

# Tourism in India: A Review to Find out the Possibility for Future Growth in GDP besides Job Opportunities

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## ABSTRACT

Tourism is considered as a livelihood at many parts of the world and most beautiful thing is that many unskilled people can also earn a good amount of money through serving the tourist. There are many countries which are having a beautiful places and weather but lacking behind in industrialization from rest of the world, tourism business is a boon for them. India's tourism business is also depending upon its high culture, heritage, historical places, wild life, medical facilities etc. After starting of Incredible India, Tourism business has grown multifold. The aim of the present paper has to cover the type of the tourism available in India and also review their impact on number of tourists who attract towards India for travelling. The aim of the paper is to find the future of tourism in India and how much this sector can grow to contribute more and more In India's GDP and how this sector solves the problem of unemployment in India.

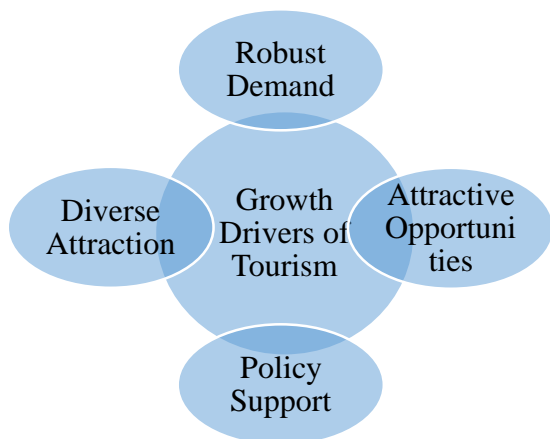
## Keyword

Business, Culture, Heritage, Medical, Wild life.

## 1. INTRODUCTION

India's tourism has a noticeable place in term of the GDP. The contribution of the tourism in GDP has been increasing year by year. It has been calculated by the tourism department that total contribution of the tourism in GDP was \$124 billion or approximate 6.8% of India's GDP. This figure is indeed a good figure in term of foreign currency inflow. Apart from this, tourism is a big sector in some of Indian state in term of job creation as there are some state like Himachal, Ladakh, Uttarakhand, Jammu & Kashmir etc., where a good percentage of people are engaged in tourism and tourism is a single biggest source in GDP of these state (Figure 1)[1].

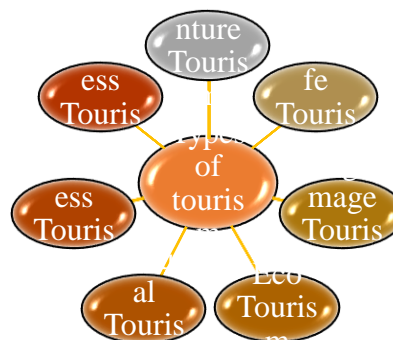
**Figure 1: Advantage of the Tourism as contribute in Regional Growth[1].**



The Indian government has forming advance policies for development as well as promotion of tourism through the ministry of tourism. The tourism has been defined as the

movement or travel of a person or group of people from one destination to another one in order to explore or spend some time over there. The purpose of the tourism is to mutual understanding of the culture, food and customs of another place apart from appreciation of beauty of that place. There are many places in the world that are famous tourist place just to spend time over there and enjoyed beauty of that place, despite this, some places are having historic importance and people visit there for educational purpose and just to know the fact related to that place. Basically, tourism is sort time movement from the place where one is usually live and work. During the stay outside of place of work and residence, one is spending money on many things like food, stay, transport etc. and these expenses will create a livelihood for the local people (Figure 2)[2]-[5].

**Figure 2: Types of Tourism Available in India as per Categories by Tourism Department[2].**



### 1.1 Adventure Tourism

Adventure tourism is as old as human. In ancient time, Human have to travel from one place to another in search of food and shelter. Human has to travel at a destination which were not explore before and this search of food made human an adventurous animal. In India , adventurous tourism was existed but that was not in formal shape but government and ministry of tourism has started work to make this tourism formal and making such policies that will helpful in promotion as well as in development of adventurous tourism. However, adventure tourism is not for everyone but there are many people want to check their own capability in risk taking and management activities.

