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Conference Title: Challenges & Opportunities Before Indian Business Environment 'The Economic Importance of Tourism In India

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ABSTRACT

Tourism plays a very important role in the economic development of a country throughout the world. In India it is one the main foreign exchange earner. It also promotes national incorporation and worldwide brotherhood. Tourism helps the visitors to get familiar with the culture, religion, customs and conventions, language and way of living of the local people. Tourism changes their mind and helps the people to make a strong bonds of relationship, friendship, international understanding and co-operation and coordination .The economic importance of tourism in India can by no means be underestimated. It benefits the people living in and around tourist centers financially.

The Indian Government has realize the importance of increasing Tourism. Hospitality sectors like different category hotels, motels ,mid-way hotels and restaurants , tourist lodges, dormitories etc are made and maintained by various state Governments to looking to give prompt and courteous services along with comforts of the tourists.

Apart from Amarnath, Kedarnath, Yamnotri ,Haridwar ,Gangotri ,Puri, Konark, Bhubaneswar, Digha, Bakkhali, Bakreswar, the the great ownder of world Taj-Mahal of Agra, the Red Fort of Delhi, the cave temples of Ajanta and Ellora brings a large crowds of tourists every year. Tourism is now one of the biggest industry like all other industries which gives a huge part of foreign money for the economy and also gives an employment to the world.

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1. INTRODUCTION

The United Nations has chosen 2017 the International Year of Sustainable Tourism for Development. As tourism is one of the world's largest

economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. The International Year provides an massive opportunity to additional platform the incredible economic, social, cultural, environmental, and heritage value that the sector can carry. As tourism is one of the very important sectors of the world's

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Despite the ever-increasing and unpredictable shocks from terrorist attacks and political instability, to health pandemics and natural disasters, Travel & Tourism continued to show its resilience in 2016, contributing direct GDP growth of 3.1% and supporting 6 million net additional jobs in the sector. In total, Travel & Tourism generated US\$7.6 trillion (10.2% of global GDP) and 292 million jobs in 2016, equivalent to 1 in 10 jobs in the global economy. The sector accounted for 6.6% of total global exports and almost 30% of total global service exports. For the sixth successive year, growth in Travel & Tourism outpaced that of the global economy (2.5%). Additionally in 2016, direct Travel & Tourism GDP growth not only outperformed the economy-wide growth recorded in 116 of the 185 countries covered by the annual economic impact research (including in major Travel & Tourism economies such as Australia, Canada, China, India, Mexico and South Africa), but it also was stronger than the growth recorded in the financial and business services, retail manufacturing, public services, and distribution, and transport sectors. The outlook for the Travel & Tourism sector in 2017 remains robust and will continue to be at the forefront of wealth and employment creation in the global economy, despite the emergence of a number of challenging headwinds. Direct Travel & Tourism GDP growth is expected to accelerate to 3.8%, up from 3.1% in 2016. As nations seem to be looking increasingly inward, putting in place barriers to trade and movement of people, the role of Travel & Tourism becomes even more significant, as an automotive system of economic development and as a vehicle for sharing cultures, religion, creating peace, and building mutual understanding. Over the longer term, growth of the Travel & Tourism sector will continue to be strong so long as the investment and development takes place in an open and sustainable manner. Enacting pro-growth travel policies that share benefits more equitably can foster a talent and business environment necessary to enable Travel & Tourism to realize its potential. Even today this sector support over 380 million jobs by 2027, but it will continue to grow its economic contribution, providing the rationale for the further protection of nature, habitats, and biodiversity. WTTC is proud to continue to provide the evidence base required in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector. The tourism industry of India is economically important and grows rapidly. It also shows that the impact of India's economic growth on tourism, Contributors to economic growth, Role of Tourism industry in India's GDP, Foreign versus Domestic Tourists.

2. GDP: Direct Contribution

The direct contribution of Travel & Tourism to GDP was INR4,809.8bn (USD71.7bn), 3.3% of total. The total contribution of Travel & Tourism to GDP was INR14,018.5bn (USD208.9bn), 9.6% of GDP in 2016, and is forecast to rise by 6.7% in 2017, and to rise by 6.7% pa to INR28,491.8bn (USD424.5bn), 10.0% of GDP in 2027.

2.1 GDP: Total Contribution

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Employment: Direct Contribution

In 2016 Travel & Tourism directly supported 25,394,500 jobs (5.8% of total employment). This is expected to rise by 2.1% in 2017 and rise by 2.1% pa to 31,910,000 jobs (6.1% of total employment) in 2027.

Employment: Total Contribution

In 2016, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 9.3% of total employment (40,343,000 jobs). This is expected to rise by 1.8% in 2017 to 41,074,000 jobs and rise by 2.0% pa to 49,868,000 jobs in 2027 (9.6% of total).

Visitor Export

Visitor exports generated INR1,529.3bn (USD22.8bn), 5.4% of total exports in 2016. This is forecast to grow by 5.4% in 2017, and grow by 6.1% pa, from 2017-2027, to INR2,901.7bn (USD43.2bn) in 2027, 6.8% of total.

Investment

Travel & Tourism investment in 2016 was INR2,284.9bn, 5.7% of total investment (USD34.0bn). It should rise by 4.5% in 2017, and rise by 5.7% pa over the next ten years to INR4,149.0bn (USD61.8bn) in 2027, 5.7% of total.

3. Conclusion

This paper expressed that tourism industry acts as a powerful agent of both economic and social change. It increases and stimulates employment and investment, modifies economic structure and makes positive contributions towards balance of payments. It has emerged as a major industry of the Indian economy, contributing substantially to foreign exchange earnings and serving as a potential generator of employment opportunities, because India as a tourist destination exercises immense attraction from various angles, with its vast cultural and religious heritage and varied natural attractions. Healthcare tourism thus could become a common form of vacationing, and covers a broad spectrum of healthcare services, mixing with leisure/relaxation, with the overall objective of wellness and healthcare. India has great potential for health tourism. Health tourism has three branches. Medical tourism is the major branch of the health tourism. For the purpose of medical travel is such as cost effectiveness, not available in own country and waiting time. Medical Tourism is the service industry so value chain is the very important role in medical tourism specially for the point of view international level.

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