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TRENDS IN ECONOMIC CONTRIBUTION OF TOURISM INDUSTRY TO INDIAN ECONOMY**HARINI K.V****RESEARCH SCHOLAR****DEPARTMENT OF STUDIES IN ECONOMICS & COOPERATION****UNIVERSITY OF MYSORE****MYSORE****INDIRA M****PROFESSOR****DEPARTMENT OF STUDIES IN ECONOMICS & COOPERATION****UNIVERSITY OF MYSORE****MYSORE****ABSTRACT**

Indian tourism sector is one of the most vibrating sectors of the economy. It is not only a significant contributor to GDP and foreign exchange reserve of the country, but also it provides widespread of employment. Tourism sector can also be considered the backbone for allied sectors, like hospitality, civil aviation, and transport. Sensing the importance and worth of the sector, Indian Government has invested abundantly for the development in this sector. It has been partially successful with increase in foreign tourist arrivals over the last decade, courtesy "Incredible India Campaign". World over tourism has been recognized as one of the important instruments of economic development and employment generation, particularly in remote and backward areas. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism can play an important and effective role in achieving the growth with equity objective which India has set for itself. The growth in the tourism sector emerged as a very important contribution to the national economy and contributed quite a lot for employment generation in various tourism related activities. The present paper analyzes the trends in the development of tourism industry in India and the economic contribution of this sector to Indian economy in the context of changes in the macroeconomic policies.

KEYWORDS

Foreign Exchange Earnings, GDP, Employment Generation.

INTRODUCTION

Tourism has emerged as one of the world's largest service industries with sizeable economic benefits and immense opportunities. With the emergence of technological advancement, and competitiveness in service-based industries the tourism sector is playing a vital role in contributing to improve gross domestic product (GDP) and creation of employment across the world economy. This accelerating tourism industry is proved to be one of the important drivers of growth and prosperity, employment generation, increase in national income and improvement in balance of payments of Indian economy. Indian tourism sector is one of the most vibrating sectors of the economy. It is not only a significant contributor to GDP and foreign exchange reserve of the country, but also it provides widespread of employment. Tourism sector can also be considered as the backbone for allied sectors, like hospitality, civil aviation, and transport. Sensing the importance and worth of the sector, Indian Government has invested abundantly for the development in this sector. It has been partially successful with increase in foreign tourist arrivals over the last decade, courtesy "Incredible India Campaign".

Tourism is the largest service industry in India, with a contribution of 6.23 percent to the National GDP and 8.78 percent of the total employment in India. India attracts more than five million foreign tourists and 562 million domestic tourists annually. The tourism industry in India generated about US \$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4 percent annual growth rate.

According to the World Travel & Tourism Council, (WTTC) India will be the world's leading tourism hotspot, having the highest ten-year growth potential. The Travel and Tourism Competitiveness report 2007 ranked tourism in India 6th in terms of price competitiveness and 39th in terms of safety and security. As per the Travel & Tourism Competitiveness Report 2009 by World Economic Forum, India has been ranked the 14th for best tourist destination and for its natural resources, 24th for its cultural resources, as it has most of the World Heritage sites both natural and cultural, rich fauna & flora and strong creative industries in the country. In air transport network India has bagged 37th rank for itself.

Indian tourism industry is ranked 5th in the long term (10 year) growth and is expected to be the second largest employer in the world by 2019. The Tenth Five Year Plan mentions that The Tenth Plan approach towards tourism signifies a distinct shift from the approach adopted in earlier Plans.

Apart from acknowledging the well accepted advantages of developing tourism for the promotion of national integration, international understanding and earning foreign exchange, the Tenth Plan recognizes the vast employment generating potential of tourism and the role it can play in furthering the socio-economic objectives of the Plan.

In order to create a supportive environment for the promotion of tourism, the New Tourism Policy, 2002 was announced. It aims at generating, awareness about the benefits of tourism for the host population. It induces state governments to use tourism as a means for achieving their socio-economic objectives, encourages the private sector to enhance investment in tourism and provide legislative and regulatory support for sustainable tourism and to protect the interests of the industry and the consumer. The policy envisages involving the rural sector in the promotion of rural, heritage, adventure and eco-tourism and promotes the development of competitive high quality products and destinations. Most importantly, it removes the barriers to growth and resolve contradictions in policy to achieve inter - sectoral convergence of activities that help the growth of tourism (Tenth Five Year Plan, 2002-2007).

