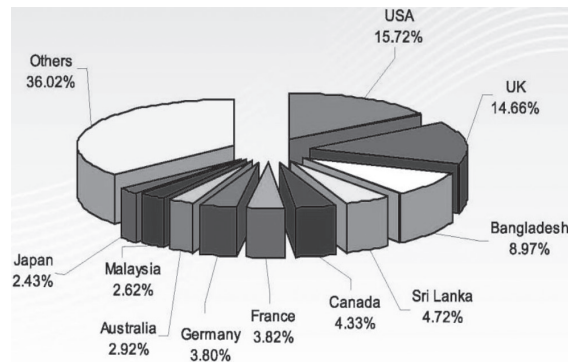


Figure 4: Percentage Share of Top 10 Source Countries for FTAs in India in 2009

Source: Annual Report, Ministry of Tourism Govt of India

The Table 3 points that seasonality has remained a grey area for tourism promoters, the world over. On account of the topographic and consequent meteorological extremes *vis-à-vis* the dramatic diversity in tourist attractions, though India can be considered as

Table 3: Month-wise Foreign Tourist arrivals in India, 2008-2010

Month	Foreign Tourist Arrivals (FTAs) in India, 2008–2010				
	2008	2009 (P)	2010 (P)	Percentage (%) Change	
				2009/2008	2010/2009
January	511781	421708	490868	-17.6	16.4
February	611493	546675	600796	-10.6	9.9
March	479765	417875	471781	-12.9	12.9
April	361101	348462	354386	-3.5	1.7
May	304361	298578	344858	-1.9	15.5
June	341539	342222	369600	0.2	8.0
July	431933	434525		0.6	
August	383337	350370		-8.6	
September	341693	327684		-2.1	
October	450013	445963		-0.9	
November	531683	528493		-0.6	
December	533904	646024		21.0	
Total	6282603	5108579	2632289	-3.3	
Subtotal (Jan-June)	2610040	2375520	2632289	-9.0@	10.8@

Note: P: Provisional, @ Growth rate over Jan-June 2009 and 2008

Source: (i) Bureau of Immigration, Govt. of India, for 2008; (ii) Ministry of Tourism, Govt. of India, for 2009 and 2010

'land of all seasons', the trends clearly indicate that foreign tourist arrival are considerably guided by the seasons. November, December, January and February being the peak seasons and April, May and June being the lean period of Indian Inbound tourism.

DOMESTIC TOURISM

Indian Domestic tourism, has witnessed a systematic and steady growth especially in the form of pilgrimages, which has been a glorious heritage of India. One can find frequent mentions in the Epics and the scriptures. Thanks to the technological advancements that, it has tremendously increased in recent years, despite economic and other constraints.

Though, no authentic data are available in this context, conservative estimates reveal that annually over 650 million people travel from one part to the other parts of the country under different pretexts of tourism. The steady

Table 4: Number of domestic tourist visits to all states/ Union Territories in India, 1997-2009

Year	No. of Domestic Tourist Visits (in million)	Percentage (%) Change Over the Previous Year
1997	159.88	14.1
1998	168.20	5.2
1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	391.85	7.0
2006	462.31	18.0
2007	526.56	13.9
2008	562.98	6.9
2009 (P)	650.04	15.5

P: Provisional

Note: Figures for Chhattisgarh, Delhi and Maharashtra have been estimated

Source: State/UT Tourism Departments

growth is very much evident from the Table 4. Obviously, pilgrimage had and continues to have the lion's share in domestic tourism in India.

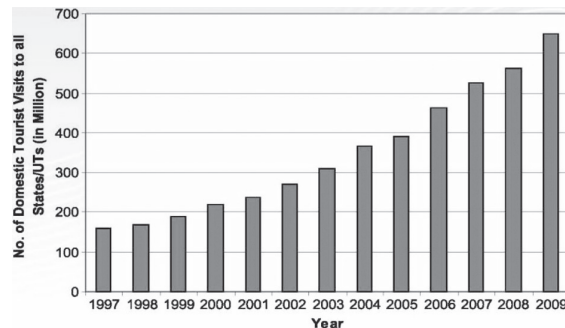


Figure 5: No. of Domestic Tourist Visits to All States/UTs in India 1997-2009

Source: Annual Report, Ministry of Tourism Govt of India

The pace of growth in domestic tourism is evident from the fact that the number of tourists has dramatically increased from 159.88 million in 1997 to 650.00 in 2009 in the span of merely twelve years. Average

