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Editorial.....

It is heartening to note that our journal is able to sustain the enthusiasm and covering various facets of knowledge. It is our hope that IJMER would continue to live up to its fullest expectations savoring the thoughts of the intellectuals associated with its functioning .Our progress is steady and we are in a position now to receive evaluate and publish as many articles as we can. The response from the academicians and scholars is excellent and we are proud to acknowledge this stimulating aspect.

The writers with their rich research experience in the academic fields are contributing excellently and making IJMER march to progress as envisaged. The interdisciplinary topics bring in a spirit of immense participation enabling us to understand the relations in the growing competitive world. Our endeavour will be to keep IJMER as a perfect tool in making all its participants to work to unity with their thoughts and action.

The Editor thanks one and all for their input towards the growth of the **Knowledge Based Society**. All of us together are making continues efforts to make our predictions true in making IJMER, a Journal of Repute

Dr.K.Victor Babu
Editor-in-Chief

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TOURISM DEVELOPMENT IN NDA GOVERNMENT RULE

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1.Intorduction

The Indian government is being buildup tourism as a tool for social stability, alleviation and sustainable development. The department of tourism in India, which comes under the Ministry of Civil Aviation and Tourism, functions as the national tourist organization. As a tourism professional one may have to deal with the department and its officials from time to time. The primary task of the department is to lay down the policy, collect tourism related data, attend to enquirers related to tourism publicize India as a destination, regulate the activities of different segments of the tourism industry, etc. Accordingly, various advisory bodies and committees are formed to implement the policies. In the last five years, the NDA government has launched several key projects as well as continued some old projects of the previous government to boost the travel and tourism industry. Among its best initiatives are Swachh Bharat, electronic visa, digital application, and UDAN among others. The various government's initiative, first is Swachh Bharat, attracting Indian and foreign tourists in large numbers the e-tourist visa facility. Major focus on international destinations has been an integral part of the tourism ministry's agenda under the new government. So far, it has released several campaigns in international and domestic markets to promote various tourism destinations and products of India to increase foreign tourist arrivals and domestic visits within the country.

The government has taken a number of crucial steps to make tourism a pillar of the Indian economy over the past five years. Schemes like the issuance of visa on arrival to visitors from over 180 countries, the UDAN regional connectivity rollout, the impetus to digital payments, and the focus on infrastructure, have all given a big boost to the travel and tourism industry creating a multiplier effect and driving an increase in the overall economic growth in the country. This paper analyse the role of NDA government for the development of tourism industry in India.

2.NDA Government and Tourism Industry

The ministry of tourism came under the spotlight in January 2016 for removing actor Aamir Khan as ambassador of 'Incredible India' soon after he voiced his views on growing intolerance in India. The ministry later confirmed that Khan's contract had actually come to an end. Small hitches such as these aside, the ministry has constantly been in the news for the last three years for its positive work. In the latest Travel and Tourism Competitiveness Index released by the World Economic Forum in April 2017, India is ranked 40 among 136 economies across the world, up 12 places since



2015. During a recent conclave organised by a news channel on the accomplishments of the Modi government in three years, tourism minister Mahesh Sharma said, "India has improved its ranking in tourism sector by 25 places in the last three years. This is the first time in the history of independent India when the country has cumulatively improved its ranking."

3.NDA Government Achievements

Swachh Bharat: In the last three years, the government has launched several key projects as well as continued some old projects of the previous government to boost the travel and tourism sector. Among its top initiatives are Swachh Bharat, electronic visa, digital application and Udan among others. Karan Anand, head of relationships at Cox & Kings, says, "Among the various government's initiative, first is Swachh Bharat. It will go a long way in attracting Indian and foreign tourists in large numbers."

e-tourist visa facility: The second-best initiative has been the e-tourist visa facility, which was launched on 27 November 2014. The facility has been extended from 113 to 150 countries and so far, more than 7.5 lakh visas have been issued under the scheme. At present, on an average 3,500 e-tourist visas are granted to foreign nationals on a daily basis. Foreign tourist arrivals (FTA) in India have witnessed a moderate growth in the last three years. According to the ministry of tourism, FTAs in April 2017 stood at 7.40 lakh compared to 5.99 lakh in April 2016 and 5.42 lakh in April 2015.

Rakshit Desai, managing director of FCM Travel Solutions, says, "Initiatives such as sanctioning visa on arrival (VoA) and extending electronic travel authorisation (ETA) to more countries, developing a mobile application for tourists and introducing the Incredible India multilingual tourist helpline, have definitely helped in progress and socio-economic growth." Under the current government, not only is FTA up, there has been a rise in Non-Residential Indians (NRI) travelling to India as well. NRI arrivals in 2014 and 2015 were at 5.43 million and 5.26 million, respectively. Nikhil Ganju, country manager of TripAdvisor India, says, "The 'Incredible India' campaign has done well to drive inbound tourist arrivals, but there is a huge opportunity to further expand on it so that it reaches the global online traveller today." Demonetisation in India has in fact already forced many travellers to transact online. And the rise in digital transactions will boost the growth of travel and tourism industry in India. But Samyukth Sridharan, chief operating officer at Cleartrip, says, "The decision to amend service tax, however, added a surplus of up to 9 per cent on tour packages, which can create a slowdown in the ultra-competitive industry."

The Big Agenda: Focus on international destinations has been an integral part of the tourism ministry's agenda under the new government. So far, it has released several campaigns in international and domestic markets to promote various tourism destinations and products of India to increase foreign tourist arrivals and domestic visits within the country. Simultaneously, the ministry also focused on consolidating domestic



tourism within India. In February 2017, the state governments of Chhattisgarh, Gujarat, Karnataka, Rajasthan and Uttarakhand signed 86 MoUs worth Rs 1, 2196.7 crore for developing tourist destinations in their respective states.

The Road Ahead:With government policies such as Make in India and Startup India, there's more demand for travel across smaller cities, says Geeta Jain, CEO of Carlson Wagonlit Travel. The latest scheme of UdeDesh Ka AamNagrik (Udan), which gives further impetus to both domestic and inbound tourism, will act as a booster for business and leisure travel. Aloke Bajpai, co-founder of Ixigo, says, "The project will help a lot of tier-2 towns offer affordable flight tickets to the common man and Bullet trains will finally become a reality." Now with Modi as the new ambassador of Incredible India 2.0, the support from the government will go a long way in creating awareness about the country's tourism capacity.

Incredible India 2.0: Launched on 27.9.2017 to promote tourism in India. Niche tourism products: Heritage Tourism, Adventure Tourism, Cruise Tourism, Rural Tourism, Wellness & Medical Tourism, MICE, etc. being promoted through the Incredible India 2.0 Campaign.

India's Rank Improves:India's rank in the Travel & Tourism Competitiveness Index (TTCI) in 2017 jumped 25 places ahead of 2013. Rank of India in TTCI report of 2017 was 40th as compared to 52nd in 2015 and 65th in 2013.

Renovation of River Ghats:Several River Ghats are developed under the Swadesh Darshan and PRASHAD Scheme.

AadarshSmaarak:100 ASI monuments are named as Aadarsh Smaarak for upgradation of existing facilities/amenities to promote tourism.

Swadesh Darshan: For development of tourism infrastructure in the country, the Ministry launched the Swadesh Darshan scheme- Integrated Development of Theme-based Tourist Circuits in January 2015. Aims to develop theme based tourist circuits on theme based principles of high tourist value, competitiveness and sustainability in an integrated manner. Under the scheme, 15 thematic circuits have been identified so far namely North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Sufi Circuit and Teerthankar Circuit. The Ministry as on date has sanctioned 67 projects worth projects for Rs. 5638.87 Crore to 29 States and UTs covering fourteen thematic circuits under the Swadesh Darshan Scheme. For North Eastern States the Ministry has sanctioned 14 projects worth Rs. 1267.49 Crores covering all the 8 states. Under Tribal Circuit Ministry has sanctioned 4 projects worth Rs. 381.37 Crore to the SG of Nagaland, Chhattisgarh and Telangana. For Buddhist Circuit the Ministry has sanctioned 5 projects worth Rs. 361.97 Crore to the SG of Bihar, Madhya Pradesh, Uttar



Pradesh and Gujarat. The timelines of the projects varies from 18-36 months. All these projects are at various stages of implementation.

PRASHAD (National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive): Launched on January 2015 to beautify, develop and improve amenities of important pilgrimage and heritage destinations of the country. 23 projects pilgrimage sites have been sanctioned so far for a total amount of Rs. 687.91 Crore. 11 projects/major components thereof under the scheme would be completed during the FY 2018-19.

Hriday: Aims to preserve and revitalize India's heritage cities by encouraging an aesthetically appealing, informative & secure environment. Being implemented in 12 cities, Ajmer, Amaravati, Amritsar, Badami, Dwarka, Gaya, Kanchipuram, Mathura, Puri, Varanasi, Velankanni, and Warangal

National Mission on Cultural Mapping of India: To preserve rich Indian Art and Cultural Heritage and develop an objective Cultural Mapping. Profiles of about 6000 artistes have been recorded in the database.

'Ek Bharat Shreshtha Bharat' Scheme To promote inter cultural aspects among various states.

International Yoga Day: Yoga gets international acclaim: 21st June every year is now the International Yoga Day IDY 2015: New Delhi, IDY 2016: Chandigarh, IDY 2017: Lucknow

Ministry of Tourism launches "Incredible India 2.0 Campaign: The President launched the "Incredible India 2.0 Campaign"; 'Adopt A Heritage' Project and new Incredible India Website on 27th September, 2017. Campaign marks a shift from the present generic promotions being undertaken across the world, to market specific promotional plans and product specific creatives, with greater focus on digital presence and social media. The Incredible India 2.0 Campaign is being released in the prime existing markets as well as important potential markets. Niche tourism products like Heritage Tourism, Adventure Tourism, Cruise Tourism, Rural Tourism, Wellness & Medical Tourism, MICE, Golf, etc. are being promoted through the Incredible India 2.0 Campaign.