The Indian adventure tourism has been growing a shape like an international standard. The activities include in adventure tourism is to access the remote location, and engage himself in different type of activities. Various sports activities such as trekking, skiing, rock climbing, camel safari, mountaineering, rafting etc. are counted as adventure activities during this type of tourism. People prefer to go places like Ladakh, Himalaya range, Sikkim, Himachal Pradesh, Jammu and Kashmir .and Kerala etc. Every destination is widely famous between the tourist weather they belong to India or outside. Out of this

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destination, some are famous for skiing and some are famous for rock climbing. Uttara hand places are real very famous for river rafting. There are many other locations in India which are offered the sport and adventure activities in land, air and well as water (Figure 3)[6], [7].

**Figure 3: Categorization of Adventure Tourism on the basis of Categorization of Interest of Tourist[6].**



In Rajasthan, Thar is famous for camel riding, and Thar Mahotsav attract many tourists from the corner of the world. After Rajasthan, many other states have started the camel safari to attract more and more tourist. Bikaner, Jodhpur and Jaisalmer are the famous destination for camel safari in Rajasthan. The one adventure sport activity has been getting attraction i.e., paragliding. Rock climbing sport is touching new heights as this sport is very new but because of availability of many locations. The famous location for rock climbing is Badami, Kanheri, kabbal and Manori. The skiing is also getting famous among tourist and famous place are Shimla, Manali, Mussoorie and Nainital. There are large number of hill station in India and some of the hill stations are having international fame. Some of the most crowded and lovable hill station are listed as in Table 1[8].

**Table1: List of Famous Hill Station of India For domestic and International Tourist[8].**

S. NO.	PLACE	STATE
1.	Srinagar	Jammu & Kashmir
2.	Pahalgam	Jammu & Kashmir
3.	Gulmarg	Jammu & Kashmir
4.	Manali	Himachal Pradesh
5.	Khajjar	Himachal Pradesh
6.	Keylong	Himachal Pradesh
7.	Shimla	Himachal Pradesh
8.	Almora	Uttarakhand

9.	Nainital	Uttarakhand
10.	Tawang	Arunachal Pradesh
11.	Bomdila	Arunachal Pradesh
12.	Mirik	West Bengal
13.	Darjeeling	West Bengal
14.	Kalimpong	West Bengal
15.	Mount Abu	Rajasthan
16.	Panchmarhi	Madhya Pradesh
17.	Amarkantak	Madhya Pradesh
18.	Coorg	Karnataka
19.	Munnar	Kerala
20.	Ooty	Tamil Nadu
21.	Kolli Hills	Tamil Nadu
22.	Ladakh	Jammu and Kashmir
23.	Dharamshala	Himachal Pradesh
24.	Kurseong	West Bengal

### 1.2 Wildlife Tourism

Wild life resources are too good in India and having a rich source of flora and fauna. Some species are endangered and some are very rare, but still India's wildlife has capability to attract tourist domestic as well as foreigners too. There are many places where wild life is conserve and government has taken many steps to provide the protection to wild life and promote the tourism over there. Some of the important wildlife destinations of India are as (Table 2):

**Table 2: List of Wildlife Sanctuary of India as per Records of Forest Department[9]**

SL. NO.	WILD LIFE SANCTUARY
1	Ranthambore National Park, Rajasthan
2	Corbett National Park, Uttarakhand
3	Bandipur National Park, Karnataka
4	Keoladeo Ghana National Park – Bharatpur, Rajasthan
5	Nagarhole National Park, Karnataka
6	Sariska National Park, Rajasthan
7	Kaziranga National Park, Assam

8	Bhadra Wildlife Sanctuary, Karnataka
9	Kanha National Park, Madhya Pradesh
10	Sundarbans National Park, West Bengal
11	Bandhavgarh National Park, Madhya Pradesh
12	Gir National Park and Sasan Gir Sanctuary, Gujarat
13	Periyar National Park, Kerala
14	Pench National Park, Madhya Pradesh
15	Manas National Park, Assam
16	Dudhwa National Park, Uttar Pradesh
17	Tadoba Andhari Tiger Reserve, Maharashtra
18	Rajaji National Park, Uttarakhand
19	Hemis National Park, Jammu and Kashmir
20	Silent Valley National Park, Kerala

### 1.3 Medical tourism

Medical tourism is a new word in the business of tourism. There are many countries where advance technology is not reachable by everyone or innovative technologies are not present for medical treatment of the people. Medical tourism is an innovative step in medical treatment as many developing nations have not such good medical facilities like other developed nation. In this case, they can apply for medical tourism and this will help them to get a visa in urgency. Apart from this, medical tourism will be provided many benefit to the needy. In Indian context, people from neighbor's country like Bhutan, Pakistan, Afghanistan and south eastern countries are prefer to come India for treatment as cost of treatment is somewhat less than the developed countries [10]–[13].

