



Tourism Industry: Strengthening India's Influence

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Article History	Abstract
Received: 06 June 2023 Revised: 15 Sept 2023 Accepted: 27 Oct 2023	<p><i>It is obvious that the travel sector is the most important and effective part of any nation's economy. It may be the industry with the fastest growth. It is reliable to bring a million-dollar business to any nation while also providing joy and leisure. Due to the tourism industry's recent rapid growth, a number of locations have emerged as key tourist attractions for both local and international travelers. India is a nation renowned for its extensive social history. The country is strong in terms of its legalism, otherworldliness, and everyday splendor because of the people who reside there, who come from many cases, religions, and ethnic backgrounds. By examining the expansion of the travel industry areas in India, this investigation seeks to contribute to the existing work on the travel business. This essay seeks to understand how the travel industry helps to make India a sensitive power and creates key areas of strength for it. Exploratory in character, the evaluation adopts a subjective methodology combining member perception at various Indian tourism industry locations and optional information investigation. The findings show that India is widely regarded as a potential market for the travel sector.</i></p>
CC License CC-BY-NC-SA 4.0	Keywords: Travel motivation, Tourism, Economy, Culture, Environment

1. Introduction

The travel industry is the quickest developing industry of the world (Ninemeier and Perdue, 2005; Cooper and Lobby, 2008). It is the fundamental piece of Administration area (Ninemeier and Perdue, 2008; Kay, 2003; Koc, 2004). To keep up with, improve or support its ongoing status, the travel industry is subject to vacationers and their movement choices which are reflected in movement conduct. As per Papatheodorou (2006), objective decision is consistently significant angle in the travel industry writing and there are different elements which impact travel choices. These elements are connected with culture, travel inspirations, funds and past encounters, to give some examples (Ankomah, Crompton and Dough puncher, 1996). Cooper and Hall (2008) state that tourism depends on collection of motivators and factors that determine its relative distribution. Tourist's area unit subject to bound behaviour, before, after and during travel. This is frequently conceptualized as movement conduct. This conduct is that the immediate consequences of collaboration between bound individual and ecological factors on a timeless premise.

Notice is given to the impact of people and things on one or the other side or additionally the response with regards to this impact. Travel conduct will so be illustrated in light of the fact that the way sightseers act with regards to their perspectives towards an express item and their reaction by making utilization of the product (Walk and Woodside, 2005; St. George, 2004). The primary motivation behind this paper is to add to the current writing of the travel industry and all the more explicitly, figure out how the travel industry destinations and attractions adds to the economy of the nation and making serious areas of strength for it. The review investigates the capability of the travel industry in India and examines its expected commitment in financial and socio-social aspects. In India, The travel industry has long verifiable foundation with hints of Hinduism, Sikhism, Christianity and Islam. Because of social and strict variety of the country strict the travel industry is creating with a high speed in the country. This paper looks to analyze the capability of the travel industry in the development and improvement of the country.

Literature Review

With the changes in situational and ecological factors that affect travellers, for example (Venkatesh, 2006; Laws, 1995), several specialists have evolved. According to Gartner (cited by Pike, 2008), inspiration should be used to launch a dynamic approach. When a clear demand or need that cannot be supplied arises, this occurs. Inspirations emerge when a traveller seeks to satisfy a want or need, and this will be seen as a very crucial factor in determining their course of action and the fulfilment that follows (Chang, 2007; Correia, Oom do Valle, and Moço, 2006). According to George (2004), Spring and Woodside (2005), and other authors, one of the primary psychological effects of traveller behaviour is the inspiration for travel. Inspirations are a person's inner state, or a set of unending desires, that propels them to act or act with a purpose in mind, hence promoting human behaviour and the capabilities of the human body (Decrop, 2006; George, 2004).

Maslow's standard is one of the most famous ones that is used to explain the source of inspiration. Maslow uses five categories of goals, which are also mentioned when a need arises: physiologic needs, security needs, social needs, ego needs, and self-actualization (Tikkanen, 2007). Travellers may need to retreat, relax, or to obtain relief from physical and emotional discomfort, as well as for regular sun want objectives. According to Crompton (cited by Saayman, 2006), seven socio-mental factors—escape from a routine environment, self-disclosure and self-correlation, allure or support in athletic endeavours, attaining a certain level of eminence, prevention of relapse, strengthening of family ties, and working with one's stage of social communication—are what motivate travellers.

