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REFLECTIONS OF INDIAN TOURISM SECTOR IN REFERENCE TO WORLD TOURISM

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ABSTRACT

Tourism is one of the key sectors of the Indian economy leading the international trade in services and representing the leading income generator for many regions. Tourism industry in India is growing at a fast rate and it has vast potential for generating employment and earning large amount of foreign exchange as the study has revealed. Tourism in India should be developed in such a way that it can accommodate and entertain visitors in such a manner that they count India as a preferred destination for all kinds of Tourism activities. The specialized services, demographic dividend and reasonably low priced workforce add up to make Travel & Tourism sector as a cash cow for India. The major part is being played by visitor's experience and in this we need to drive value through outstanding visitor's experience. To achieve all, current Tourism Policy launches few flagship programmes regarding Human Resource which leads to total satisfaction in Service providers and service takers and generates competitive advantage for India as a most sought out tourism destination.

KEYWORDS

Indian tourism sector, tourism activities, tourism policies.

INTRODUCTION

Tourism sector is one of the major service sectors which are not only a sector of growth generation but also an employment generator. According to past year's records this sector has a huge capacity to create large scale employment both direct and indirect and that too all the sections of society from most specialized to unskilled workforce.

The U.N. World Tourism Organization(WTO) and World Travel & Tourism Council (WTTC) defines tourists as people who travel to and stay in places outside their usual environment for more than 24 hours and not more than one consecutive year for Leisure, Business and other purposes not related to the exercise of an activity remunerated from within the place visited". The Indian department of tourism's definition is almost same. It explicitly includes people travelling for the following reasons: Leisure-recreation, holiday, health, study, religion, sport, business, family meetings (GOI, 2008: 257-260)

Various kinds of Tourisms are

1. Adventure Tourism
2. Wild Life Tourism
3. Medical Tourism
4. Pilgrimage Tourism
5. Eco Tourism
6. Cultural Tourism
7. Recreational Tourism
8. Sports Tourism

EMERGENCE & DEVELOPMENT OF TOURISM SECTOR IN INDIA (PLAN WISE DESCRIPTION)

The Travel & Tourism competitiveness Report 2015 ranks India 52nd out of 140 Countries overall. On the price competitiveness Indian tourism sector ranked 8th out of 141 countries. Air transport ranked 35th and ground transport ranked 50th. On natural and cultural resources India ranked 12th which is on higher side.

Second Five year plan (1956-61) was the starter of Tourism and it becomes a constituent of the planning process with an allocation of Rs. 3.36cr for both centre and state collectively. After that 6th Five year plan (1980-85) was a landmark in the history of Indian Tourism, "Tourism Policy" was announced during 1982 which specifies the development objectives and also drafted an action plan for same. The diversification of tourism products, growth accelerated in tourism Infra, marketing effectiveness and removal of all impediments to tourism comes in 8th Five Year plan (1992-97). Ninth plan has much to speak over the Tourist and Tourism policy; thrust areas are Product Development, Human Resource Development, Promotion and Marketing, Coordinating and Marketing.

The allocation for Tourism from 1st Five Year Plan onwards is as shown below:

TABLE 1

Sr. No	Five Year Plan	Tourism(in Cr)
1	1951-56	-
2	1956-61	3.36
3	1961-66	4.001
4	1969-74	25.00
5	1974-77	23.62
6	1980-85	72.00
7	1985-90	138.68
8	1992-97	272.00
9	1997-02	595.00
10	2002-07	2,900.00
11	2007-12	5,156.00
12	2012-17	22,000.00

OBJECTIVES OF THE STUDY

1. To review and place emergence & Development phases of Tourism sector in India
2. To analyze the performance of Indian tourism sector with respect to World Tourism Sector

RESEARCH METHODOLOGY

The present work is descriptive by nature and secondary sources like Travel and Tourism Economic Impact 2015 India, Travel and Tourism Economic Impact 2016 World, Indian Tourism Ministry- Annual Report 2015-16, National Tourism policy 2015 have mainly been accessed to collect the required data. Reference period for the study is 10 years from 2006 to 2015.

Following parameters are considered for analysing in performance of Indian Tourism Sector.

- Contribution of Travel & Tourism to GDP
- Contribution of Travel & Tourism to Employment

Contribution of Travel & Tourism to GDP and Employment comes out of the contribution by Direct Travel & Tourism, Indirect Travel & Tourism and also from the induced contribution.

TABLE 2

Direct Travel & Tourism Contribution	Indirect Travel & Tourism Contribution	Induced contribution (Spending of direct & indirect employees)	Total Travel & Tourism contribution
1. COMMODITIES <ul style="list-style-type: none"> • Accommodation • Transportation • Entertainment • Attractions 2. INDUSTRIES <ul style="list-style-type: none"> • Accommodation Services • Food & Beverage Services • Retail Trade • Transportation Services • Cultural Sports & recreational Services 3. Sources of Spending <ul style="list-style-type: none"> • Residents domestic T&T Spending • Businesses domestic travel spending • Visitor exports • Individual government T&T spending 	<ul style="list-style-type: none"> • T&T investment spending • Government collective T&T spending • Impact of purchases from suppliers 	<ul style="list-style-type: none"> • Food & beverages • Recreation • Clothing • Housing • Household goods 	<ul style="list-style-type: none"> • To GDP • To Employment

