

Impact and Importance of Tourism in India

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Tourism is beneficial to both the tourists and the people associated with the trade. Tourists undertake travel for recreation, aesthetic satisfaction, appreciation of beauty, culture and for religious purposes. Health tourism and adventure tourism are becoming popular. Tourism brings prosperity, employment and professional progress to tourist spots. It also promotes understanding between people of different regions. But excess human activities cause damage to the environment and put pressure on civic amenities of tourist spots and places. Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in Western Europe in the 17th century, although it has antecedents in Classical antiquity. It is distinguished from exploration in that tourists follow a “beaten path,” benefit from established systems of provision, and, as befits pleasure-seekers, are generally insulated from difficulty, danger, and embarrassment. India’s tourism and travel industry are the significant contributors for the development of a country’s economy. There are many countries around the world which are solely depending on tourism for their survival. Tourism is seen from the point of view of both business and leisure and travel is the mode through which a tourist moves from one place to another. **Tourism in India** is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP)

Objective

1. To understand the importance of tourism for individual and economic purposes.
2. To understand excess human activities to related to tourism can have adverse effects on the environment.

Tourism plays a predominant role in the economic development of Kerala, the scenic beauty, climatic conditions and the green hills and backwaters have placed the gods’ own

country in the top list of worlds alluring tourism destinations. National Geographic's Traveller magazine listed Kerala in the 'Ten Paradises of the World' and '50 must visit places of a lifetime'. Kerala is not only known for its hill stations, backwaters and the scenic beauty but also for its beaches. After Goa, Kerala is said to have most of the beaches in India hence making it a beach destination. From the south of Kerala, at Thiruvananthapuram to the north at Kannur, Kerala has got umpteen numbers of beaches gracing its landscape. Some of the popular beaches in Kerala include Alappuzha Beach, Varkala Beach, Marari Beach, Kovalam, Shankumugham Beach etc. Beaches hold a special place in the history of Kerala. The tourism sector in Kerala is always keen and up to date in incorporating the new concepts and innovations in the global tourism arena to keep pace in the development of the tourism sector.

Kerala netted a record revenue of Rs 36,528.01 crore from the tourism sector in 2018, clocking an increase of Rs 2,874.33 crore from the previous year. Over 16.7 million tourists visited Kerala in 2018 as against 15.76 million the previous year, recording an increase of 5.93 per cent. Of the total footfalls, 1.09 million were foreign tourists. The share of revenue from foreign visitors touched Rs 8,764.46 crore. Domestic tourism sector also gained during the period with visitors exceeding 15.6 million, showing an increase of 6.35 per cent.

The varied tourism concepts adopted by Kerala such as eco-tourism, beach tourism, green tourism, soft tourism, ethical tourism and other emerging model and concepts of tourism were always focusing only a single or few aspects of tourism. The ecotourism is emphasis the importance of environment sustainability while the beach tourism holds the aspects of marine related tourism opportunities. The green tourism identifies the importance of environment sustainability and to some extent social welfare and at the same time soft tourism focused on less risky adventure tourism. Hence all the concepts are focusing on a single or very few of the aspects of tourism. The responsible tourism which offsets the mentioned gap is being widely acclaimed as the right approach to develop tourism especially in developing countries. The tourism department of Kerala practically adopted responsible tourism in the year 2008 covering four major destinations such as Kumarkom in Kottayam, Kovalam in Thiruvananthapuram, Thekkadi in Idukki and Vythiri in Wayanadu. The responsible tourism initiative in these destinations now attained the age of 10 and it is quite imperative to look into and trace out the fruits made by the social, economic and environment space of Kerala from responsible tourism. The motto of responsible tourism mission in Kerala is “Making better places for people to visit and better places for people to live in”. The motto spells the reach of tourism in the pros and cons of community development, environment sustainability and responsibility