India provides enormous experiential opportunities for tourists based on the wide variety of all season attractions available throughout the country. It is imperative that these attractions get developed for the socio-economic benefit of the local communities, especially in order to strengthen inclusive economic growth. It is equally important to ensure that increased socio-economic well-being does not cause permanent or long-term damage to the country's physical, cultural and environmental heritage. The use of existing resources, both tangible and intangible, has to be undertaken judiciously for the well-being of the present generation but not at the cost of depriving future generations of any part of our inheritance. The Planning Commission in the Approach Paper to the 12th Five Year Plan has mentioned that Tourism and Hospitality Sector has a key role to play in promoting faster, sustainable and more inclusive economic growth.

TOURIST ATTRACTIONS IN INDIA

India is a country known for its lavish treatment of all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, Ayurvedic and natural health resorts and hill stations also attract tourists.

The Indian handicrafts particularly, jewelers, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items.

Despite the economic slowdown, medical tourism in India is the fastest growing segment of tourism industry, according to the market research report "Booming Medical Tourism in India". The report adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

REVIEW OF LITERATURE

Several studies have been conducted world over focusing on different aspects of tourism. Some of these studies focusing on the economic aspects of tourism industry are summarized below.

Dritsakis (2010) empirically examined the impact of tourism on the long-run economic growth of Greece by using the causality analysis among real gross domestic product, real effective exchange rate and international tourism earnings. A multivariate autoregressive VAR model is applied for the period 1960 – 2000. The results of co- integration analysis suggested that there is one co-integrated vector among real gross domestic product, real effective exchange rate and international tourism earnings. Granger causality tests based on error correction models (ECM) have indicated that there is a "strong Granger causal" relation between international tourism earnings and economic growth "strong causal" relation between real exchange rate and economic growth, and simple "causal relation" and between real exchange rate and international tourism earnings.

Karthik et al (2012) examined the role of tourism industry in economic development of India. This paper attempts to evaluate role of tourism as one of the service industry in India and its impact on the overall economic development of the country. Tourism industry in India is growing and it has potential for generating employment and earning large amount of foreign exchange besides giving on impacts to the country over all economic and social development. The main objective of this paper is to study the role of tourism in development of multiple use infrastructures that benefits the host community including various means of transport, health care facilities and sports centres. This paper makes an attempt to provide an in- depth analysis about the significant development as well as the negative and positive impacts of tourism industry in India.

Dhariwal R (2005) analyzed the determination of international tourist arrivals in India using annual data from 1966-2000. The results show that socio-political factors, communalism terrorism and tension with Pakistan constitute serious threats to the tourism industry, limiting the gains that could otherwise have been realized.

Ivanov .S (2006) analyzed the impact of tourism on economic growth. The study explores the problem of measuring the economic impact of tourism which requires a broader view of the analysis of the interaction between tourism and GDP. This paper presents a methodology for measuring the contribution of tourism to economic growth and it is tested with data for Cyprus Greece and Spain. This study finds the overall impact on Gross Domestic Product (GDP).

Eugenio-Martin et al. (2004) considered the relationship between tourism and economic growth for Latin American countries for the period 1985-1988. The analysis is based on a panel data approach. Their findings suggest that the increase in the number of tourists' arrivals in a country offers an opportunity for economic growth while countries are developing but not when countries are already developed.

Debasish et al. (2012) empirically investigated the foreign tourist arrivals to India. This paper analyzes the tourism demand generally interpreted through arrivals to various destinations in India. The study encompasses two periods viz, a period of significant development from 1980-1981 to 1990-1991 and 1991-92 onwards. First period is considered for significant improvement of Indian tourism and the second period for its subsequent changes in the perspective of significant of economic and political crises. The study was conducted through hypothetical trend equations contributing to estimation of growth in tourists arrivals over the year. **Leena (2012)** analyzed the impact of tourism on Indian economy. This paper discusses how Indian is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. It aimed to change the attitude and behaviour toward foreign tourist by stressing on the aspect that a guest has been held in high esteem in India since ancient times. This paper observes that there has been a tremendous growth in tourism in India because for the policies of the government and support from all levels. The author opines that many events like 20/20 IPL cricket matches, commonwealth games etc., work as a big catalyst for promoting tourism in India

OBJECTIVES OF THE STUDY

1. To examine the growth and trends in tourism industry.
2. To analyses the economic contribution of tourism industry to Indian economy.

METHODOLOGY

The paper is mainly based on the secondary data. The secondary data were collected from various published sources like books, journal, reports, etc.