Major Tourism Attractions in India

The Indian the travel industry and cordiality action has arisen as the significant supporter of the development of administration area in India. In India, the travel industry has huge possible contemplating the affluent social and notable legacy, range in environment, territories and spots of regular magnificence spread the nation over. The travel industry is likewise a possibly enormous business generator with the exception of being a goliath wellspring of forex for the country. During 2018, Charges from the travel industry extended 4.70 in sync with cent* yr-on-yr to US\$ 28.59 billion. A cost for the term of January 2019 changed into US\$ 255 billion.

The travel industry changed into distinguished as a likely device for post-freedom improvement in India at some stage during the 1950s. The travel industry improvement become taken up by the specialists with a progression of five-yr plans, and in 1966, the India The travel industry Improvement Organization become set up to advance India as a traveler objective. The travel industry improvement gathered force all through the 1980s, with the strategy for a Public Arrangement on The travel industry and the presentation of the Travel industry Money Partnership to support the travel industry projects. In 1988 the public authority created an extensive arrangement for accomplishing maintainable blast in the travel industry, which was followed up by utilizing a Public Activity Plan for The travel industry in 1992.

Tourist Destinations – Northern India

On the Ganges River, Delhi, the capital of India, is home to a wealth of cultural landmarks, world-class shopping, and international cuisine. This province is also home to the world-famous Taj Mahal and the so-called "Golden Triangle," which also contains the cities of Jaipur and historic Agra. Due to the popularity of these locations, a wide range of lodgings, excursions, and other services targeted at foreign tourists are offered, which makes planning a trip in the area particularly simple. While Amritsar and Chandigarh are located in the Punjab, Jodhpur and Udaipur are cities in Rajasthan. The Himalayan Mountains, which border northern India, serve as a hub for adventure tourism and provide opportunities for activities including paddling, rafting, and mountaineering. These activities have peak months in July and August, and they are seasonal.

Tourist Destinations – Southern India

With several royal mansions, sanctuaries, and posts, Chennai is one of southern India's largest and most extreme significant urban areas. Hyderabad is a city of vaults and minarets, dotted with bright marketplaces, while Bangalore is renowned for its serene environment and magnificent historical castles. Kerala's territory, which is near to the southwestern seaboard, offers untouched seashores, intriguing ports, and vacation cities like Kovalam. The coral islands of Lakshadweep, adjacent to Kochi, are a great region for diving and swimming, and the beach front backwaters are a decent area for cruise and frequent world watching.

Tourist Destinations – Western India

The social attractions of Mumbai include temples, art galleries, hill stations, and monuments, but the city hub also offers top-notch food and retail alternatives. The coastline of the Middle Eastern Ocean is thought to include charming fishing towns encircled by coconut groves and a few developed oceanfront resorts, notably Goa, Manori, and Madh Island. The most well-known cave systems in Western India are the Ellora and Ajanta Caverns, which include ancient carvings and rock art.

Tourist Destinations – Eastern India

Bengal Cove runs through Eastern India, and Kolkata is the largest city there. West Bengal is home to spectacular royal mansions, fortresses, shrines, markets, galleries, and a real small train. It is also the location of the country's driving golf course. The region of Assam, which is renowned for its tea farms, features a few endangered species of wildlife, including the Asian elephant, Bengal tiger, and Indian rhino. UNESCO has designated Kaziranga and Manas Public Parks as World Heritage Sites. The Andaman Islands are surrounded by oceanside obstacles.

Current Scenario of Tourism in India

Agencies of Tourism Development in India

The India The travel industry Improvement Organization is as yet a main power in the travel industry improvement. It not best plays out a promoting and consultancy, job, but likewise gives training to the travel industry and friendliness individuals and oversees trip organizations, inns, transportation frameworks, obligation free shops and eateries. The Service of The travel industry likewise works related to associations including the Indian Establishment of The travel industry and Travel The executives, the Public Foundation of Water sports and the Indian Organization of Skiing and Mountaineering.

Market Size

In terms of the use of digital tools for organising, booking, and engaging in travel, India is the country with the most sophisticated traveller culture. The country's expanding middle class and rising standard of living have also contributed to the expansion of both domestic and international travel. 10.56 million foreign tourists (FTAs) visited India in 2018, an increase of 5.20 percent over the previous year. FTAs were 1.10 million in January 2019, an increase of 5.30% from 1.05 million FTAs in the same month last year. May 2019 saw a 21.70% year-over-year growth in e-tourist visa arrivals, reaching 1.23 million. Approximately 41.6 million people were employed by the travel and tourism industry in India in 2017, which accounted for 8% of all employment possibilities created in the nation that year.