Table 5: Share of Top Ten States/UT's of India in Number of Domestic Tourist Visits in 2009

Rank	State/UT	Domestic Tourist Visits* in 2008	
		Number	Percentage (%) Share
1	Andhra Pradesh	157489927	24.2
2	Uttar Pradesh	134831852	20.7
3	Tamil Nadu	115755800	17.8
4	Karnataka	32701647	5.0
5	Rajasthan	25558691	3.9
6	Maharashtra	23739130	3.7
7	Madhya Pradesh	23106206	3.6
8	Uttarakhand	21934567	3.4
9	West Bengal	20528534	3.2
10	Gujarat	15909931	2.4
Total of top 10 States		571556285	87.9
Others		78482388	12.1
Total		650038673	100.0

* Provisional

Note: Figures for Maharashtra has been estimated.

Source: State/UT Tourist Departments

per annum growth of over 18% during the 13 years in question, has nevertheless been remarkable. Statistics available for 2009 reveals that Andhra Pradesh and Uttar Pradesh, each receiving over 24.2% and 20.7% of the total domestic tourist continued to retain their position as the leading states followed by Tamilnadu (17.8%), Karnataka (5.0%) and Rajasthan (3.9%) in that order. Uttarakhand, Maharashtra, West Bengal, Bihar, and Gujarat were the other states occupying top ten ranking in this context, though standing way behind Uttar Pradesh and Andhra Pradesh, in terms of the share in total domestic tourist traffic. (Table 5 and Figure 6).

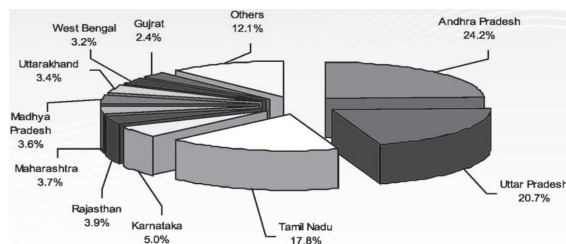


Figure 6: Percentage Share of Top 10 States/UTs in Domestic Tourist Visits in 2009

Based upon the above discussion it is obvious that the world tourism trends are steadily tilting particularly towards the developing countries of Asia-Oceania region of the world where India is inherently the most favoured destination of the emerging tourist market – *increasingly inclined towards heritage, culture, pure nature and adventure, it obviously becomes high time to explore country's dramatic tourism potential, create infrastructural provisions on priority basis and effectively market its strengths in order to earn its rightful place in international market of tourism. This, in turn, makes it vitally important to initiate micro and macro level applied tourism research on all vital dimensions ranging from geographic, socio-economic, cultural and even ecological to destination*

planning and marketing. Realizing this fact vis-à-vis being resident of the newly created tiny state of Uttarakhand and consequently with the inherent basic knowledge on the various touristic aspects of the state complemented by the innate zeal to contribute in its steady betterment, the scholar has opted to work on the present research problem.

FUTURE PERSPECTIVE

Tourism experts, economists and futurologists unanimously speak in favor of sustained prosperity of tourism during the years to come. Prognosis made by majority of tourism experts indicates towards a, average *per annum growth of 4.5% to 5.5% in tourist traffic* during the years to come.

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC) and its strategic partner Oxford Economics:

- The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world.
- India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019.
- Capital investment in India's travel and tourism sector is expected to grow at 8.8 per cent between 2010 and 2019.
- The report forecasts India to get capital investment worth US\$ 94.5 billion in the travel and tourism sector in 2019.
- India is projected to become the fifth fastest growing business travel destination from 2010-2019 with an estimated real growth rate of 7.6 per cent.