### 1.4 Pilgrimage tourism

India is known for its temple and mosque as well as tombs in the world. The Indian culture is not a pure culture but this is a mixture of Indian as well as Mughal in addition to English. Apart from this, there are many religions follower and they have their own place of worship. Therefore, many people from outside of India come to their religious places for worship and similarly many people go outside of India for worship. There are famous places where lot of people comes from outside and inside of India. These places are Vaishno Devi, Jama Masjid, Bangla sahib and many more [14]–[19].

### 1.5 Eco tourism

Ecotourism has developed in India lately, for concept himself is a rather recent addition. Ecotourism is visiting places known for their natural beauty as well as their radical egalitarianism while ensuring that biological balance is maintained. Ecotourism refers to a conscious and responsible endeavor to preserve the variety of a naturally endowed place while also promoting its natural beauty and aboriginal culture. Since the beginning of time, Indians have acknowledged the importance of worshipping and honoring nature. As a result, the growth of environmentalism in India is only natural. In addition, the

Indian government has established a Ministry of Tourism in addition to a Department of Culture to promote ecotourism and other tourism activities in India.

### 1.6 Cultural Tourism

Indian culture is known as the rich culture of the world. Many ancient written scripts had been found in India that have contain many good things that can be implemented in human life. These scripts given a well written concept to be followed in the human life. There are many people who still practice these concept in their life and also thought these concepts to other people. The heritage wealth of the India has been working like a light house for the rest of the world. Therefore, it attracts many people not only from India but also from outside world.

To celebrate rich culture, the Indian government along with state government had started many Mahotsava covering almost every culture in every region. These big functions are attracting tourist since its inception. Some of the big attractions are Suraj Kund Mela, Puskar fair, Taj Mahotsav, Kuccha Mahotsava etc. The people from all over world feel blessed after experience these functions[14].

Cultural travel India is predominant factor behindhand India s dramatic rise in tourism section in recent years, since from time ancient, India has been measured land of antique history, heritage, besides culture. The government has formed Tourism and Culture department to improvement cultural tourism. The ministry in current years has thrown Incredible India! Movement and this have controlled to growth of tourism India is land where many different dynasties had ruled including many foreigners' ruler and they all leave a remarkable blue print on the Indian culture whether it is music, dance, architecture, food language as well as customs. The influence of different culture can be seen in modern traditions followed by people. The integration of various culture in India just increases the richness of the culture. This productivity in culture energies a long way in prominent India as final cultural tourism terminus given boost to travel in nation in India.

### 1.7 Wellness tourism

Wellness is one of fastest emergent forms of global as well as local tourism People who go to a different location to participate in activities that maintain or enhance their health are included in this kind of tourism individual health as well as wellness, besides who are seeking single, authentic or location-based knowledges. Wellness travel include reflexologies, body actions, facial actions, exercise facilities & agendas, weight loss programs, nourishment programs, pre- and post-operative Spa actions and mind/body agendas [20].

### 1.8 Business Tourism

Business travel can be distinct as transportable for business decision-making Business tourism may be divided into three categories: On a regular basis, I trade for homes to be resold. Visit a company, for example, to do business client, agreement negotiations Presence in a conference, demonstration or event related with business.

### 1.9 Heritage tourism India

As a India, being one of the country's greatest civilizations, has a rich history site. The rich culture history of India adds on many things in its heritage empire. The last few years has been seen as an exponential growth in heritage tourism as it attracts many tourist, apart from this United Nation had declared many site in India as world heritage site and this action has proved as a milestone in increasing tourist for heritage sites. India s magnificent past as well as Cultural variety is a powerful

combination that draws millions of visitors a year to its inherited tourism attractions. India's humorous past is well-represented by the different reasons. For example, forts, monuments, and military units that can be seen across the nation. This has resulted in an increase in historical tourism in India. Taj Mahal, Mandawa Castle, Mahabalipuram, Madurai, Lucknow, Delhi, and the Indian capital are the most popular heridity tourist destinations in India [21].

P K Mishra in his study discloses about tourism that was among the most important sectors of the world's economy. It is now recognized as a beneficial tool for promoting the host country's economic growth. Since the last several decades, India's tourism industry has been rapidly growing, with enormous potential for generating employment and earning considerable amounts of foreign exchange while also contributing to the country's overall economic and political and social development. It is thus critical to investigate the intricacies of the relationship between the rise of the tourism sector and India's economic progress. This research is an attempt to take this method. The study, which used common time series methodologies and covered the years 1978 to 2009, found presence of significant causality running between tourism destinations and the nation's economic progress. As a result, as part of the reform implications, all branches of the national and provincial governments, as well as business entities and volunteer organizations, must become active players in the drive to achieve and sustain tourists and overall economic growth [21].