PRESENT STATUS OF TOURISM INDUSTRY IN INDIA

Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. In 2010, total Foreign Tourist Arrivals (FTA) in India were 5.78 million and India generated about 200 billion US dollars in 2008 and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate. Majority of foreign tourists come from USA and UK. Kerala, Karnataka, Delhi, Uttar Pradesh and Rajasthan are the top five states to receive inbound tourists. Domestic tourism in the same year was 740 million. Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Maharashtra received the big share of these visitors. Ministry of Tourism is the nodal agency to formulate national policies and programmers for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries agencies, the state governments and union territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry of Tourism also maintains the Incredible India campaign.

SIGNIFICANCE OF TOURISM IN INDIA

Tourism plays a significant role in Indian economy in the following ways.

- Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry. It is the one of the important part of Indian tourism industry.
- Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favorable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
- Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Tajmahal, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.
- Developing Infrastructure** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive and positive activities.
- Promoting Peace and Stability:** The tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, Foreign exchange earnings in the Indian economy, protecting the environment, and promoting cross-cultural awareness. However, key

challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

TRENDS IN ARRIVAL OF FOREIGN TOURISTS IN INDIA

Trends in arrival of foreign tourists show the growing importance of this sector. Arrival of foreign tourists and the foreign exchange earned for the period 2000-2012 are presented in table -1.

TABLE-1: FOREIGN TOURIST ARRIVALS AND FOREIGN EXCHANGE EARNINGS DURING THE YEARS 2000-2012

Year	Foreign Tourist Arrivals	Percentage Change Over Previous Year	Foreign Exchange Earnings in Crore	Percentage Change Over Previous Year	Foreign Exchange Earnings (Million US\$)	Percentage Change Over Previous Year
2000	26,49,378	6.7	15,626,	20.6	3,460	15.0
2001	25,37,282	-4.2	15,083	-3.5	3,198	(-)7.6
2002	23,84,364	-6.0	15,064	-0.1	3,103	3.0
2003	27,26,214	14.3	20,729,	37.6	4,463	43.8
2004	34,57,477	26.8	27,944	34.8	6,170	38.2
2005	39,18,610	13.3	33,123,	18.5	7,493	21.4
2006	44,47,167	13.5	39,025	17.8	8,634	15.2
2007	50,81,504	14.3	44,360	13.7	10,729	24.3
2008	52,82,603	4.0	51,294	15.6	11,832	10.3
2009	51,67,699	-2.2	53,700*	4.7	11,136*	(-)5.9
2010	57,75,692	11.8	64,889#	20.8	14,193#	27.5
2011	63,09,222	9.2	77,591#	19.6	16,564#	16.7
2012	66,48,318	5.4	94,487#	21.8	17,737#	7.1

Source: Ministry of Tourism, Annual Report 2012-13. # Advance Estimates *Revised Estimates

Tourism is an important sector of Indian economy and contributes substantially in the country Foreign Exchange Earnings. FEEs from tourism, in rupee terms, during 2011 was Rs.77,591 crore (provisional), with a growth of 19.6%, as compared to the FEEs of Rs.64,889 crore (provisional) during 2010. During 2012, the Foreign Exchange Earnings (FEEs) from tourism registered a growth of 21.8% from Rs.77,591 to Rs.94,487 crore (provisional) when compared to FEEs during 2011.

CONTRIBUTION OF TRAVEL AND TOURISM TO GDP AND EMPLOYMENT IN INDIA

The importance of tourism as an instrument for Economic Development and Employment Generation, particularly in remote and backward areas has been recognized the world over. It is the largest service industry globally in terms of revenue as well as contribution of travel & tourism to Gross Domestic Product (GDP) and Travel & tourism contribution of employment.

The following table gives trends in the contribution of travel and tourism to GDP and employment generation between 2000 and 2013.

TABEL-2: CONTRIBUTION OF TRAVEL AND TOURISM TO GDP AND EMPLOYMENT IN INDIA DURING 2000-2013

Year	Travel & Tourism Contribution To GDP			Travel & Tourism Contribution To Employment	
Concepts	Rs. In billions	Real growth (%)	% Share	Employment growth (%)	% Share in total employment
2000	1983.66	8.6	9.2	0.5	11.8
2001	1693.28	17.5	7.3	-16.5	9.6
2002	2072.37	18.6	8.3	12.3	10.6
2003	2429.06	12.9	8.8	6.3	11
2004	2738.79	7.0	8.7	1.4	11
2005	2499.64	-12.5	7	-13.1	9.3
2006	2953.63	11.6	7.1	1.9	9.3
2007	3475.65	11.2	7.2	10.4	10.1
2008	4014.08	5.8	7.2	-16.4	8.3
2009	4130.66	-1.2	6.7	-4.4	7.8
2010	4768.45	5.6	6.5	-0.8	7.6
2011	5686.44	9.8	6.6	3.8	7.8
2012	6385.13	3.9	6.5	0.5	7.7
2013	7416.14	7.3	6.6	-0.2	7.5