Paryatan Parv organized in 31 States and Union Territories: Paryatan Parv was organized in October, 2017 covering 31 States and Union Territories. The main objective of the event was to focus on the benefits of tourism, showcasing the cultural diversity of the country and reinforcing the principle of "Tourism for All". The event included cultural performances, food festivals, tourism exhibitions, displays of handicrafts & handlooms, yoga sessions, tourism & heritage walks, tourism related competitions for students & public, excursions trips to tourist sites, sensitization & awareness programmes, seminars & workshops etc.



Bharat Parv: Ministry of Tourism was designated as the nodal Ministry for the Bharat Parv event organized by the Government of India at Red Fort, Delhi from 26th to 31st January 2017, as part of the Republic Day Celebrations. The event included a display of Republic Day Parade tableaux, performances by the Armed Forces Bands, Food Festival, Crafts Mela and Cultural Performances from different regions of the country. The prime objective of organizing the event was to generate a patriotic mood, promote the rich cultural diversity of the country, to ensure wider participation of the general public and to popularize the idea of Ek Bharat Shrestha Bharat.

National Tourism Awards 2015-16: The Hon'ble President of India presented the 'National Tourism Awards 2015-16' to various segments of the travel, tourism and hospitality industry at a function organised by the Ministry of Tourism on the occasion of "World Tourism Day" 27th September, 2017.

Development of Tourist Amenities at Three Railway Stations in Goa: Konkan Railway is one of the most memorable train journeys in the country on account of the vistas that one gets to see and the excellent on board services on these trains. Ministry of Tourism has sanctioned an amount of Rs. 2499.98 Lakh for developing tourist amenities at Madgaon, Karmali and Thivim railway stations in Goa considering the importance of the Konkan Rail route from tourism angle.

Glass Top Coaches: Ministry of Tourism as part of its Rail Tourism Policy is collaborating with MoR for manufacturing of three glass top coaches to be deployed on scenic rail routes of the country. These glass top coaches are fitted with extra wide comfortable seats, wide windows, single observation window at one end, glass roof, rotatable seats, automated sliding doors, mini pantry and wider body side door. Two glass top coaches were launched in 2017 on the Vishakhapatnam – Araku Valley and Dadar to Madgaon route. The third glass top coach is being refurbished to make it suitable for plying on the Qazigund - Baramullah route in Jammu and Kashmir.

Other Achievements: Kumbh Mela included in the list of 'Intangible Cultural Heritage of Humanity' Last year, UNESCO has accorded Ahmedabad the status of India's first 'Heritage City'. Chennai, on account of its glorious tradition of music, has been included in the list of Creative Cities by UNESCO. Foreign Tourist Arrivals (FTAs) during 2017 were 10.18 million with a growth of 15.6% over same period of the previous year, compared to FTAs of 8.8 million with a growth of 9.7% in 2016 over 2015. During 2017, a total of 1.7 million foreign tourists arrived on e-Tourist Visa as compared to 1.08 million during 2016, registering a growth of 57.2%. Foreign Exchange Earnings (FEEs) during the period 2017 were Rs.1,80,379 Crore with a growth of 17% over same period of previous year. Whereas, the FEEs during 2016 were Rs.1,54,146 Crore with a growth of 14% over 2015. During 2016, the number of domestic tourist visits to the States/UTs was 1613.6 million as compared to 1432.0 million in 2015 showing double digit growth of 12.7% in 2016 over 2015.



4. Conclusion

In the last five years, the NDA government has launched several key projects as well as continued some old projects of the previous government to boost the travel and tourism industry. Among its best initiatives are Swachh Bharat, electronic visa, digital application, and UDAN among others. The various government's initiative, first is Swachh Bharat, attracting Indian and foreign tourists in large numbers in the e-tourist visa facility. Major focus on international destinations has been an integral part of the tourism ministry's agenda under the new government. So far, it has released several campaigns in international and domestic markets to promote various tourism destinations and products of India to increase foreign tourist arrivals and domestic visits within the country.

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INTRODUCTION TO TOURISM

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ABSTRACT

Tourism is one of the fastest emerging branches of studies, which is entirely focussed upon tour and travel activities. United Nations World Tourism Organization defined tourism as it comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

There are various types and forms of tourism. There are so many factors that influence travel decisions. Any person who is taking a trip within or outside his/her own country of residence irrespective of the purpose of travel, means of transport used even though he/she may be travelling on foot. One who travels especially to distant lands is called as traveller. There is difference among tourist, visitor and excursionist. The phenomenon of tourism comprises of basic components such as attraction, accessibility etc... There is concept of demand and supply in tourism and tourism considered to be a product.

Keywords: UNWTO, Tourist, Traveller, Attraction, Product.

INTRODUCTION

Tourism is one of the fastest emerging branches of studies, which is entirely focused upon tour and travel activities. It is a fastest growing industry with huge potential to generate employment to the people and revenue to the government. Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to customers changing needs and desires as the customers satisfaction, safety and enjoyment are particularly the faces of tourism business. Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on business in the tourism industry and opportunity for the employment in the service industries associated with tourism.

DEFINITION OF TOURISM:

UNWTO (United Nations World Tourism Organization) and various authors have defined tourism as follows:

According to UNWTO: "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"



According to HUNZIKER and KRAPF of BERN University: “The sum of the phenomena and relationships arising from the travel and stay of non residents, in so far as they do not lead to permanent residence and are not connected with Any earning activity”.

According to MATHEISON and WALL: “Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs”.

TYPES OF TOURISM

There are various types and forms of tourism, broadly there are three types of tourism

- A) International tourism: Tourism activity in which people visit other countries than their native country.
- B) Domestic tourism activity in which people of native country visit different places within the same country.
- C) Regional tourism: Tourism activity in which people visit places located within a region (Intra regional) or between regions (Inter Regional) in native country.

The tourism types can further be categorized on different basis like distance, direction, number etc...

On the basis of Distance: Long Haul tourism (Beyond 3000 Kms)

Short Haul Tourism (within 3000 Kms)

On the basis of Direction: Inbound Tourism and Outbound Tourism

On the basis of Number: Mass Tourism and Selective Tourism

MOTIVATION FOR TRAVEL AND TOURISM:

- 1. Visiting friends and relatives
- 2. Vacation or pleasure
- 3. Opportunity to broaden their frame of reference education
- 4. Business
- 5. Religion – Pilgrimage
- 6. Sport and cultural purpose

FORMS OF TOURISM:

There are various forms of tourism

- 1. Cultural and Heritage based tourism: It covers various aspects like fairs, festivals, music, dances, cuisines, religions, pilgrimage, spiritual, educational, tribal etc...
- 2. Nature based tourism: It includes Agri, form, garden, green, beach health, coastal tourism etc...
- 3. Leisure and Recreational tourism: It includes business, shopping, medical, industrial, meetings, conferences etc...
- 4. Adventure tourism: This sort of tourism involves activities like trekking, mountaineering, river crossing kayaking, canoeing, paragliding, parasailing, skewing, visiting Arctic and Antarctic regions etc...

FACTORS THAT INFLUENCE TRAVEL DECISIONS:

1. Climate
2. Distance between countries
3. Attractions – Natural and manmade
4. Communication – Transport – Infrastructure – Cost
5. Cultural links / Languages
6. Political factors

TRAVELLER:

Any person who is taking a trip within or outside his/ her own country of residence irrespective of the purpose of travel, means of transport used even though he/she may be travelling on foot. One who travels especially to distant lands.

The following chart will clarify the difference among tourist, visitor and excursionist

TOURIST	VISITOR	EXCURSIONIST
Tourist is a person who travels to destinations outside his/her residence and working place for at least 24 hours and less than a year for the purpose of leisure, business, enjoyment etc..	Visitor is a person who visits different places for meeting friends, relatives, surveys, work and business purpose	An excursionist is a person who temporarily visits a destination and stays for less than 24 hours for the purpose of leisure or business.
Tourist travels to experience different cultural aspects, cuisines and have fun	A visitor travels to meet friends, patients, relatives etc..	They are day travellers only and do not spend any night there
A Tourist utilizes the tourist Visa	No... Tourist Visa	No... tourist Visa...however may use tourist Visa in boarded places, if excursion involves visit to places in adjoining country.
Tourist do not visit places for remuneration	May travel for Remuneration	May travel for remuneration for his overall visit

PHENOMENON OF TOURISM:

The phenomenon of tourism is comprised of four basic components.

1. Attraction
2. Accessibility
3. Accommodation
4. Amenities

Transport is one of the basic components of phenomenon of tourism under broad head of accessibility. Since early civilizations, the modes of transportation were very limited and very slow. After industrial revolution the transportation sector become more advanced with variety of modes. This advancement is incorporated in roadways, railways, airways and seaways.



CONCEPT OF DEMAND AND SUPPLY IN TOURISM:

Demand and supply of tourism products is increasing day by day. Both demand and supply are interlinked and affect each other to larger extent.

Tourism demand may be defined as requirement of various tourism products (goods and services) at a particular place or market in a particular time period. It involves demand of tour packages, tour components and variety of services, catering services and foreign currency exchange etc...

Supply in tourism refers to provision of different tourism products (goods and services) at a particular place in a given time. The supply of tourism products includes provision of tour packages, individual tour components, variety of services like escort and guide services, catering services, insurance services, security services and passport as well as Visa services etc...

CONCLUSION

Tourism is considered to be a product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling en-route to their destination. It focuses on facilities and services designed to meet the needs of the tourist. It can also be seen as composite product as the sum total of a country's tourist attractions, transport and accommodation and of entertainment which result in customer satisfaction.

“Tourism product covers the whole experience of Tourism” Medlik

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DEVELOPMENT AND IMPACT OF TOURISM INDUSTRY IN INDIA

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Introduction

There are various definitions of tourism. Theobald (1994) suggested that etymologically, the word "tour" is derived from the Latin '*tornare*' and the Greek '*tornos*,' meaning '*a lathe or circle; the movement around a central point or axis.*' This meaning changed in modern English to represent 'one's turn.' The suffix -ism is defined as 'an action or process; typical behavior or quality' whereas the suffix -ist denotes one that performs a given action. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.