Foreign Direct Investments

Approximately \$12.35 billion in FDI was drawn to the hotel and tourism sectors between April 2000 and March 2019, according to data made public by the Department for Promotion of Industry and Internal Trade (DPIIT).

Various Initiatives by Government

After realizing the potential of the country's tourism industry, the Indian government has undertaken numerous initiatives to promote India as a top travel destination. Some of the important initiatives the Indian government has planned to support the nation's tourism and hospitality industry are as follows: The Sardar Vallabhbhai Patel statue, also known as the State of Unity statue, was unveiled in October 2018. It is the highest standing statue in the world, towering 182 metres tall. It is predicted that it will promote India as a travel destination and encourage travel to the country. By 2020 and 2025, respectively, the Indian government wants to see an.

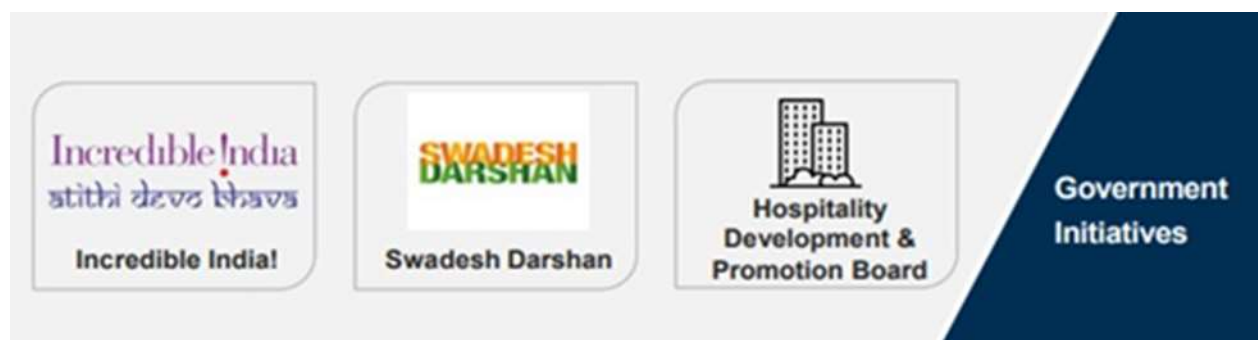


Figure 1: Government Initiatives for developing Tourism in India

Source: Brand Equity Foundation, www.ibef.org

Available online at: <https://jazindia.com>

Impacts of Tourism on the Economy

Achievements

The following is a list of the government's accomplishments in 2017–18: In 2018–19, the Swadesh Darshan initiative gave the go-ahead for seven projects totaling Rs 384.67 crore (US\$ 54.81 million). There were tourist police in 14 states as of July 2018. In November 2018, Nagaland also created a separate police force for tourists in the region. ahead of us. India's travel and tourism industry has enormous growth potential. The tourism industry is also anticipating the expansion of the E-visa programme, which is expected to triple foreign travel to India. The travel and tourist industry in India has the potential to increase by 2.5% as a result of better budgetary allocation and more affordable healthcare alternatives, according to a joint study by ASSOCHAM and Yes Bank.



Figure 2: Segment wise revenue share in Tourism domestic/foreign

Source: Brand Equity Foundation, www.ibef.org

India has a substantial travel and tourism industry. It offers a variety of unusual travel possibilities, including cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural, and religious travel. Indians and visitors from other countries are both aware of the country as a spiritual tourism destination. The prime minister of India, Narendra Modi, urged people to visit 15 domestic tourism destinations by the year 2022 in his speech honouring the country's independence from the Red Fort. India was ranked number 34 in the 2019 Travel & Tourism Competitiveness Report by the World Economic Forum.