of indigenous community towards the visitors. The tourism sector is not only meant for a source of revenue for government but also livelihood for millions of people. Each tourist destinations provide jobs to skilled and unskilled people in direct as well as indirect form. The crucial issue is how to explore the opportunities of each tourism destination for the well-being of local community attached with the destination. The traditional knowledge and skills of local community in arts, culture, handicrafts, agriculture, fishing and other unique skills they possess in various areas of life need to be explored for tourism. The twin objective of tourism such as economic and social development can be achieved through the approach. The environment sustainability is one of the major issues facing Kerala, the environment degradation is a threat to tourism sector in Kerala. Hence it is the need of the hour to make detailed analysis of the responsible tourism as it holds solutions for the three major burning problems of Kerala such as economic under development, social inequality, and environment degradation. By implementing Responsible tourism three aspects of economy can be attained, i.e., (a) **Social Welfare** (in terms of Skill up gradation, Resource directory, Technology support, Social security, Responsibility and hospitality, Development of public utility, Local infrastructure, Standard of living, Social welfare schemes) (b) Economic empowerment (in terms of Income, Savings, Purchasing power, Employment opportunities, Local branding, Financial Resource mobilization, Investment, Accessibility of banking services, Entrepreneurship establishment related with tourism) (c) Environment sustainability (in terms of Eco-friendly constructions, Pollution, Waste management, Uses of eco-friendly material for manufacturing, Eco friendly guidelines, Conservation of natural habitat, Conservation of wildlife, Deforestation). A person who wishes to study responsible tourism can have a career in tourism is expected to have good amount knowledge about the various means around the world.

In India, in the early days of agricultural abundance, export of cash crops created an important trade link. Manufacture of iron-ore into steel for weaponry was another important item of trade by the later Vedic period. Tools and textiles were other renowned Indian products. Contemporary Greek and Hebrew scholars have noted the wonder of India and her fabled wealth. Owing to the predominance of trade routes over – land crossing between Asia and Europe, trade tours were an important development in this period. In the early days, pilgrimage or pilgrim travel assumed great importance. Ashoka the great, traveled a great deal in his eagerness to spread the doctrines of Buddha. Throughout his travels, from Pataliputra to Lumbini on to Kapilavastu and Sarnath and finally to Gaya, Emperor Ashoka had special memorials set up at each spot and also rest houses where travelers could rest. Trees were planted along the road sides so that the

traveler would be protected from the harsh sun shine. Harsha was another great emperor who gently influenced by the Buddhist scriptures, built institutions and Dharamsalas for the travelers. Rest houses were built in towns and villages. A number of monasteries were also built for the pilgrims. This shows that travel facilities were much improved and travel was not a cumbersome experience. Brahmin



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 recognized as a destination for spiritual tourism for domestic and international tourists. In his Independence speech from Red Fort, Prime Minister Narendra Modi urged people to visit 15 domestic tourist destinations in India by 2022 to promote tourism. India ranked 34 in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum. Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15.24 lakh crore (US\$ 234.03 billion) in 2017 to Rs 32.05 lakh crore (US\$ 492.21 billion) in 2028. Total earning from the sector in India is targeted to reach US\$ 50 billion by 2022. As of 2019, 4.2 crore jobs were created in the tourism sector in India, which was 8.1 per cent of the total employment in the country. International Tourists arrival is expected to reach 30.5 billion by 2028. e-Visa facility was offered to 169 countries as of December 2019.

During 2019, foreign tourist arrivals (FTAs) in India stood at 10.89 million, achieving a growth rate of 3.20 per cent y-o-y. During 2019, FEEs from tourism increased 4.8 per cent y-o-y to Rs 1,94,881 crore (US\$ 29.96 billion). During 2019, 10.89 million foreign

tourists arrived in the country. In 2019, arrivals through e-Tourist Visa increased by 23.6 per cent y-o-y to 2.9 million. The more a country in terms of population is larger and more densely populated, the more tourism demand will be, because population increase paves the way to providing expertise in the provision of tourism services and also in the populous countries such as India and China we will see the attraction of more ethnicities because of variety of costumes. According to the results the effect of the population has a positive impact on demand for tourists' arrivals. If the population increases 1%, the tourist incoming revenue increases 1.1%. So that the travel incentive to these is due to benefit from tourism services, especially hotel services, leisure and entertainment.

The approach during the Fourth and Fifth Plan was expansion and improvement of tourist facilities with a view to promote 'Destination traffic' as distinct from transit traffic. Integrated development of selected tourist centres like Kovalam, Gulmarg, Goa, Kullu-Manali etc., received much attention and became the symbolic models of resort tourism in India. Cultural Tourism was emphasised with development of Buddhist Centres and heritage monuments in India through master plans.