Similarly, in developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. However, there are pros and cons involved with the development of tourism industry in the country. Let us discuss the development as well as the negative and positive impacts of tourism industry in India.

Development of Tourism in India

Early Development: The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna, A.G., 1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, the *New Tourism Policy* recognises the roles of Central and State governments,



public sector undertakings and the private sector in the development of tourism were. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities has also been recognised.

Present Situation and Features of Tourism in India: Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. 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. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "*Incredible India*" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many *World Heritage Sites*, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are expected to significantly boost tourism in India further.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by *Future Brand*, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

Tourist Attractions in India: India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful 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; centres of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts and hill stations also attract tourists.

The Indian handicrafts particularly, jewellery, 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.

Initiatives to Boost Tourism: Some of the recent initiatives taken by the Government to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent of foreign equity and allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.

The first-ever Indian Tourism Day was celebrated on January 25, 1998. The Year 1999 was celebrated as *Explore India Millennium Year* by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organising India Tourism Expo in New Delhi and Khajuraho. Moreover, the campaign ‘*Visit India Year 2009*’ was launched at the International Tourism Exchange in Berlin, aimed to project India as an attractive destination for holidaymakers. The government joined hands with leading airlines, hoteliers, holiday resorts and tour operators, and offered them a wide range of incentives and bonuses during the period between April and December, 2009.

Future Prospects: 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.

Positive Impacts

1. 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.

2. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. This has favourable 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.

3. 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 Taj Mahal, the Qutab Minar, 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.

4. 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 centers, 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 activities.

5. Promoting Peace and Stability: Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the 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.

Negative Impacts

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most *all-inclusive package tours* more than 80% of travellers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.



4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

Environmental Impact Of Tourism In India

The tourism industry in India can have several positive and negative impact on the environment which are discuss below.

Positive Impacts

1.Direct Financial Contributions: Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

2. Contributions to Government Revenues: The Indian government through the tourism department also collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

3. Improved Environmental Management and Planning: Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

4. Raising Environmental Awareness: Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

Negative Impacts

1. Depletion of Natural Resources: Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.



(i) **Water resources:** Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water.

(ii) **Land degradation:** Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

2. Pollution: Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

(i) **Air and Noise Pollution:** Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas.

(ii) **Solid waste and littering:** In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides. In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities.

(iii) **Sewage:** Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the



health of humans and animals. Examples of such pollution can be seen in the coastal states of Goa, Kerala, Maharashtra, Tamil Nadu, etc.

3. Destruction and Alteration of Ecosystem: An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerala, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

Conclusion

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, 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 organisations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

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ROLE OF GOVERNMENT IN INDIAN TOURISM

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Abstract

The role of government is an important and complex aspect of tourism, involving policies and political philosophies. State intervention in the trade is a relatively recent practice for central government. State participation increased as tourism became a mass phenomenon, reaching a peak shortly after the Second World War in 1939-45. A slow withdrawal began in the boom years of the 1980s with the shift to the market-oriented economy. Tourism is being build up by the Indian government as a tool for social stability, alleviation and sustainable development. In fact, the socio-economic injustices and inequalities will be improved rarely by the tourism. While repealing, diluting, and changing regulations and policies initially in relation with the protection of basic human rights, environmental protection, and democratic as well as social goals, several governments have placed the requirements of investor because tourism turns out to be developed worldwide.

This initially takes place as tourism has been enlarged in the structure of a 'free market' economic environment with least rule. Private profit has been placed by this above additional competing objectives such as economic and social justice. Towards tourism, the differences that appear might not be attributed directly; however, in general they are underlying or simmering tensions and conflicts that the tourism provides to get to the front. Whenever the government does not succeed in regulating the tourism properly, military might be utilized to restrain community opposition and to secure the developments of tourism. On the other hand, this law has been ignored largely by several governments and its significant provisions have been failed to be implemented. As a substitute, they vested interest form tourism, and also from other divisions such as refineries, mining, and ports. the main objective of the paper to study about the role of government in developing the Indian tourism. The most significant focus was to estimate the degree of development of Indian tourism market in order to assist further enlargement by the help of Indian government.

Keywords: Tourism, Sustainable Development, Socio-Economic Environment, Government Policies.

1. Introduction

The role of government is an important and complex aspect of tourism, involving policies and political philosophies. State intervention in the trade is a relatively recent



practice for central government. State participation increased as tourism became a mass phenomenon, reaching a peak shortly after the Second World War in 1939-45. A slow withdrawal began in the boom years of the 1980s with the shift to the market-oriented economy. Tourism is being build up by the Indian government as a tool for social stability, alleviation and sustainable development. In fact, the socio-economic injustices and inequalities will be improved rarely by the tourism. While repealing, diluting, and changing regulations and policies initially in relation with the protection of basic human rights, environmental protection, and democratic as well as social goals, several governments have placed the requirements of investor because tourism turns out to be developed worldwide.

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On the other hand, this law has been ignored largely by several governments and its significant provisions have been failed to be implemented. As a substitute, they vested interest form tourism, and also from other divisions such as refineries, mining, and ports. the main objective of the paper to study about the role of government in developing the Indian tourism. The most significant focus was to estimate the degree of development of Indian tourism market in order to assist further enlargement by the help of Indian government.

2. Tourism in India

With a diverse geography that further diversifies significantly into many microcosms of cultures, art, architecture and heritage not only across the length and breadth of the country but even beyond its borders, India offers a wide range of tourist attractions for all class of travelers. The year 2016 witnessed a growth of 10.7% in Foreign Tourist Arrivals (FTAs) in India. FTAs during 2016 were 88.9 lakh (p) as compared to 80.3 lakh during 2015. About 84.5% of the FTAs entered India through air followed by 14.8% by land and 0.7% by sea. Delhi and Mumbai airports accounted for about 47.8% of the total FTAs in India. Foreign tourist arrivals into the country are forecasted to increase at a CAGR of 7.1 % during 2005–2518. Domestic Tourist Visits (DTV's) in 2016 have witnessed a Y-o-Y growth of 15.5% over 2015, with a CAGR of 13.83% over the last 10 years. During 2016, the number of domestic tourist visits to the States/ UTs was 1653 million (p) as compared to 1432 million in 2015. From an economic point of view, Indian tourism sector is a significant source of foreign exchange and jobs. India can take the advantage of its unmatched tourism potential by providing policy tools and mechanisms to channelize investments in the right direction.



When it comes to sustainable tourism, the Government of India has recognized the immense potential of this niche in becoming a source of sustainable livelihoods in a high population scenario, and has given a special focus on promoting 'Incredible India' brand to attract tourists, not only to major cities and heritage attractions, but also to rural India where through correctly aligned policy mechanisms, the problems of disguised unemployment in agriculture as well as migration to urban areas can be mitigated through community based tourism models mentored by the industry.

3.Tourism Governance Framework

Under the federal structure of India, Tourism falls under the State list of the Indian constitution, hence issues of land, transport, hotels, industry, law and order and the development of tourism infrastructure are handled by the State Governments/Union Territory Administrations. At the national level, the Ministry of Tourism, Government of India formulates national policies and programmes for the development and promotion of tourism in India. The Ministry also plays a crucial role in co-coordinating the activities of various central and state-level Government agencies, co-coordinating and supplementing the efforts of the State Governments/Union Territory Administrations, catalysing private investment, strengthening promotional and marketing efforts and providing trained manpower resources. State tourism departments provide tourist information and monitor the implementation of tourism projects, while 14 overseas offices promote India as a tourism destination.

The India Tourism Development Corporation (ITDC) is a public sector enterprise under the administrative control of the Ministry of Tourism. It plays a key role in the development of tourism infrastructure. Apart from developing hotel chains in India (which is currently in the process of divestment), ITDC offers tourism-related services like transport, duty-free shopping, entertainment, production of promotional materials and professional consultancy services.

The National Council for Hotel Management and Catering Technology (NCHMCT) is an autonomous body of the Ministry of Tourism responsible for the growth and development of hospitality management education through its affiliated institutes. The Indian Institute of Tourism and Travel Management (IITTM) is another autonomous institute under the Ministry of Tourism providing specialized education and training for the tourism and travel industry. Apart from this, the Ministry is constantly working to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. There are now 36 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 15 State IHMs and seven Food Craft Institutes supported by the Ministry. These institutes have been set up as autonomous bodies with the specific mandate to impart hospitality education and conduct training in hospitality skills (OECD 2016).



4. Central Government Initiatives

As we stepped into the 21st century, the impacts of global warming and climate change started exacerbating through frequent natural calamities not only causing damage to life and property, but also proving detrimental to tourism industry globally, including many developing and under developed regions where tourism constituted a major share of the GDP. However, this also put the spotlight on tourism value chains' increasing share in GHG emissions and other indices negatively impacting the environment, including accommodation units, tour operators, MSME providers of visitor services, transporters and nature tour outfitters. Moreover, tourism is one of the few service sectors operating in rural areas and other fragile ecosystems, where the conservation of cultural heritage also becomes an important facet apart from the natural heritage. Recognizing this challenge to create a sustainable balance between visitor numbers and heritage conservation, the Ministry of Tourism is working to provide policy mechanisms to guide the industry towards sustainable use of resources and mitigating negative impacts on environment and society. In 1998, the Ministry of Tourism extensively deliberated with the industry and other stakeholders and came up with "Eco-tourism in India – Policy and Guidelines", covering:

1. Ecotourism definition and ecotourism resources of India
 2. Policy and planning
 3. Operational guidelines for Government, developers, operators and suppliers, visitors, destination population / host community, and NGOs/scientific & research institutions
- In this vein, various parameters were introduced around which issues and solutions would be identified, including carrying capacity, the polluter pays principle, regulatory issues, environment care, sustaining heritage (cultural, natural, built, oral, intangible), and inclusive economic growth.