**Exhibit: WTO Tourism 2020 Vision: Forecast of Inbound Tourism, World by Regions
International Tourist Arrivals by Tourist Receiving Region (Million)**

Table 1.6

Region	Base Year (Million)	Forecast (Million)		Average Annual Growth Rate (%)	Market Share (%)	
	1995	2010	2020	1995-2020	1995	2020
World	565.4	1,006.4	1,561.1	4.1	100	100
Europe	338.4	527.3	717.0	3.0	59.8	45.9
East Asia/Pacific	81.4	195.2	397.2	6.5	14.4	25.4
South Asia	4.2	10.6	18.8	6.2	0.7	1.2
Africa	20.2	47.2	77.3	5.5	3.6	5.0
Americas	108.9	190.4	282.3	3.9	19.3	18.1
Middle East	12.4	35.9	68.5	7.1	2.2	4.4
Intraregional(a)	464.1	790.9	1,183.3	3.8	82.1	75.8
Long Haul(b)	101.3	215.5	377.9	5.4	17.9	24.2

Notes: (a) Intraregional includes arrivals where country of origin is not specified
(b) Long Haul is defined as everything except intraregional travels.

The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia. East Asia and the Pacific, Asia, the Middle East and Africa are forecasted to record growth at rates of over 5% year, compared to the world average of 4.1%. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020. The Tourism Vision also predicts that Long-haul travel worldwide will grow faster, at 5.4 per cent per year over the period 1995-2020, than intraregional travel, at 3.8 per cent. Consequently the ratio between intraregional and long-haul travel will shift from around 82:18 in 1995 to close to 76:24 in 2020.

These assumptions are in fact based not only on statistical estimations but are also

supported by a good deal of the philosophical interpretations. In this regard, Robert Cane (1969) in his article 'The Future of tourism', has identified following factors that may catalytically activate future growth of tourism:

- the world's population is growing at an extremely fast pace and the average length of life will be nearly 80 years.
- per-capita income will grow swiftly and will reach extremely high levels in the industrialized countries.
- the Distance in space will be all but eliminated, and this will result in comparatively lower transport cost.
- the widespread automation of productive processes will lead to a great increase in the leisure activities because of the growing amount of 'free time'.
- the rural population will shrink nearly everywhere in the economically developed countries, approaching the level of the United States where at present less than 10 percent of the total population i.e.

- about 5 percent of the active population is employed in agriculture.
- the population employed in the secondary and tertiary sectors will consist almost entirely of persons living in towns who, hand in hand, with increased spatial mobility, will have greater occupational and social mobility.
 - congestion of tourist traffic shall create problems in traffic in time and space.
 - greater educational opportunities and in-depth information will lead to increased curiosity and that in turn, to a greater desire for knowledge.

Similarly, Fraustie, Came and Kahn promise more leisure available to the society in future, which will have a major impact on tourism growth. The quote Fraustie (cited in Singh 1982) *'it is generally expected at present that fairly in near future the average citizen of economically developed country will be able to meet his needs by working thirty hours a week. Thus the time that an individual will devote to productive activities in future will take up about 6% of his existence.'*

MULTI FACETED ADVANTAGES OF TOURISM

1. **Generating Income and Employment:** Tourism in India has emerged as an instrument of income and 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. Tourism generate local employment, both directly from the tourism sector and from various support and resource management sectors. It diversifies the local economy, particularly in rural areas where agricultural employment may be sporadic or insufficient
2. **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.
3. **Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.
4. **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. It could benefit local people by stimulating development and improvement in support, infrastructure of services, i.e. local transport, communications and water and energy systems.

5. **Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.
6. It serves as an effective educational tool for visitors, creates awareness and instills in them a degree of concern which could perhaps eventually translate in to active support for the conservation of the area, the revenue earned from tourism prompts by convincing government officials and the general public of the value of natural areas.
7. It allows both the tourists and the local community a chance to experience other cultures, which broadens understanding.
8. The revenue generated can be used on a national and local level to better education, improve infrastructure, to fund conservation efforts and to promote more responsible tourism.
9. **Direct Financial Contributions:** Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.
2. **Contributions to Government Revenues:** The Indian government through the tourism department also collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.
3. **Improved Environmental Management and Planning:** Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.
4. **Raising Environmental Awareness:** Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.
5. **Protection and Preservation of Environment:** Tourism can significantly contribute to environmental protection,

conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forest and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

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