Andreas G. Georgantopoulos in his study focuses on Using a trivariate model using the real effective exchange rate (REER), this research examines the presence and explanatory variables between production growth and tourist spending for India from 1988 to 2011. As a result, extensive empirical evidence is provided using Phillips-Perron and KPSS stationarity tests, Johansen and Juselius tests, Gravity model with an error-correction aspect, impulse answers, multiple regression, and VAR/VECM model predictions. Although the aggregating model failed to establish the relevance of causal links involving total tourist spending and India's actual output, the results suggest that all variables return to their lengthy equilibrium correlations. However, the based on demographic model suggests substantial bidirectional causal relationships involving growth and LTS as in long term, as well as causality running links connecting LTS and BTS to growth, implying a direct influence of destination image on Indian real production. Finally, estimates for the timeframe 2012-2016 are favorable; total tourist spending will rise at a similar rate to the previous half-decade, and bullish estimates have been made for LTS, BTS, and GDP [22].

Shiladitya Verma in his study discusses about People who are travelers by nature, and who, if necessary, prefer to travel huge distances merely to see the unknown. For thousands of years, this has all been our nature. Previously, it was because to a need for shelter, food, and protection; now, it is due to a desire for leisure so to be away for short periods of time to escape the monotony of daily life. The tourism industry is based on human nature. People have selected numerous types of dopamine rushes to keep their cave-man drive at the forefront from time to time. "Dark Tourism" is one of the most recent additions to this category. Purpose, whilst also definition, is "traveling to a location entirely or partially motivated by a desire for actual or figurative engagements with death, especially, but again not purely, brutal murder, which may also be activated to varying degrees by the individual features from those whose civilian casualties are its focal objects." The phenomenon presents ethical problems about the legality and nature of objects, the degree to which they are interpreted, the appropriate political and administrative response, and the nature of the pleasure as experienced by visitors, residents, and locals. The dimensions

of the concept of 'dark tourism' are built by examining events, places, types of visits, and 'host' reactions. Countless acts of inhumanity are memorialized in Britain (for example, the Tower of London and Edinburgh Castle), and the Berlin Wall is becoming a significant tourist attraction despite the fact that it took countless lives. India is gradually catching up to this global phenomenon. We have a long road ahead to go, but we've made progress. This page provides a comprehensive overview of what has been done so far, as well as what choices are accessible and how we are currently [23].

## 2. DISCUSSION

Tourism is multibillion dollar industry in many countries, even some of the European countries has earned a significant percentage of revenue of GDP from tourism industry. The tourism has been promoted in many countries as the main earner of the bread and butter. In India, some of the state are so beautiful but terrain in these state are always create a problem for set up of big industries or business hub. However, these states are still earning a good revenue just because of tourism activity over there. In fact, these states are very close to natural beauty and attract a lot of people. People come there for couple of days and spend their time in eating authentic food, explore local places, heal body in natural environment [24]–[26].

Apart from this, there are many locations in India, which are famous for their forts, historical places, museum, lakes, deserts, sea beaches, back water, bird sanctuaries, national park and buffer area of national park, temples, parks etc. The Kerala is famous for their back waters, Rajasthan is famous for forts ,deserts , night safari, bird sanctuary , national park etc. Gujrat is famous for kuccha and food, Maharashtra is famous for Bollywood, North eastern states are famous for their natural beauty. These place attract tourist from all over world and provide a mean to livelihood for local people and create lot of jobs[8].

## 3. CONCLUSION

Tourism is an essential part of human life and tourism is also necessary to enhance the economy, culture as well as politics of a state. The tourism is way to increase the bilateral relationship between two countries. A lot of countries are depending upon the tourism for their GDP as their industrial resources are inadequate to provide the livelihood to its citizen. Apart from this, tourism is also a main source to increase the foreign money in respective country. The current paper has focused on type of the tourism available in India as how these tourisms contribute in GDP and at what extent providing the job opportunities to the people. The tourism capacity of India has significant increase over the year and contribute handsomely in GDP. Although. Government has been doing lot of work to improve the present condition of tourism up to a new height and for this bringing new promotional policy to attract more and more tourist.

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