5. Indian government Recent steps to promote Tourism

In the last two years, the Ministry of Tourism has undertaken several initiatives to provide a further boost to the sector such as launch of new schemes like Swadesh Darshan and PRASAD, revamping of existing schemes such as Hunar se Rozgar tak, extending e-Tourist Visas to more countries, developing a Mobile Application for Tourists, introducing an Incredible India Tourist Helpline, and undertaking various skill development initiatives such as setting up of Indian Culinary Institute, approval of new Institutes of Hotel Management etc, claims the report. Based on it, let's take a look at some of the achievements in the Tourism and Hospitality Sector:

5.1 Creation of world class tourism related infrastructure: Swadesh Darshan scheme was launched by the Ministry of Tourism for the development of theme based tourist circuits to cater to both mass and niche tourism. Under this scheme that aims to develop world class infrastructure to promote cultural and heritage value of the country and



enhance the tourist attractiveness, 27 projects for Rs. 2261.50 crore have been sanctioned for 21 States and Union Territories since its launch in January 2015.

The National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme, was also launched by the Ministry for the development and beautification of pilgrimage sites to tap the growth of domestic tourists driven by spiritual/religious sentiments. The scheme seeks to augment tourism infrastructure at places of pilgrimage to provide better facilities to pilgrims/tourists and enhance their experience.

5.2 Growth in tourist footfalls: Foreign Tourist Arrivals (FTAs) during the period January- July, 2016 were 49.22 lakh with a growth of 10.0% over the same period in 2015. In January-July 2015, FTAs of 44.73 lakh were registered with a growth of 4.6% over the same period in January- July, 2014. Foreign tourist visits (FTVs) to the States/UTs was 23.3 million in 2015, as compared to 22.3 million in 2014, registering a growth of 4.4% over 2014.

5.3 Ease of doing business: Ministry of Tourism has set up a Web-based Public Delivery System for recognition of Travel Trade Service Providers and for classification of hotels in order to ease the process of filing applications by Travel Trade Service Providers seeking recognition from the Ministry. This is also to bring in transparency in granting the approvals. This online process has also been integrated with payment gateway with effect from January 2016.

➤ **Introduction of a Mobile App:-** The Ministry of Tourism launched a mobile application called Swachh Paryatan on February 22, 2016, which will let citizens report any hygiene issues at various tourist destinations across the country.

➤ **Multilingual Tourist Helpline:** The Ministry of Tourism launched the 24x7 Toll Free MultiLingual Tourist Helpline in 12 languages on February 8, 2016. It can be accessed on Toll Free Number 1800-11-1363 or short code 1363. The languages handled by the Tourist Helpline include ten international languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

5.4 Other initiatives: Promoting the North-Eastern Region: The International Tourism Mart is organized every year in North-Eastern States with the objective to highlight the tourism potential in the region. The 4th International Tourism Mart was organized from 14-16 October, 2015 at Gangtok in Sikkim.

❖ **Adarsh Smarak:** ASI has identified 100 monuments to be developed as Model Monuments. These monuments would be provided necessary tourist facilities including Wi-Fi, security, signage, encroachment free area, interpretation centres showing short films about the importance of monuments and signboards of Swachh Bharat Abhiyan. Some of the monuments included in Adarsh Smarak scheme are Leh Palace (Leh), Humayun's Tomb(New Delhi), Red Fort,(Delhi), Shore Temple



(Mahabalipuram), Elephanta Caves (Mumbai), Taj Mahal (Agra), Rani-ki-Vav (Gujarat) among others.

❖ **Skill development:** In 2014, Tourism & Hospitality sustained a total of 36.7 million direct, indirect, and induced jobs in India, which is more than the jobs created in banking, automotive manufacturing, chemicals manufacturing, education, financial services, and mining sectors.

6. Issues & Challenges

While sustainable tourism positions itself well as a panacea to curb the negative impacts of tourism activity without compromising on the economic benefits, its adoption into the mainstream has presented certain challenges, especially in an emerging tourism market like India.

1. Change in Consumer Patterns: While inbound tourism comes from an evolved market that is better aligned towards sustainable tourism products, the domestic market is still in a nascent stage and highly dominated by mass tourism activities. Changing the mindset of the domestic tourist to be more amenable to sustainable tourism products represents one of the major challenges hindering growth of sustainable tourism in India.

2. Low Adoption of Sustainable Practices and Certifications: Many guidelines and certification mechanisms exist today that can guide the tourism industry towards adopting sustainable practices, especially when it comes to the use of resources like water, electricity and also waste management. The Ministry of Tourism has prepared an extensive Sustainable Tourism Criteria for India (STCI), adapting the tenets of Global Sustainable Tourism Criteria (GSTC) in the Indian context. However, adoption of these principles remains low, in some cases due to the high costs involved in acquiring certification.

3. Price Barriers: Many sustainable tourism products are positioned at a higher price point than their conventional counterparts owing to the higher input and localization costs involved. As a result, many tourists, especially domestic travelers, are compelled to settle for mass tourism based livelihoods even if they have an inclination to try out sustainable tourism products.

4. Capacity Creation in Rural Areas: While creating necessary tourist infrastructure is one part of the puzzle, motivating communities to take up tourism activities, especially in rural areas, requires building up skill sets (sometimes from the scratch) in areas pertaining to both hospitality as well as business operations. In a scenario where a large part of the rural population is living on frugal agrarian means with low literacy rates and limited access to basic amenities, motivating them to undertake new ventures can prove to be a challenging ordeal. Confederation of Indian Industry Sustainable Tourism in India: Initiatives & Opportunities 38



5. Informed Policy Frameworks: In order to create a framework that can be easily adopted and implemented by the industry, policies need to be informed by evidence, making the collection of data collection, analysis and monitoring critical. Efforts are needed to ensure that data collection is sustained and participatory; makes use of existing statistical frameworks where relevant; involves needs-based indicators; and that the data collected is used to guide tourism management in practice

7. Findings and suggestion

In order to estimate the role of government in developing the tourism in India, the following requirements must be researched:

1. Effectiveness of government role in developing current strategic policies of tourism, Differentiation Strategies, The development of Indian tourism in global context and Economic benefits of Indian tourism.

2. Ten years later the average rate of tourists will be increased and there will be a lot of demographical change in countries which are mainly developed countries.

3. Social trends are increasing every day, the tourism activities are also improved a lot. The no of tourists are increased day by day. Tourism industry also following various advanced methods for attracting tourists. This will improve the economy of tourism department. This economy plays a vital role in national economy improvement. Some of rules and regulations which are directly affect the economy increment in a specific country.

4. The international rules and regulations will become the barriers for tourism department. These rules can be national and international. These rules are limited by the various countries

8. Conclusion

Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country's overall economic and social development. Much has been achieved by way of increasing air seat capacity, increasing trains and railway connectivity to important tourist destinations, four-laning of roads connecting important tourist centers and increasing availability of accommodation by adding heritage hotels to the hotel industry and encouraging paying guest accommodation. But much more remains to be done. 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 organisations become active partners in the endeavor to attain sustainable growth in tourism if India is to become a world player in the tourist industry.

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PROSPECTS OF TOURISM INDUSTRY AND ECONOMIC DEVELOPMENT IN INDIA

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Abstract

Tourism is developing by the twin travel dicta of Bharat Darshan and Athidi Devo Bhavah, through the medium of incredible India. The Intention to travel to destination which are environmentally and culturally rich well conserved seldom frequented and places where one can still enjoy the luxury of Tranquillity. Tourism is "PEOPLE GO AWAY BECAUSE THEY NO LONGER FEEL HAPPY WHEERE THEY ARE – WHERE THEY WORK – WHERE THEY LIVE. "WHEN YOU COME TO INDI YOU ARE INSPIRED BY THE PAST AND YOU CAN SEE THE FUTURE" George W Bush, U.S President, New Delhi, March, 3, 2006. India has rich minerals, breathtaking coastline, rich flora fauna, cultural and religious heritage, which all combined together is a big advantage for Tourism. Tourism is a multi-sectoral activity and also a sustainable development tool to fuel the economic and social growth by reduction of poverty through income generation by way of honour the cultural heritage and values of the locals enhance of their livelihood and stimulating domestic consumption. Policy makers, administrators and researchers become more aware of the positive impacts of Tourism based on theme of "ONE MILLION TOURISTS AND ONE MILLION OPPERTUNITIES" Tourism is also an important instrument for peace and harmony.

Keywords: Harmony, Incredible India Heritage, Bharat Darshan.

Introduction

Tourism is considered to be an important of service sector. The cynosure of Tourism is Tourist whose satisfaction is a big boon to the edifice or organization. The ultimate proof of pudding in the Tourism industry is Tourist expectation. Tourism is travel for pleasure and become global leisure activity and has a direct economic impact in the developing countries like India.

According to the World Tourism Organization, tourists are people who "travel to and stay in places outside their usual environment for 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 stresses of urban life have created a need for counter-urbanization, which could, for example, strengthen the bond between India and Bharat There is simultaneous benefit for local communities with the enriching



connection between visitor and host. Attitudes and mindsets are transformed, imparting local pride and visitor appreciation is gained through tourism.

Travel and tourism sector's contribution to capital investment is projected to grow at 6.5% per annum during 2013-2023 above the Global average of 5%.(Arjun Sharma, chairman cii tourism fest 2013, MD Le passage India) People may still be choosing to travel in their own country or to destinations where their money is worth more, which would have a positive impact on tourism in India. In tourism there is the pleasure of sharing experiences with friends and relatives. In the early years of the twentieth century, tourism continued to expand as a consequence of increasing wealth, interest and outgoing attitudes, and improvements in people's transport. TOURISM PROMOTES NATIONAL INTEGRATION AND INTERNATIONAL BROTHERHOOD. India has composite culture and there is a harmonious blend of art, religion, and philosophy.

2. Vision- TOURISM IS INFORMATION FLOW

3. Mission- TOURISM AS AN ENGINE OF GROWTH

There is need to spread Education and awareness on the importance of tourism by making campaigns like ATHIDIDEVOBHAVA may be implemented at regular intervals. Athididevobhava translated literacy this means GUEST IS GOD. Under this program Government create awareness among Indian people who come to contact with the Tourist and potentials tourism in India.