The development of tourism was stated as a plan objective during the Seventh Five Year Plan (1985-90) and the sector was accorded the status of an industry. It thus became the watershed plan for Indian tourism. The National Committee on Tourism set up by the Govt. in 1986 to evaluate the economic and social relevance of tourism in India and to draw up a long measure for ensuring accelerated growth of tourism. On the basis of these recommendations a package of incentives were made available for tourism industries and the Tourism Finance Corporation of India (T.F.C.I) was set up to finance tourism projects.

Major thrust areas in the Ninth Plan included:-

- i) Development of selected tourist places/areas for integrated infrastructure development. Since most of the infrastructural components and delivery systems are within the purview of the State Governments or Private sector the infrastructure for tourism is mainly to be developed by providing financial assistance to State Govts./Union Territories and by providing various incentives to private entrepreneurs.
- ii) Product Development – Diversification of tourism to include holiday and leisure tourism. India has an image which identifies the country as only a cultural tourist destination. But hardly a serious attempt has been made to present its diverse attractions nor developed properly to bring it to tourists acceptable standard. A conscious policy has adopted for the diversification and improvement of tourism product of India including cultural tourist attractions.

- These included :`a) Promotion of festivals and fairs, rural craft melas etc. ; b) Refurbishment of monuments and Heritage buildings; c) Flood lighting and Sound & Light Shows ; d) Development of pilgrim centres; e) Development of specific circuits through external aid; f) Exploring new source markets in regions and countries having cultural affinity; g) Launching of national image building and marketing plans in Key markets; h) Providing inexpensive accommodation in different tourist centres; i) improving service efficiency in public sector corporation.
- iii) iii) Human Resource Development – Human resource development to meet the needs of tourism industries is a major responsibility of the central govt. It was decided to be achieved through the services of : a) National Council for Hotel Management and Catering Technology; b) Indian Institute of Tourism & Travel Management; c) Indian Institute of Skiing and Mountaineering; d) National Institute of Water Sports Goa ; e) Guide Training Courses; f) Training of Trainees in collaboration with Department of Personnel & Training. All such training will provide updated knowledge about emerging trends in the tourism field about its various segments and improved in the efficiency of the service providers.
- iv) iv) Promotion and Marketing: India is a multi-destination country with a variety of tourist attractions and facilities. It, however, suffers from the problems of economic under development including inadequate basic infrastructure, lack of hygiene, cleanliness in public places etc., on the other hand there is fierce competition in tourist generating market from several nations for attracting a large share of the traffic to their countries. Thus special emphasise was put to strengthen its promotional and marketing efforts to maintain its existing market share as also to penetrate into new markets like Korea, South Africa, Israel, C.I.S Countries. Steps were taken to under take Market Research and marketing segmentation analysis. The publicity efforts of the overseas field offices are to be supplemented and integrated with the efforts of Indian Missions and other agencies abroad. Air India, Indian Airlines sales offices abroad also to supplement the efforts of the Ministry of Tourism.

The specific elements of promotional efforts abroad to include: a) Advertising; b) Printing of brochure in local languages; c) Brochure support; d) Joint advertising with Tour Operators/Travel Agents; e) Promotion of Charters; f) Production of promotional aids; g) Multivision presentations; h) Festival of India; i) Production of films and audio-visuals in local languages; j) Trade Posters; k) Active P.R; l) Seminars/Tourism Talk Shows; m) direct mail and correspondence; n) Participation in Tourism Trade Fairs; o)

Media Relations and Hospitality programme; p) Continuous Market Research and analysis; q) Road shows at strategic centres; r) Regional Promotions with State Tourism delegations; s) Special thematic promotions – Ayurveda, MICE etc. 11 v) Coordination Tourism compresses the activities of persons travelling to and staying in places outside their usual environment for a not more than one consecutive year for leisure, business and other purposes. These persons invariably seek a pleasant and delectable experience on their trips. The most desired tourism product should be : * an environment of peace and friendly * an assurance of safety and security * an affordable host society * our industry and a govt. that provide the requisite services with a smile * absence of extortion and hostility * accessible tourist attractions * an integrated system of physical infrastructure that does not fail. These include – a) international seat capacity; b) internal transport system; c) hotel & restaurants; d) entertainment and recreated avenues; e) Shopping & Communication facilities; f) Well preserved monuments with tourist amenities; g) basic amenities like drinking water, toilets snack bars etc., at the tourist sites.

