

## **TOURISM INDUSTRY IN INDIA: AN OVERVIEW**

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### **ABSTRACT**

Tourism plays a vital role in the economic development of a country. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. It promotes national integration and international brotherhood. Tourism is recognised as a major global industry today. It is a sizable but complex service industry. The tourism industry of India is economically important and grows rapidly. The sector is predicted to grow at an average annual rate of 7.8% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. In the last 40-45 years, tourism has seen rapid and continuous growth. This industry although doing a wonderful work and had come up with number of attractive tourist destinations in India and is widely accepted by the different governments due to profit motive but due to some negative social and environmental impacts of tourism have voiced their concern against it. The Tourism sector plays a very important role in the economy of the country. The contribution of Tourism in GDP for the Financial Year 2012-13 is estimated to be 6.88% and contribution to employment is estimated to be 12.36% in the same year. The Tourism sector also contributes to Foreign Exchange Earnings (FEEs) in a big way with FEEs from Tourism standing at Rs 1,20,083 cr in INR terms in 2014. 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. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the **Atithidevo Bhava & "Incredible India"** campaign. The Incredible India Tourist Helpline has been set up on a pilot basis to address and guide the tourists during any emergency which may include medical, crime natural calamities or on being stranded. This service will be available as toll free on telephone 1800111363 or on a short code 1363. 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, moving up three places on the list of the world's attractive destinations. The present paper is an attempt to study the scenario of tourism Industry and tourism policy development in India, and also to analyse impact of Foreign tourist Arrival in overall growth of India.

**KEY WORDS:**GDP –Gross Domestic Products, Economic Development, Incredible India.