4. Need of Study: This paper is an attempt to find out the gap in knowledge and awareness of the tourists their contribution for the prospects of tourism development in India .and also an attempt needs a thorough study to find out tourism potentials which holds importance for the future growth of India's tourism industry.

5. Definitions

5.1 The concept of Tourism has been derived from the Latin word TOMOS and Hebrew word TORAH.

5.2 People go away because they longer feel happy where they are, where they work, where they live. Tourist is a person who travels away from home for leisure, business, or other purposes for from longer than a day equal 24 hours but less than a year.

6. Review of Literature

The study has been conducted with reference to the data relate to Prospects in the following aspects i.e. 1. Sustainable tourism triple bottom lines-economic, environment and social 2. Mass tourism 3. Special interest tourism 4. Eco-tourism and Hotel and resort development relating to the main theme of this seminar is, Prospects of Tourism Industry and economic Development in India.



7. Methodology: The data has been based on secondary information, collected from various journals, reports/books, e-journals, CII confederation of Indian Industry, KPMG, and Kitting through complexity (a professional service firm) Incredible India report etc.

8. Objectives

8.1. The Indian tourism product which is un-parallel in its beauty, uniqueness, rich culture and history has been aggressively pursuing the promotion of tourism both internationally as well as in the domestic market.

8.2 Incredible India campaign implemented by the Government of India has proved a catalyst in attracting tourists into India through integrated marketing programs.

8.3. Forward looking and forward thinking is our goal is to provide value to our tourists at every turn by delivering high end loyal guest for unrivalled returns.

9. Snapshot of Prospects of Indian Tourism

India is well known for its valuable reception and as a good host for tourist. In the year 2010 India received 5.78 million International tourists from U.S.A, U.K, Bangladesh. Domestic tourism is about 130 times the amount of International tourism accounting for 650.04 million travellers’.

10. Positive Steps for Prospects of Tourism in India

10.1. The Government take steps to boost tourism include grant of export house status to the tourism and incentives like Tax exemptions, interest subsidy and reduced import duty. It is also declared a high priority industry for fore total jobs in 2012.

10.2 Government investment as direct investment up to 51 percent of foreign equity and allowing 100 percent as NRI investment. India represents one of the most potential markets in the World. The Indian Tourism industry will continue to grow at the fastest pace in the coming years.

10.3 The tourism sector is significantly contributing employment for its citizens it is providing 25 million direct and 40 million total jobs in 2012. These have been forecasted to increase at growth rate of 2.1 percent by 2023.

10.4 The foreign Tourists inflow is impacted by the safety and security of a country; it is a paramount importance to any country. The Ministry of Tourism initiated a campaign called “I respect Women” with an aim to raise awareness about need for sensitive behavior towards women and to provide greater security and also development of medical infrastructure in the country is also required for provision of a safe and healthy experiences to tourists visiting India.

11. Discuss the Components in the Sub theme of Prospects of Tourism India

11.1. Sustainable tourism practices in India are not new bound together by the twin travel dicta of Bharat Darshan and Atithi Devo Bhavah, now known the world over

through the medium of the Incredible India campaign and Million Development Goals (10th Five Year Plan).

Being sustainable means using only enough of the earth's resources (air, water soil, minerals, art, culture and heritage that are community-owned, culturally expressive and environmentally sustainable

11.2 Sustainable Tourism Scenario Moreover emphasis would increasingly be given to organizing more short-term courses for the unskilled workforce, as well as unemployed youth, on the pattern of 'Hunar-se- Rozgar' and 'skill certification of service providers. A study conducted by the Ministry of Tourism, Government of India at important tourist destinations, reveals that lack of hygiene and sanitation is a major irritant for foreign and domestic tourists. 'Shri PranabMukarjee, President of India was rightly added that it's unfortunate that low sanitation standards hamper the architectural and historic heritage of the country and encouraged those present to lend a hand in the Ministry's efforts towards Swacha Bharat to ensure cleanliness''. (Speech was given on world tourism day 27.10.2015)

11.3 During 12th Five Year Plan, the following awareness measures are taken.

11.3.1 Major social awareness campaign under the 'AtithiDevoBhavah' initiative.

11.3.2 Involving schools, NGOs, industry associations, etc. in carrying out sustained cleanliness drives at important tourist destinations.

11.3.3 Top most priority will be given for sanctioning Central Financial Assistance for setting up of way-side amenities, bio-degradable toilets, etc.

11.3.4 Sustainable tourism development will include advancing some of the following Niche tourism products or developing additional niche products such as a) Adventure tourism b) Medical c) Wellness d) Golf e) Polo f) Cruise g) Meetings Incentives & Exhibitions h) Pilgrimage spiritual travel i) Eco-wildlife caravan tourism.

11.4 As tourism is a multi- sectorial activity and involved in promotion of tourism at Central and State level is necessary for achieving the optimum results the intention is that countrywide experiential tourism attractions get developed for the socio-economic benefit of local communities. In India, the tourism sector is based on its unique endowments of bio diversity, forests, rivers, and its rich culture and heritage. It implies minimizing the negative and maximizing the positive effects of all forms and activities of tourism. Around that time, the UNWTO brought out a publication entitled "Making Tourism More Sustainable –A Guide for Policy Makers".

11.5 This lists the following aims of an agenda for sustainable tourism:

a) Economic Viability b) Local prosperity c) Employment quality d) visitor fulfilment e) social equity f) local prosperity g) community wellbeing h) cultural richness i) Physical integrity j) Biological diversity k) environment purity l) resource efficiency.

11.6 Mass Tourism: It is used for pre- scheduled tours for groups of people who travel together with similar purposes i.e. recreation, & sightseeing, under the organization of tourism professionals. Mass tourism depends on seasonal and climate conditions. Hence Mass tourism came to be known as SEA-SUN-SAND tourism.



11.7 Benefits of Mass tourism: a.jobs are created, b. local people benefitted, c. Infrastructure developed. d. Tourists introduce new Values & Culture and learn about new Cultures – this causes Cultural Understanding.

11.8 Special Interest Tourism: It is defined travelling with primary motivation of practicing or enjoying a special interest. It is undertaken for a distinct and special interest .Special interest tourists enjoy activities in contact with nature, beauty of a conserved natural area, the pleasure of watching the fauna in its natural habitat, of exploring, discovering and learning, overcoming obstacles and feeling the pleasure of overcoming them EX; sports,cycling youth tours,educational tours and there is the pleasure of sharing experiences with friends and relatives. India has also unique ecological features that provide significant which are, including coastal areas, mountainous terrain, rivers, parks, and protected areas its various resources can make it a unique destination among the neighbouring countries.

11.9 Eco Tourism: India has offered a different aspect of her personality – exotic, extravagant, elegant, eclectic to each traveler to the country. Eco-tourism is concentrated for preserving and sustaining the diversity of the Worlds natural and cultural environments ex: wildlife management, photograph, marine biology, oceanography etc. Travelers are also visiting of fragile, pristine and relatively undisturbed natural areas. Stresses low impact adventure in a natural setting, sometimes called Green Tourism.

11.9.1. Eco-tourism is Nature based tourism that involves Education and Interpretation of the Natural environment and it is responsible travel to Natural areas that conserves the environment and improves welfare of local people.

11.9.2.ECO-TOURISM INDUSTRY WITHOUT CHIMNYS – IT IS PEACE INDUSTRY

11.10 Hotel Resort Development:Any place or places with pleasant environment and atmosphere conducive to comfort healthful relaxation and rest offering food, sleeping accommodation and recreational facilities to public for a fee, ex: year-round, summer and winter resort

11.10.1. TYPES OF RESORTS:Pleasure: Improve the physical/spiritual condition of individual, ex: yoga Work shop., Business, Nature, Cultural, Social, Recreation, Active, Sports, Religious, Adventure, Wildness and Health & Medical tourism.: The Top Ten countries are selected for medical tourism in 2012 They are 1.Thailand 2.Malaysia 3.SouthAfrica 4.Egypt 5.Hungary 6.CostaRica 7.Isreal 8.India 9.Turkey 10.Lithunia.

12. The Following Results are obtaining from Tourism: In the Tourism industry SWOTS (strengths, weaknesses, opportunities, and threats) are also involved in structural planning, as a marketing tool.

Our President of India Shri Pranab Mukarjee has noted that “e Tourist visa “scheme of the Ministry of the Tourism has attracted large number of tourists like U.S, Germany, and U.K among others.



13. Highlights

13.1. NCAER report stated that 31.4 million tourists rise to 113.8 million tourists (2025-2026 increase) travelers.

13.2. With 28 World Heritage sites, 25 bio-geographic zones along with a 7000kms long coast line

13.3. Rise in FDI 2013 at US D 3-2 billion (as on Feb 2013)

13.4. Senior travelers 2011 – 1-3 million expected to increase /rise 7-3% by 2030.13. In India there are Top ten Destinations: Rajasthan. Kashmir. Darjeeling. Kerala. Shimla. Golden Triangle Goa, Varanasi Agra the momentous, loveliness and the wealthy history of the torrent attract visitors from all over the World.14. Top five states visited by foreigners States - Tourists (in lakhs); Tamilnadu – 20-3, Maharashtra – 20.0, Delhi – 19-6, U.P – 15.3, West Bengal – 11.8.

14. Tourism – faced the Challenges: Many of the tourist site environments are unhealthy, Facilities & services are poor in many Sites., Inadequate transportation., Poor infrastructure and adequate security in some areas.

15. Tourism – Overcome challenges

15.1. Central and State Governments must have special attention and made investment.

16.2 Specific toll-free numbers can be used for easy access of Information by Tourists.

16.3. Liberalizing the VISA norms.

16. Opportunities

16.1. The common Wealth Games 2010 was held in new Delhi was the right biggest event in India's sporting history. This will put India on the WORLD MAP as a sporting Nation and approximately gained major source of income 1500 crores.