The Central Financial Assistance for tourism development has been instrumental for the creation of tourist facilities, particularly for the domestic and budget tourists and opening up remote areas with tourism potential. The assistance also had the effect of catalyzing large plan allocations by the State/Union Territory Governments for tourism development. Central Financial assistance facilities created through the demonstration effect of establishing commercial viability of such progress and thereby inducing the private sector to put up larger projects. The projects completed include Yatri Nivas, Tourist Complexes, Tourist Lodges, Tourist Hostels, Wayside amenities, Pilgrim Sheds, Health Resorts, Tented Accommodation, Trekking Huts, Sound & Light Shows, Adventure Tourism & Sports equipment etc. Such assistance has also helped to provide basic amenities like drinking water, toilets, refreshment centres at the tourist sites. Such facilities now provide better environment for the growth of both domestic and inbound tourism.

The basic equations of the visitor survey/I-O approach are

Tourist spending = Number of Visitors × Average spending per visitor

Economic impact = Number of Visitors × Average spending per visitor × Regional Multipliers (equation 1)

- Economic impacts may be estimated in terms of spending, sales, income, value added, tax revenues and employment.
- Estimating the number of visitors requires a clear definition of what a visitor (tourist) is and what units tourism activity is measured in (e.g. person trips, person nights, party nights, party trips). Tourists are generally visitors from outside the region of interest. Reliable estimates of tourism activity and spending frequently require that tourists be divided into distinct segments with different spending patterns. Visitation estimates can be made from a variety of sources including surveys and various visitor counting methods.
- Average spending of tourists on trips can be measured in visitor spending studies, either by sampling trips at destination areas or asking about recent trips in a household survey. Because spending varies widely across types of trips, we recommend a segmented approach.
- Multipliers (and economic ratios) can be used to convert spending to income and jobs as well as to capture secondary impacts of tourist spending (multiplier effects). There are many distinct kinds of multipliers -- ratio and Keynesian, Types I, II and III, sales, income and employment multipliers, aggregate and sector-specific multipliers. We do not recommend using multipliers without an understanding of the various types and how they should be used. Multipliers will vary with the economic characteristics of the region and the kinds of spending/sectors involved. An aggregate "tourism multiplier" must assume a given distribution of tourist spending and will vary from one area to another. When available, visitor spending may be applied to a complete input-output model of the region's economy to estimate economic impacts on the region.

To achieve the idea of responsible tourism there is an ominous requirement that our tourism visitors, industries and the most importantly our destinations and the host population take a well designed stride towards achieving support in its administration, operations and even in the regular dealings that are taken to sustain tourism in a destination. Responsible tourism projects in rural areas would only be possible by implementing a 360 degree method – that consists of all features efficient strategy, make the most of economic and social profits for the local people; boosting cultural heritage; and dropping harmful and unpleasant influence on the environment. Responsible environmental system has various advantages by effective environmental management. Responsible tourism may well be a subject of patience and stamina. Local people and community need to be significantly involved in tourism to achieve its advantages. Effective practices can bring jobs, encourage entrepreneurship and improve local economic development. How to convert your existing hospitality project in a rural area into a responsible tourism project Responsible tourism is a management plan which includes planning, marketing,

management in order to bring positive social, cultural, environmental and economic results. The main motto of responsible tourism projects is to offer more pleasing holiday experiences for tourists at the same time enabling local people to lead a better life and conserving the

Conclusion

We jump up and down when we see the beautiful nature. That's why we recognize hills and plains, steams, springs, canals, waterfalls, seashores, gardens, buildings and constructions as tourist places. But all these tourist places are becoming pollution centres. Let's recognise what should we do to avoid this situation. · Don't throw plastic covers, papers, glasses and waste here and there in the tourist places, keep them in a bag and throw it in the dust bin only. · Don't write anything on walls and trees. · Urinate in the toilets only. · We waste the water and electricity in the hotels where we stay in the tourist places. Don't switch on the fans to dry the clothes in rooms. · Don't fill the tourist places with crowd. Let's develop our surroundings as tourist places. · Don't damage the plants and trees and don't pluck the flowers in the gardens of tourist places.

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