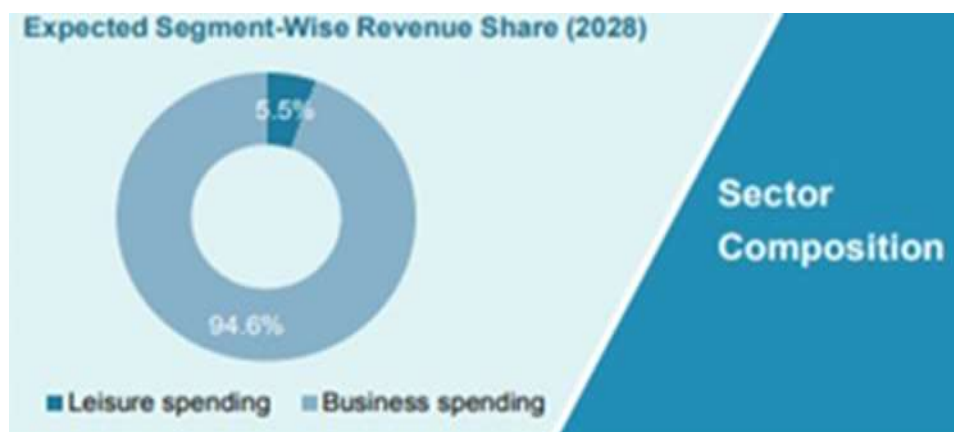


Figure 3: Expected Segment wise revenue share by 2028 in Tourism domestic/foreign

Source: Brand Equity Foundation, www.ibef.org

Contribution of Tourism in GDP

With the contribution of travel and tourism, the GDP is anticipated to rise from Rs 15, 24,000 crore (US\$ 234.03 billion) in 2017 to Rs 32, 05,000 crore (US\$ 492.21 billion) in 2028. In terms of the total GDP contribution from travel and tourism in 2018, the World Travel and Tourism Council rated India third out of 185 nations. FEEs from tourism climbed 4.70 percent year over year in 2018 to reach US\$28.59 billion. The amount of FEEs from January to July 2019 was US\$ 16.757 billion. By 2028, the number of international visitors is anticipated to reach 30.5 billion.



Figure 4: Direct contribution to GDP by Tourism and Hospitality and travel and tourism contribution to GDP in US dollars

Source: www.ibef.org, Ministry of Tourism Annual Report 2018-19, India

Foreign tourist arrivals (FTAs) increased by 2.1% from January to July 2019, reaching 60.84 lakh. Foreign Exchange Earnings (FEEs) increased by 7.2% from July 2018 to July 2019 to reach Rs 18,191 crore (US\$ 2.64 billion). A total of 550 crore rupees (US\$ 78.70 million) worth of projects have been approved under the Swadesh Darshan and Prashad plan. From 427 014 foreign visitors arriving for medical reasons in 2016 to 495 056 in 2017(P). A total of 15, 34,293 tourists entered between January and July 2019 using an e-Tourist Visa, representing a 21% increase.

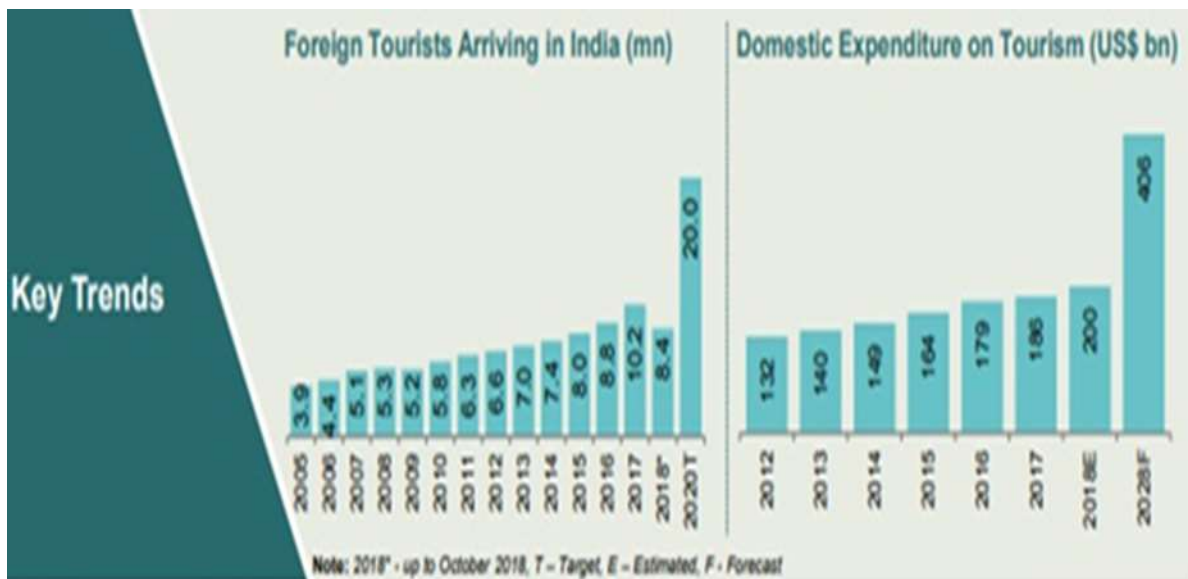


Figure 5: Foreign tourist arrival in India

Source: India, Ministry of Tourism, Annual Report 2018-19

India's tourism industry employs 81.1 million people as of 2017–18, accounting for 12.38% of all jobs in the nation. By 2020, the Indian government wants to treble foreign exchange revenues and welcome 20 million foreign tourists (FTAs).