17. Promote Tourism - By - 7 S- Mantras: In the year 2002, the Government of India amended New Tourism policy. This policy is built around the 7 S mantras of tourism;

17.1 Swagat- Welcome, 17.2 Soochana- Information

17.3 Savidhaa – Facilitation, 17.4 Surakshaa – Security, 17.5 Sahyog-cooperation

17.6 Sanrachanaa – Infrastructure, 17.7 Saffai – Cleanliness.

18. Findings

18.1. In India, the travel and tourism sector is estimated to create 78 jobs per million Rupees of investment, compared to 45 jobs in the manufacturing sector for similar investment, later in 1992, the 'Earth Summit' in Rio established the triple Principles of environmental, economic and social sustainability. Since then, the Principles of sustainable tourism have been adopted by the tourism industry.

19. Main Findings

19.1. Implemented "e visa for 43 Nations, is big boost for tourism on November 28, 2014.

19.2. Tourism Vision Document 2030 was prepared by KPMG and released by the President of India on 27.10.2015, on the occasion of World Tourism Day.



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- 19.3. 198.7% growth registered in Tourist visa in October, 2015
 - 19.4. Fourth International Mart held in Gangtok, Sikkim. In this Mart, International buyers from 27 countries participated.
 - 19.5. Tourism sector was provided 25 million jobs in 2012, it is expected to amount to 31 million by 2023.
 - 19.6. Tourism sector demand is expected to reach US D 266.1 billion (14,601.7 billion) by 2019.
 - 19.7. Tour and Travel Industry show its impact on other sectors is very immense Sectors like Horticulture, Agriculture, Poultry, Handicrafts and Construction have benefitted.
 - 19.8. It provides employment to about 2 crores of people in India.
 - 19.9. It contributes 6.23% to GDP and 8.78% to total employment.
 - 19.10. As per World Tourism Organization estimated 8.9 million arrival by 2020.
 - 19.11. VISIT INDIA 2009 campaign was conducted in February 2009.
 - 19.12. Travel and Tourism industry is the second highest foreign exchange earner for India and it contributes enormously in the flourishing graph of Indian Economy.
 - 19.13. The first major effort to promote the industry was launched with the announcement of 1991 as the 'Visit India Year'.
 - 19.14. The first ever Indian Tourism Day was celebrated on January 25, 1998. 20.20 The year 1999 was celebrated as 'Explore India Millennium Year'.

20. Importance of Tourism: India's size and massive natural, cultural Geographic and artistic diversity offers enormous opportunities for the Travel & Tourism industry. Success of the Tourism seriously depend upon the Effective and efficient trained manpower Tourism companies operate in many countries with different regulating structures with varying requirements for internal corporate Governance, Labor, Health and Safety. Reduction of poverty and emigration through income generation in the tourism sector in a sustainable way, by attracting the tourists from all over the World. Increase the knowledge about the different region having different ecological foot print and tourism offer to attract more tourists by several special tourism offers are implemented.

21. Scope for further Study: This paper has not covered all the prospects aspects. Therefore, it leaves space for further research which we continue by observing further on the prospects of Tourism in India.

22. Suggestions: For everything we need a policy – a sound policy. Let me now put forward a few policy suggestions to develop sustainable tourism in India. India should make the most of its topography, natural resources and labor to develop not only traditional products but also non-traditional products of tourism. Rural tourism should be a by product of Indian tourism. At the same time eco-tourism for sustainable livelihoods must be encouraged. Enhancing security. Service quality – in hotels, Airports, railway stations, etc. – needs to be upgraded. Yet a holistic approach should be the objective top project an Incredible and Inclusive India. Education, research and training are crucial cogs in the wheel of tourism. Tour operators, guides must develop a good rapport with tourists. From touring to learn we should move to learning to tour.



23. Conclusion: Travel and Tourism is today emerging as a leading sector in the world and is now considered by some as the number one industry. The survival of the travel and tourism industry depends decisively on recognizing the relevant trends and allowing for them in good time.

24.Latest Information: Indian Tourism sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$460 billion) by 2028 (9.9% of GDP). In 2018 10.56 million foreigners have visited India and our country earns 1,94,885 crores of Rupees in the form foreign exchange.

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GOVERNMENT TO PROMOTE TOURISM AND HOSPITALITY IN INDIA

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Introduction

Tourism is a most desirable human activity; which is capable of changing the socio-cultural, economic and environmental face of the World. Tourism is one of the largest and fastest growing industries in the world; it has the potential to influence the living pattern of communities. It is one of the most important channels of cultural exchange which breaks down the barriers between people of different parts of the world. It is the collection of activities, services and industries that deliver a travel experience including transportation, accommodation, eating and drinking, establishments of retail shops, entertainment, business and other hospitality services provided for individuals or a group travelling away from home. Tourism & Hospitality sector has been universally recognised as an agent of development and an engine for socio-economic growth.

According to WTTC's India Benchmarking Report 2015, every \$1 million in travel and tourism spending in India generates \$1.3 million in GDP. According to a report released by the government, "Tourism & Hospitality sector has been a harbinger of 'more inclusive growth' in India by promoting other industries in the economy through backward and forward linkages and generating employment in various sectors such as hospitality, travel, and entertainment, wellness and other sectors." This paper mainly focuses on Indian Government to promote tourism and Hospitality in India". The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

Importance of Tourism and Hospitality

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$460 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients travelled to India to seek medical treatment. Hyderabad International airport is the only airport in India to be ranked among the top ten airports in the world. Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing



a growth of 15.6%. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked 28th by the number of foreign tourist arrivals, while Mumbai is ranked 30th, Chennai 43rd, Agra 45th, Jaipur 52nd and Kolkata 90th.

Tourism industry is important for the benefits it brings and due to its role as a commercial activity that creates demand and growth for many more industries. Tourism not only contributes towards more economic activities but also generates more employment, revenues and play a significant role in development. The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, transportation, cruise line, traveling and additional fields within the tourism industry. The Tourism and Hospitality industry is one of the largest service industries in India. Tourism is an integral pillar of the Make in India programme. Tourism plays a role of significant economic multiplier and becomes critical since India has to grow at rapid rates and create jobs. India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. Hospitality is about people welcoming other people into their homes or other places where they work or spend their time. The word hospitality comes from the Latin hospes, which came from the word hostis, which originally meant "to have power". Hospitality is all about the art of entertaining or receiving guests. Hospitality businesses that provide customers with a positive experience will reap the benefits of a higher customer retention rate, as opposed to their counterparts who offer a less pleasant experience. Hospitality is also important for businesses because it encourages positive customer reviews.

The report of Travel Tourism Competitiveness 2019 ranked India 34th out of 140 countries overall. India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked. The report ranks the price competitiveness of India's tourism sector 13th out of 140 countries. It mentions that India has quite good air transport infrastructure (ranked 33rd) particularly given the country's stage of development, and reasonable ground and port infrastructure (ranked 28th). The country also scores high on natural resources (ranked 14th), and cultural resources and business travel (ranked 8th). However, some other aspects of its tourism infrastructure remain somewhat underdeveloped. The nation has many hotel rooms per capita by international comparison and low ATM penetration.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains



and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. During 2018, FEEs from tourism increased 4.70 per cent* year-on-year to US\$ 28.59 billion. FEEs during January 2019 was US\$ 2.55 billion. The tourism and hospitality industry is \$208.9 billion (INR 1400 thousand Cr) in 2016, it contributes 9.6% to GDP. It is expected that the industry will grow to \$ 455.9 billion by 2027 (INR 3050 thousand Cr*) registering a growth of 7%. \$1 million spent on the industry generates \$1.3 million in GDP.

Segments of Tourism and Hospitality

(a) **Accommodation and Catering:** Accommodation could be hotels and motels, apartments, camps, guest houses, lodge, bed and breakfast establishments, house boats, resorts, cabins, and hostels. In addition, tourists also require catering facilities, which includes include hotels, local restaurants, roadside joints, cafeterias, and retail outlets serving food and beverages.

(b) **Transportation:**Comprises airline companies, cruise services, railways, car rentals and more. A tourist's choice of transport would depend on the travel budget, destination, time, purpose of the tour, and convenience to the point of destination.

(c) **Attractions:**Another major component of the travel and tourism industry is 'attractions' such as theme parks and natural attractions including scenic locations, cultural and educational attractions, monuments, events, and medical, social or professional causes.

(d) **Travel agents:**A fragmented sector with a number of independent travel agents and many online businesses.They also sell associated products such as insurance, car hire, and currency exchange. Business travel agencies specialise in making travel and accommodation arrangements for business travellers and promoting conference trades.

(e) **Tour operators:**Offer customised tours, including travel and accommodation, and sightseeing.

Government to Promote Tourism and Hospitality

The Ministry of Tourism, is the nodal agency for the formulation of national policies and programs and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country.This Ministry is headed by the Union Minister of State for . Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism.The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India.

The Indian government has realised the country's potential in the tourism and Hospitality industry and has taken several steps to make India a global tourism hub.

1. Based on specific themes, government had identified five circuits which includes Krishna Circuit, Buddhist Circuit, Himalayan Circuit, North East Circuit and



Coastal Circuit USD98.3 million has been allocated for Swadesh Darshan under the Union Budget 2015 - 16

2. The tourism sector contributed an estimated 5.06% to the Gross Domestic Product of the country during 2016-17. The estimated share of jobs due to tourism was 12.38% during 2017-18. An estimated additional 13.92 million jobs were created due to tourism during the years from 2014-15 to 2017-18.

3. Ministry of Tourism, Government of India spent Rs. 1687.06 crore and Rs. 1986.04 crore during the years 2017-18 and 2018-19 respectively under its plan scheme on tourism sector. The Budget Estimate under the plan scheme for the sector during the financial year 2019-20 is Rs. 2075.12 crore.

4. Statue of Sardar Vallabhbhai Patel, also known as 'State of Unity', was inaugurated in October 2018. It is the highest standing statue in the world at a height of 182 metre. It is expected to boost the tourism sector in the country and put India on the world tourism map. The Government of India is working to achieve 1 per cent share in world's international tourist arrivals by 2020 and 2 per cent share by 2025.