DATA ANALYSIS AND RESULTS

TABLE 3: FOREIGN TOURIST ARRIVALS IN INDIA AND FOREIGN EXCHANGE EARNINGS FROM TOURISM FOR THE YEAR 2006-2015

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change over Previous Year	Foreign Exchange Earnings (Rs. Cr)	Percentage Change over Previous Year
2006	44,47,167	13.5	39,025	17.8
2007	50,81,504	14.3	44,360	13.7
2008	52,82,603	4.3	51,294	15.6
2009	51,67,699	-2.2	53,700	4.7
2010	57,75,692	11.8	64,889	20.8
2011	63,09,222	9.2	77,591	19.6
2012	65,77,745	4.3	94,487	21.8
2013	69,67,601	5.9	1,07,671	14
2014	76,79,099	10.2	1,23,320	14.5
2015	80,27,133	4.5	1,35,193	2.6
Total	6,13,15,465		7,91,530	
Average		7.58		14.51
Growth Rate	80.50		246.43	

Source: WTTC

Total Foreign Tourist Arrivals in India in last decade is 6,13,15,465 with an total Foreign Exchange Earnings of Rs. 1,35,193 Cr. The Growth rate in Foreign Tourist Arrivals in India in last decade is 80.50 %. A general trend of growth is seen with an exception in year 2008-09, where there is a decrease of 2.2%. The growth rate in Foreign Exchange Earnings in last ten years is 246.43% which shows the increasing contribution of Travel & Tourism sector in the Foreign Exchange earnings. The maximum percentage increase over previous year was found in 2011-12, which is 21.8%.

TABLE 4: PERFORMANCE OF TOURISM SECTOR IN INDIA AND WORLD

Year	Contribution of Travel & Tourism to GDP		Contribution of Travel & Tourism to Employment	
	Indian (INR bn)	World(US\$bn)	Indian (INR bn)	World(US\$bn)
2010	6125.7	5876	33931	251380
2011	6361.7	6214	34854	258022
2012	6776.3	6462	35255	265110
2013	7124.6	6717	35736	271474
2014	7642.5	6956	36895	276340
Average	6806.16	6445	35334.2	264465.2
S.D.	604.63	422.05	1095.83	10041.01
Growth Rate	24.76	18.38	8.74	9.93

Source: WTTC

After the performance review of Tourism Sector in India & World in the last 5 Years from 2010-2014, it was found that the contribution of Travel & Tourism sector in India to GDP is average 6806.16 INR bn with an standard deviation of 604.63bn but on world scale the travel & Tourism average contribution to GDP is 6445

US\$bn average for same time period. The Growth rate in the Contribution of Travel & Tourism sector in India to GDP is 24.76% which is way ahead of the Contribution of Travel & Tourism sector in world which is 18.38 %, which shows India as a fast growing market as compared to world.

The average Contribution of Travel & Tourism sector in India to Employment for the last 5 years from 2010-14 is 35,334.2 INR bn which is 2, 64,465.2 US\$bn in the case of world average in the same period. The Growth rate in the contribution of Travel & Tourism sector in India employment is 8.74% which is slightly less to the world growth rate in employment which is 9.93%. It shows slightly sluggish speed in comparison to Travel & Tourism contribution at world level.

TABLE 5: GROWTH RATE OF TRAVEL & TOURISM: INDIA Vs. WORLD

Year	Growth % of Travel & Tourism in GDP		Growth % of Travel & Tourism in Employment	
	Indian	World	Indian	World
2010	4.5	1.3	-2.1	-0.9
2011	3.9	5.8	2.7	2.6
2012	6.5	4	1.2	2.7
2013	5.1	3.9	1.4	2.4
2014	7.3	3.6	2.7	1.8
Average	5.46	3.72	1.18	1.72

Source: WTTC

On an average the average growth percentage of Travel & Tourism sector in India's GDP is 5.46 % which is 3.72% in case of Travel & Tourism sector percentage growth in GDP at world scale. It clearly depicts that on an average Indian Tourism Growth percentage is 5.46 comparatively 1.76 more than world level which is 3.72%.

The average growth percentage of Travel & Tourism sector in India's Employment is 1.18 % which is 1.72% in case of Travel & Tourism sector percentage growth in employment at world scale. It clearly depicts that on an average Indian Tourism Growth percentage is 1.18 comparatively 0.54 less than world levels which is 1.72%.

WAY AHEAD

Tourism is one of the key sectors of the Indian economy leading the international trade in services and representing the leading income generator for many regions. Tourism industry in India is growing at a fast rate and it has vast potential for generating employment and earning large amount of foreign exchange as the study has revealed. Tourism in India should be developed in such a way that it can accommodate and entertain visitors in such a manner that they count India as a preferred destination for all kinds of Tourism activities. The specialized services, demographic dividend and reasonably low priced workforce add up to make Travel & Tourism sector as a cash cow for India. The major part is being played by visitor's experience and in this we need to drive value through outstanding visitor's experience. To achieve all, current Tourism Policy launches few flagship programmes regarding Human Resource which leads to total satisfaction in Service providers and service takers and generates competitive advantage for India as a most sought out tourism destination.

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