Source: World Travel & Tourism Council (WTTC)

The contribution of travel and tourism to gross domestic product (GDP) increased substantially between 2000 and 2013. It increased from Rs1983.66 billion in 2000 to Rs 7416.14 billion by 2013. Though there is an increase in quantity, there is a decrease in growth rate in recent times, especially in 2012. Similarly the share in Gross Domestic Product (GDP) also declined and was steady after 2009. While the real growth rate was 8.6 in 2000, it declined to 7.3 by 2013. The share in employment also declined from 11.8 percent to 7.5 percent in 2013. The growth of employment showed a negative growth rate in some of the years, especially in 2013. The contribution of travel & tourism to GDP and to total employment directly depends on aspects like the number of visitors, domestic expenditure, and internal tourism consumption, purchases by tourism providers, including imported goods, capital investment, government collective spending and imported goods.

The overall development of any country depends specially on the improvement of roads, vehicle, communication, water supply, airport and railways etc. Economic progress and industry development depends completely on the overall development of country. And tourism plays a major role on this overall infrastructural advancement. India's tourism industry is experiencing a strong period of growth in high spending foreign tourists and coordinated government to promote "Incredible India". The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India's travel and tourism industry is one of the most profitable industries in the country and also credited with contributing Gross Domestic Product (GDP) and employment. From the above, it is clear that tourism plays an important role in generating income and employment in India. Its potential depends on the volume of tourist arrivals in India and tourist arrival depends on various factors like domestic expenditure, internal tourism consumption, purchases by tourism providers, including imported goods, capital investment, government collective spending and imported goods.

IMPLICATIONS OF THE TARGETS IN 12th FIVE YEAR PLANS

Following are the implications of the targets to be achieved in respect of FTAs and Domestic Tourism during 12th Plan.

Foreign Tourist Arrivals: Number of FTAs in 2016 are estimated to be 11.24 million. Number of Foreign Tourist Visits (FTVs) in 2016 will be 35.96 million.

Domestic Tourism: Number of Domestic Tourist Visits (DTV) in 2016 is estimated to be 1451.46 million.

Additional Foreign Exchange Earnings from tourism: The Foreign Exchange Earnings from Tourism will increase from Rs. 64889 crore (US\$ 14.19 Billion) in 2010 to Rs. 134383 crores (US\$ 30.3 Billion) in 2016. Additional FEE from Tourism during 2010-16 are estimated to be Rs. 69494 crore (US\$ 15.7 Billion).

Employment Generation: Using the data on share of tourism in the total jobs in the country available from Tourism Satellite Accounts (TSA) for 2002-03 and estimated for years till 2007-08, the total number of jobs (direct and indirect) in the tourism sector in 2016 are estimated to be 77.5 million as compared to 53 million in 2010. Therefore, an additional employment of 24.5 million (direct and indirect) is likely to be created during in 2010 to 2016.

Manpower Requirement in Hospitality Sector: As per the study commissioned by Ministry of Tourism, the total employment in Hospitality Sector (Hotels-classified and unclassified, eating outlets, Tour Operators, Travel Agents and Medical & Wellness units) in selected years are estimated to be as follows:

TABEL-3

Year	Employment (Laksh)
2011-2012	43.84
2012-2013	47.26
2016-2017	63.79

Source: Report of the working group on tourism for xii five year plans.

FUTURE PROSPECTS OF INDIAN TOURISM INDUSTRY

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC) and its strategic partner Oxford Economics in March 2009:

- The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world.
- India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019.
- Capital investment in India's travel and tourism sector is expected to grow at 8.8 per cent between 2010 and 2019.
- The report forecasts India to get capital investment worth US\$ 94.5 billion in the travel and tourism sector in 2019.
- India is projected to become the fifth fastest growing business travel destination from 2010-2019 with an estimated real growth rate of 7.6 per cent.

CONCLUSION

The Importance of tourism as an instrument for economic development and employment generation particularly in remote and backward areas has been recognized the world over. It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings. Tourism is overwhelmingly an industry of private sector service providers and public sector has a significant role to play in infrastructure areas either directly or through public partnership mode. Another important feature of the tourism industry, which is of particular significance to India, is its contribution to national income.

While 2013 presented many challenges for the global economy and the Travel & Tourism industry there is an optimism that given the performance of the country under severe financial crisis world over, the tourism industry also bounces back. In the longer-term, demand from and within emerging markets will continue to rise in significance.

Since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourist industry.

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