Development and promotion of tourist places is primarily the responsibility of concerned State Government/ UT Administration. However, the Ministry of Tourism promotes India as a holistic destination covering its various tourism destinations and products across different States/Union Territories in the country. Ministry has taken several initiatives to boost tourism in the country with the objective of increasing tourist arrivals, which inter-alia include:

- Central Financial Assistance to States/UTs under the schemes of Swadesh Darshan, National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive and Assistance to Central Agencies for the development of tourism related infrastructure in the country.
- Extension of e- visa facility to citizens of 167 countries.
- Launch of the Incredible India 2.0 campaign with market specific promotional plans and content creation.
- Revamping of Incredible India website with the aim to provide more information about India as a tourist destination.
- Launch of 24x7 toll free multi-lingual tourist helpline in 12 International languages including Hindi and English.
- Organisation of annual Global Tourism Mart for India in line with major international travel marts being held in countries across the world. It provides a platform for all stakeholders in tourism and hospitality industries to interact and transact business opportunities.
- Organisation of biennial International Buddhist Conclave.
- Organisation of Annual International Tourism Mart for promotion of tourism in North Eastern States.
- Promotional activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in travel fairs and exhibitions; organising Road Shows, "Know India" seminars & workshops.



Conclusion: Tourism is a most desirable human activity; which is capable of changing the sociocultural, economic and environmental face of the World. Tourism is one of the largest and fastest growing industries in the world; it has the potential to influence the living pattern of communities. It is one of the most important channels of cultural exchange which breaks down the barriers between people of different parts of the world. The Indian Government should be need to promote tourism and Hospitality in India.

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TECHNOLOGY TRENDS – DEVELOPMENT OF INDIAN TOURISM

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ABSTRACT

Today, nobody doubts that **technology and travel are the perfect combination**. This joint force also plays a crucial role in the way we travel: from the vacation destination we choose, all the way to what we do once we're there and even in the time after we've come back from our adventure. It is so prevalent, that according to a Google Travel study, 74% of travelers plan their trips on the Internet, while only 13% still use travel agencies to prepare them.

Social media and technology plays a huge part when tourists zero in on destinations to travel and the stake-holders of the tourism industry must update tourism promotional policies according to the rapidly developing technology. "Electronic travel visas implemented by the government are one such step towards the harnessing potential of technology in the sector.

One million tourists out of the 10 million who visited India in the last year have made use of e-visas. We hope to raise it to 3 million in the coming year. Promotion of tourism products also should take the online route. India has cornered an eminent space in the global tourism map and had earned maturity for the Indian tourism industry. The tourism policies and strategies of each and every country that is part of Asia/Pacific should be taken into consideration when talking about the Asia Pacific Tourism Development. Smart tourism, impact of digital borders, influence of technology on workforce, sustainability supported by technology, virtual- augmented realities, Artificial Intelligence, Internet of Things, big data, robotics, smart robots and automation came up at the panel discussion.

Key Words: Smart Technology, Electronic devices, Political strategies

INTRODUCTION

Technology in travel and tourism industry in today world control and deliver swiftness and power your need to achieve your business ambitions. It is also delivers effective solution to meet their customers precise business needs increasing profit and work rate improving customer relation and decreasing cost. The tourism industry is an ever growing industry. Tourism has opened up the world for travellers to explore and experience beautiful destinations & make wonderful lifetime memories. This is not entirely possible without technology. Various operating and booking systems assist a travel agent in booking a tour or other modes of travel easily for consumers, who in turn are able to easily rely on a travel agent to fulfil their travel needs.



Nowadays, Virtual Reality(VR) and Augmented Reality(AR) has made it easy for a travel agent to sell a tour to prospective travellers through the means of a “viewing goggles” that allows a traveller to experience a destination in a unique way even before going there. The use of Virtual Reality in tourism industry has increased awareness about a particular destination or experience more than showing pictures in a brochure which in turn has helped in creating awareness for Sustainable, Responsible and Eco tourism. Fare prediction apps helps tourists to book their tickets at the right time. Transit apps helps a traveller move around at low expense. In short, Artificial Intelligence helps a traveller plan and execute their vacation with confidence.

BENEFITS OF TECHNOLOGY ON THE INDUSTRY

The benefits of IT are manifested almost in every aspect of our lives. The internet has become an important part of people's lives. People are able to share information in their remote locations through personal computers, fax machines, cell phones, emails, and the internet in real time. The capability that has come with technology has been manifested in major sectors of economies. The hospitality and tourism sector is one of the sectors that require adequate marketing across the globe.

With the internet in place, this has been achieved with ease and at low costs. Business has hosted different sites that they use to advertise their products and services to the entire world. They are able to tailor the needs of the customers accordingly. Another advantage of technology is that it has facilitated globalisation. The world has been constricted into one small village. People are connected through the internet networks and social media. Information is transmitted at a faster rate with just one click of a mouse. Hospitality industry and tourism have used this opportunity to share ideas on various businesses. It has also helped to bring together people separated by geographical locations, as well as those from different cultures. Since this industry depends on information, this technology has added a boost because people are able to access information about the locations that they can visit, spend their leisure time, and holidays relaxing.

They therefore use internet to book, check and compare prices, and schedule their travelling to various tourist destinations. Many people who travel across their borders spend their time and are accommodated by the hospitality industry. Therefore, they contribute a lot to the industry. Some travel for leisure. They therefore pay the host country foreign exchange for them to be hosted or to travel across the country visiting any area of attraction like game reserves and game parks. The number of bookings increased to double digit between 1996 and 2006.

Therefore, they transact their businesses through the internet. For instance, they book the places of visit upon landing in their destination in advance. This shows how technology has transformed the industry. In the past, it was very difficult and costly to travel because of the numerous tedious paper work processes that people went through. When they reach their destinations, they do not have to look for accommodation.



Technology has enabled people to search for their directions, maps for directions, accommodation/hospitality facilities, schedules, airfare, and the amount of money to be spent for a tour. These logistics are available on the internet. It has become a very essential medium of budgeting and choice making. This is with regard to the places or locations that a person wants to visit. The availability of this information on the internet, for example, tourist attractions sites, tourist attraction scenes, and features create a platform for persuading people to travel and experience them.

Technology has evolved at a faster rate making it even possible to access internet through cell phones. People across the globe are able to access information on their phones even to the extent of communicating with one another. This platform has enabled the hospitality industry and tourist industry to market their products on the internet.

People travelling for leisure or any other reason are always in touch with their family members and friends. This has contributed towards the increased travel across the borders by many people. (According to Jungsun and Hardin (2010), social media, Facebook, and mySpace host many users. It is estimated that around 360 million people visited and used the media in 2007 for their interaction and other purposes. The media is used for sharing ideas and keeping in touch with people across the country. Therefore, they provide a good platform for businesses to market their products and services. Hospitality and tourism industry have the potential of using such media to reach out too many potential visitors.

People will get information about the tourist destinations and some of the hospitality services provided through such media. Therefore, they can contribute greatly to the success of this hospitality and tourism industry. However, technology has had its negative impact in this industry.

CHALLENGES/DISADVANTAGES OF TECHNOLOGY

Technology has some challenges. According to Jungsun and Hardin (2010), virtual world presents challenges of maintenance and follow up. It requires a lot of investment in the internet use in terms of updating the links and responding to many blogs that are sent. People or potential visitors may change their minds or plan to travel to a particular destination if their queries are not answered on time. Another challenge is the increased risk of cybercrime and hacking. Some people may gain entrance to a system hosted on the internet to gain access to any information that may be confidential. Such individual may falsify the information hence leading to misrepresentation and loss of customers. Furthermore, the number of visitors that visit the website may not be enough as expected. This causes a huge loss since the company may not be able to raise enough revenue hence affecting the level of income of the company. One of the disadvantages that technology has brought in the industry is that it has caused unemployment. Many people who worked in the hotels as managers, waiters, and cooks,



as well as those in the tourist industry such as tour guides, lost their jobs to cut the cost and by utilising the internet.

Creation of jobs in these industries has also reduced because most of marketing and advertising is done through the internet. Privacy has also been affected with the coming up of the internet.

People have improvised ways of hacking or gaining into the websites of organisations to steal important information. This exposes the company to risk. Proliferation has increased on the internet. Many tourist websites are available on the internet. This is a challenge especially to small and medium tourist enterprises that possess inadequate skills and knowledge in website efficiency. This proliferation is a sign that there is lack of organisation in the market that is already saturated. Many of these websites are not familiar to the clients. This becomes difficult for potential customers to locate them and even to have confidence in them to the extent of using them.

Intermediaries that are used to link the customers to various businesses provide another challenge on the internet. They are paid for their services hence leading to low profits, revenue, and homogeneity of the websites. Therefore, in conclusion, technology has contributed greatly to the success of the hospitality and tourism industry across the globe. Countries that have positively embraced technology in their operations have benefited in terms of increased revenue. The potential of this technology is exorbitant. However, it requires people who have a vast knowledge and expertise on how it operates to manage it well and to reap from its overwhelming potentials. On the other hand, technology has rendered many people jobless. This has affected their living standards since they depend on their jobs as their source of livelihood.

Today, nobody doubts that technology and travel are the perfect combination. This joint force also plays a crucial role in the way we travel: from the vacation destination we choose, all the way to what we do once we're there and even in the time after we've come back from our adventure. It is so prevalent, that according to a Google Travel study, 74% of travelers plan their trips on the Internet, while only 13% still use travel agencies to prepare them. Millennials have also played a significant role in this paradigm shift. They love to travel and are also passionate about new technology. This combined interest has given way to a new context where social media, apps, blogs, and so more have an important part to play when it's time to plan a trip. By that same token, the industry, as it becomes increasingly aware of this trend, has followed suit by adapting its business model and product offering to attract this coveted target.

