

The indian tourism industry tourism essay



**ASSIGN
BUSTER**

Atithi Devo Bhava means Guest is God. In India guest is treated as God. Max Muller stated that If we were to look the whole world to find out the country most richly endowed with all the wealth, power, and beauty which nature can bestow- in some parts a veritable paradise on Earth- I should point to India. If I were asked under what sky the human mind has most fully developed some of its choicest gifts - I should point to India.

Tourism is at a rising industry in India. Tourism is considered as major foreign earnings for Indian nation. India as an ancient cultural cradle of the world is considered as exotic tourist destination. It has fascinating tourist destinations like the Taj Mahal, The Khajuraho temples, The marble mountains, The Gateway of India, The Red fort and The Qutub Minar, The Ajmer Palace, The Bharatpur, Bird Sanctuary, The city of Canals and many more. The foreign tourist longs for a tryst with India and loves to visit each and every corner of this vast country. Tourism is the largest service industry in India, 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. 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. The Travel & Tourism Competitiveness Report 2007 ranked tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security.

Despite short- and medium-term setbacks, such as shortage of hotel rooms, tourism revenues are expected to surge by 42% from 2007 to 2017. India has a growing medical tourism sector. The 2010 Common wealth Games in Delhi are expected to significantly boost tourism in India. (wikipedia).

Major Sub-categories

The tourism industry has two major aspects:

- i. Tourism: Tourism includes various types, like medical tourism, health tourism, spiritual tourism and rural tourism, adventurous tourism..
- ii. Travel: The travel segment includes various tour operators and other travel agencies.

India Tourism Industry's Role in the World Economy

Indian tourism industry contributes to around 5.9 percent of the country's GDP and it provides employment to around 41.8 million of inhabitants. India's tourism industry is calculated both in terms of business and vacations. The number of foreign tourists arriving from all over the world rose from 0.37 percent to 0.53 percent as has been stated by UN World Tourism Organization (UNWTO) in the year 2006.

Indian tourism exchange earnings are approximately \$1.5 billion and account of 0.5 percent of the total tourism traffic of the world. Central India, The North Eastern states, Calcutta, Mumbai, New Delhi, Khajuraho, and Goa are the most popular tourist destinations. Rajasthan is paradise for the

foreigners and this state provides a wide range of cultural and ethnic diversities to the visitors.

Major global players

Emerging Trends of Indian Tourism Industry

- In an effort to boost the confidence of visitors and tourists after the Mumbai attacks, the Union Ministry of Tourism, India is launching a new scheme ' Visit India 2009' offering various incentives to foreign tourists and tourism industry. These value addition services will be offered to tourists visiting the country during the period April 2009 - March 2010.

- The Department of Tourism also has plans to organize road shows in countries like Singapore, Canada, UK, Japan and Australia, in joint venture with the IATO. The ongoing year will see a rise in the advertisements and marketing through trade fairs and exhibitions to draw the attention of foreign tourists from across the world. Moreover, there are possibilities of constructing helipads in various places to introduce the helicopter services for the tourists.

- The real GDP growth for travel and tourism economy is expected to grow at an average of 7. 7 per cent per annum in 2010.

- Earning through exports from international visitors and tourism goods are expected to generate 6. 0 per cent of total exports (nearly \$16. 9 billion) in 2009 and expected to increase to US\$ 51. 4 billion in 2019.

- According to the Ministry of Tourism, Foreign Tourist Arrivals (FTAs) for the period from January to March in 2009 was 1.461 million. For the month of March 2009 the Foreign Tourist Arrivals was 472000. The reason for the decline is attributed to the ongoing economic crisis.

- In spite of the short term and medium term impediment due to the global meltdown the revenues from tourism is expected to increase by 42 per cent from 2007 to 2017