

Role of Tourism Industry in India's Development

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Abstract: *The tourism Industry of India is economically important and grows rapidly. The world Travel and Tourism Council calculated that tourism generated INR 6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million Jobs, 7.7% of its total employment. The sector annual rate of 7.9% from 2013 to 2023. Countries with the fastest growing India has a large medical Tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 95 billion by 2015. This paper discusses how India is emerging as a popular Tourist destination in the world, driven by the Focus innovation and creating value for tourists. It aimed change the attitude and behavior towards Foreign tourists by stressing on the aspect that a guest has been held in high esteem in India since ancient times.*

Keywords: *Employment opportunities, Foreign versus domestic tourists, GDP, Tourism Industry.*

Introduction:

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Throughout the world, tourism brings money to cities and countries. Tourism also provides jobs for the local residents, Further benefiting the destination. India has realized the profits available from this sector. Thanks to its growing economy and promoting itself as a culturally rich and diverse nation, India's tourism Industry now brings billions of dollars into the economy each year. The growth in the tourism Industry is due to the rise in the arrival of more and more Foreign tourists and the increase in the number of domestic tourists.

Initiatives by the government for tourism promotion

Hunar Se rozgar programme:

A special initiative was launched in 2009-2010 for the creation of employable skills among youth belonging.

Types of Tourism in India

India is a country which witnesses a lot of diversity pertaining to its ecology, mythology, history its geographical diversity in terms of mountains, planes and plateaus and also the medicinal diversity teaching us the science of life (Ayurveda). India shows a variety of tourism options which includes Ecological Tourism, Pilgrimage tourism, Historical tourism, Adventure tourism, Medical tourism and an upcoming Ayurveda Tourism.

Leisure Tourism:

Leisure time can be defined as "Free time", not doing any work. It is that time to do things that you normally have no time for in your daily life. Leisure tourism includes a holiday with the following.

- Relaxation: Sleep, relax, reading, walk on the beach, taking a scenic drive of sport activities, hiking, swimming, running.
- Visit places of Interest and local attractions visiting Friends and relatives.
- Shopping for goods that will be used by the tourist.

Business Tourism:

Business tourism can be defined as "Travel for the purpose of business".

Business tourism can be divided into three categories:

- a) Trading for goods to be resold on a wholesale basis.
- b) Conduct business transactions.
- c) Attending a conference, exhibition or event associated with their business.

Ecological Tourism:

The rich diversity in the Flora and Fauna with a blessing of the beautiful natural attractions has encouraged Ecological Tourism in India. The Forests cover on the Andaman and Nicobar islands, Orissa, Meghalaya and the Malabar coast, the Kaziranga and imcorbette wildlife sanctuaries, the mountain ranges in

North India and the Hill stations such as Shimla, Kulumanali, Ooty the paradise on earth, Kashmir, the beautiful beaches at Goa and the backwaters of Kerala and much more is nothing but a Feast for all nature lovers.

Medical Tourism:

Medical Tourism is an upcoming kind of tourism in India. Due to low cost, and efficient medication facilities more number of people all over the world considers India to be a better option for medication purpose.

Adventure Tourism:

Due to its geographical diversity India is on the finest places for Adventures Tourism. Mountaineering, Trecking in the ranges of Himalayas, Camel Safaris in Rajasthan, Rock climbing, River rafting in the Ganges near Rishikesh, wind rafting and much more of an adventure for every adventure lover is bestowed by India upon its tourists.

Domestic tourism flows in India.

Domestic tourism continued to grow at a double - digit rate in 2012. The growth was driven by rising number of people travelling across the country for pilgrimage, wildlife, Sightseeing, photography and adventure sports holidays. Domestic tourism also witnessed growth due to increased marketing efforts through television commercials, tour operators and agents of various states highlighting the best tourism experiences on offer. Domestic tourism is expected to grow at a CAGR of 11% in the forecast period in terms of number of trips. The number of holiday takers overall is expected to increase at a CAGR of 5% boosting domestic tourism, Additionally, disposable incomes will rise, enabling locate to take more trips annually.

Travel and tourism's contribution to GDP:

Travel and tourism play an important role in India's economy compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. At time of publication the world travel and tourism council predict India will sustain the fifth largest amount of growth in the tourism sector of any country. Tourism can offer direct and indirect aid to nation's economy. Direct benefits include economic support for hotels, retail shops, transportation services, entertainment venues and attractions, while indirect benefits include government spending on related infrastructure plus the share of Travel and Tourism spending or employment in the equivalent economy wide concept in the published national income accounts or labour market statistics.

Impacts of tourism on the economy

Tourism can bring many economy and social benefits, partially in rural areas and developing countries but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment Financial benefits.

I Result And Discussion:

Environmental degradation , pollution due to tourism should be taken into consideration while promoting Tourism. Eco- Friendly tourism should be taken promoted wildlife environment should be taken into consideration because wildlife viewing puts stress on animals and changed their behavioral patterns. Weise and commotion created by tourism have adverse effect in their behavioral pattern.

II Conclusion

India could be a country with varied culture and tradition. The natural Fantastic thing about India Festivals, dresses, heritage sites of India area uniot extremely popular among tourists. Kerala, Darjeeling, Goa, Kashmir, shimla and Manali commercial enterprise business in India has large potential for generating employment and learning great amount of interchange besides giving a positive stimulus to the country's overall economic and social development.

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