Figure 6: Tourism advantage in India

Source: Indian Brand Equity Foundation, www.ibef.org

October 2018, the Sardar Vallabhbhai Patel Statue, commonly known as the "Statue of Unity," officially launched as a tourist destination. It is the highest statue in the world, at 182 metres high. It is predicted that it will promote India as a travel destination and encourage travel to the country. E-bike rides were added and the operating hours were extended by two hours in February 2019. To encourage investments in the travel and tourism sector, the Indian government is making a lot of effort. The automatic route permits 100% FDI into the hospitality and travel sectors. A five-year tax reduction is available for 2, 3, and 4-star hotels that are close to UNESCO World Heritage Sites.

A Tax Refund was established by the government in the Union Budget 2019–20. To encourage tourists to spend more money in India and increase tourism, the government implemented a Tax Refund for Tourists (TRT) programme similar to those in nations like Singapore. One of the biggest markets for travel and tourism is India. Cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural, and religious tourism are just a few of the unique travel options it offers. Both domestic and foreign tourists are aware of India as a destination for spiritual tourism.

Purpose of the Study

This study tries to investigate how tourism has affected the nation's expansion and development. In this study, we looked at the ways that tourism is good for the nation. What steps has the government done to improve the tourism industry?

2. Materials And Methods

The statue of Sardar Vallabhbhai Patel, often called the "Statue of Unity," was officially unveiled in October 2018 as a tourism destination. At 182 metres tall, it is the highest statue in the entire world. It is anticipated to increase the country's tourist industry and promote India as a travel destination. The opening hours were extended by two hours in February 2019 in addition to adding e-bike rides.

The Indian government is making significant attempts to increase investments in the tourism industry. 100% FDI is permitted through the automatic method in the hotel and tourism sector. For hotels in the 2, 3, and 4-star categories that are close to UNESCO World Heritage sites, a five-year tax holiday has been provided.

3. Results and Discussion

According to the aforementioned study, Indian tourism has a huge potential to create jobs and earn foreign currency. All departments of the Central and State governments, the commercial sector, and philanthropic organizations become active partners in the attempt to achieve sustainable growth in the nation's tourism because it is a multifaceted and service-oriented industry. The overall number of international visitors entering the nation has grown. Except for a few years over the research period, it displayed an increasing tendency. It indicates that the Indian government is focusing on both the growth of tourism and activities related to the country's tourist industry.

4. Conclusion

In conclusion, the travel and tourism industry is undeniably one of the fastest-growing and most significant sectors of the global economy. This review has shed light on the vital role of tourism in India, exploring its historical and cultural richness, natural beauty, and economic potential. The Indian tourism and hospitality sector has emerged as a major contributor to the country's service industry, generating both revenue and employment opportunities. The review highlighted the various motivations that drive travel behavior, emphasizing the importance of understanding what inspires individuals to embark on journeys. Maslow's hierarchy of needs was discussed as a framework to explain the diverse motivations that underlie travel decisions, whether driven by a desire for relaxation, adventure, self-discovery, or other personal objectives.

Furthermore, the review provided insights into major tourist destinations in different regions of India. Northern India boasts a wealth of cultural landmarks, including the iconic Taj Mahal, while the southern region offers a blend of history, stunning landscapes, and pristine beaches. Western India showcases the dynamic city of Mumbai and ancient cave systems, and the country's diverse geography provides ample opportunities for adventure tourism in the Himalayan region and coastal backwaters. In essence, India's tourism industry has the potential to contribute significantly to the nation's economy and socio-cultural development. By tapping into its rich heritage, diverse landscapes, and catering to a range of traveler motivations, India can continue to thrive as a prominent global tourism destination. With strategic planning, infrastructure development, and sustainable practices, India can harness the power of tourism for the benefit of its people and the international community. The travel and tourism industry is indeed a gateway to economic growth, cultural exchange, and mutual understanding, making it a valuable asset for any nation.

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