The seven most important tech solutions for the tourism industry

1. Mobile Technology

This is undoubtedly the main character in the new ways of travel. The cell phone has become our tour guide, travel agency, best restaurant locator, map, and more.



It's by our side during the entire purchase journey. In fact, according to TripAdvisor, 45% of users use their smartphone for everything having to do with their vacations. This is why there's a need to adapt corporate services and communications to these devices. KLM, for example, has already created an information service for passengers using Facebook Messenger. This system, once someone has made a reservation, sends the user information regarding their ticket through Facebook Messenger as well as their boarding pass or updates about the status of their flight. This way, the user has all the pertinent information about their trip in the palm of their hand using an app that they already use, eliminating the need to download anything else.

2. Augmented Reality

Augmented reality (AR) or virtual reality (VR) have also entered the travel world, and the truth is that **it's a trend due to all the possibilities they can offer**. More and more companies use it to show users a cabin on a cruise ship or transport them, for a few seconds, to the Great Wall of China. Today, **it's possible to "teleport" ourselves to the most remote corners of the globe without getting off the couch**. That's what you can get using Everest's EVEREST VR app, which lets you see the top of the world without having to climb to the top. Or, if you would prefer, you can cross the Grand Canyon in a kayak enjoying the landmark's sights and sounds.

3. Internet of Things (IoT)

The Internet of Things (IoT) promises to bring significant updates to the tourism industry. They include integrating sensors connected to the Internet inside items like cars, suitcases, buildings, and more. In fact, Spain's Hotel Technology Institute (Instituto Tecnológico Hotelero, or ITH) affirmed that the Internet of Things "is going to be the major transformative factor in the personalization of the customer experience over the next few years." Some Virgin Hotel properties offer an app to their clients that lets them interact with the room's thermostat or control the television in the room. There are also suitcases that have devices that allow users to use their cell phones to follow where their suitcase is at any time to avoid lost baggage at the airport or other public places.

4. Virtual Assistants

We're all familiar with Siri and Alexa, the virtual assistants that meet all our needs: what's the weather like today in my city, turn the radio on, open my email, and more. Hotels are now starting to enlist this "help" thanks to **the arrival of virtual assistants that are specifically designed for this environment**. IBM recently launched Watson Assistant, an AI-powered virtual assistant that creates an interactive and personalized experience for consumers. This is the **open technology that firms can employ and adapt to their needs**. This way, the virtual assistant won't be called Watson but instead, have the name that the hotel chooses.



5. Big Data

There has been a lot of recent talk about Big Data, but they have yet to show all the opportunities it offers for the travel industry. Nonetheless, **many industry players are already using it**. The Meliá hotel chain uses information about their guests to figure out what is the best target for marketing campaigns. Primarily, they examine their database to look at the amount spent, the reason for the trip, the country of origin and cross-checks this information with public data from government sources to develop the most appropriate customer profile and achieve a higher success rate. This way, they make a **better segmentation for their campaigns to increase their efficacy and optimize the investment** required for these campaigns.

6. Blockchain

Blockchain is a technology poised to transform the world as we know it. Although it's mainly associated with finance, it also appears that it can impact travel. While there has not been that much experimentation with it, it is possible that it will be useful in identifying passengers at the airport, guaranteeing transparency in tourists' opinions, and easy and secure payments.

7. 5G

Travel technology becomes all the more powerful with help from 5G networks. They promise much faster loading and downloading speeds, wider coverage, and more stable connections. Beyond downloading content 20 times faster than before, 5G allows us to develop and deploy technology that 4G limited us. That means the connection between smart devices will be more efficient and we'll be able to start to truly enjoy the Internet of Things (IoT). Immersive tourism, where technology turns travelers into the experience's protagonist, will be a reality. Plus, augmented reality (AR) or 360° video will be more ubiquitous and accessible. The BBC ran a test project that used 5G and an AR application at the Roman Baths in Bath, England where users could go back in time to reconstructions of the site in key moments throughout history. This video shows the pilot testing, which saw that over 80% of participants reporting they would be more willing to visit a museum if it had experiences of that caliber:

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ROLE OF RURAL TOURISM IN THE ECONOMIC DEVELOPMENT OF INDIA

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ABSTRACT

India is a rich cultural heritage resource country. It has not only splendid architectural beauty but also cultural resources. The country's 'Unity in Diversity' is still looked by the entire world. To understand India's true tradition, knowledge, heritage, culture, festivals etc., rural area is the best place, in this context, Rural Tourism plays an important role where the tourists are taken to some rural areas especially to remote villages. Tourists visit these typical villages and became rural folk for a few days. They trip to know more about the rural ways of Indian living their stay in the village e.g., many foreigners live in rural areas of Uttar Pradesh for months together. Many of them stay in the makeshift huts near visit fields. They enjoy the hospitality of the villagers. The cuisine is typically Indian and the taste of food is native. This type of Rural Tourism is growing at a fast pace in India. India has record 8.80 m foreign tourists with annual growth rate of 9.7% and earned 1,54,146 crores from travel and tourist segment. It's share in International Tourist Arrivals is 25th according to 2016 Statistics.

Introduction

India is a rich cultural heritage resource country. It has not only splendid architectural beauty but also cultural resources. The country's 'Unity in Diversity' is still looked by the entire world. To understand India's true tradition, knowledge, heritage, culture, festivals etc., rural area is the best place, in this context, Rural Tourism plays an important role where the tourists are taken to some rural areas especially to remote villages. Tourists visit these typical villages and became rural folk for a few days. They trip to know more about the rural ways of Indian living their stay in the village e.g., many foreigners live in rural areas of Uttar Pradesh for months together. Many of them stay in the makeshift huts near visit fields. They enjoy the hospitality of the villagers. The cuisine is typically Indian and the taste of food is native. This type of Rural Tourism is growing at a fast pace in India. India has record 8.80 m foreign tourists with annual growth rate of 9.7% and earned 1,54,146 crores from travel and tourist segment. It's share in International Tourist Arrivals is 25th according to 2016 Statistics.

United Nations World Tourism Organisation understands Rural Tourism as, “a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature based activities, agriculture, rural life style, culture,



angling site seeing". Rural Tourism was first introduced in India in the National Tourism Policy, whereby, 103 projects were sanctioned by the government during the Five-year Plan. In the Eleventh Five Year Plan, Rural Tourism became one of the primary tourism product and sanctioned 69 Rural Tourism Projects. By the twelfth Five Year Plan, it was decided to develop clusters, proposing 70 such clusters with a total investment of 770 crores. Rajasthan and Kerala were the early movers to take advantage of this scheme. Villages with special art form, historical importance, adventure, sport sites have been developed in various states.

Rural Tourism essentially is an activity linked with countryside. It would showcase all the rural background i.e. rich culture heritage and rural life. It is a beginning of pro-poor tourism linking benefits of tourism to the local community in the area of employment. Rural Tourism has many dimensions, it doesn't attract tourists to the village type only but touches other aspects like cultural tourism, native tourism, adventure tourism and eco-tourism. The heart of the Rural Tourism is its architecture and food. The home is homely in true sense and the food which is served is prepared with local available resources. It can be social that Rural Tourism is experience oriented activity. It is also promoting sustainable tourism, community based tourism, volunteer tourism, responsible tourism and other holistic approaches of tourism development. The development of Rural Tourism emphasis on three important aspects like 'must see the place', 'do something attractive' and 'contribute to the locals' in increasing their income with the purchases. Though, the location in Rural Tourism spots are sparsely populated, it is conducted in the natural environment. It can also be blended local festivals, fairs etc., with minimum stress to preserve and conserve local tradition, culture and heritage.

Based on the increase interest we can categorise the Rural Tourism broadly, over Rural Tourism into various kinds:

- a. Agricultural Tourism
- b. Cultural Tourism
- c. Nature Tourism
- d. Adventure Tourism
- e. Food Routes
- f. Community eco-tourism
- g. Ethno Tourism

A. Agricultural Tourism:

To explore more about the agricultural industry and how farmers work with crops.

B. Cultural Tourism:

To allow tourists to be immersed in local culture related activities like rituals and festivals.



C. Nature Tourism:

Responsible travel to natural areas, which conserves the environment and improves the welfare of local people.

D. Adventure Tourism:

Any constructive activity which tests the endurance of both a person and his equipment to its extreme limit is termed as Adventure Tourism.

E. Food Routes:

Where wanderlust meets the variety that persists in our cuisine. This tourism is all about food and knowing more about diverse staples of different places.

F. Community eco-tourism:

Where tourism is for a purpose, it is a rather responsible travel to natural areas that conserve the environment and improves the well-being of local people.

G. Ethno Tourism:

To expand the horizon to view difficult cultures It is essentially to know more about various ethnic and cultural lifestyles and beliefs

In this context, one should ponder over the Sustainable Tourism. Before going to discuss the importance of Sustainable Tourism, it is necessary to know the meaning of it. The mostly widely accepted definition of Sustainable Tourism is that, "Tourism which leads to management of all resources in such a way economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support systems"

---- *World Tourism Organisation*

To promote Sustainable Tourism in general and Sustainable Rural Tourism in particular there are various steps in this regard:

First Step, is preservation of traditional culture. The income generated from tourism can be utilized in preserve ethnic forms of art, dance and folk songs. It will safeguard rural people's interests and will reduce the pressure to earn living miles away from their homes. Second Step, as most of India's around 700 wildlife habitats fall in remote areas, eco-tourism can help in preventing further degradation of the forests and providing protection to the wildlife there. Local communities should be involved in eco-tourism activities so that they provide them employment and an incentive to protect environment. Third Step, community-based initiatives viz., encouraging women to set up more community radio centers in India, formation of folk-dance groups, community



practitioners and potential investors will generate employment opportunities. Fourth Step, sustainable tourism should be seen as poverty reduction strategy as envisaged by the United Nations. For this, a pro-poor tourism {PPT} approach needs to be converged with sustainable development strategy.

CONCLUSION

Tourism today, is playing an important role in the economy of most countries in the world and India is no exception. Tourism has been given the status of an 'export industry' by the Ministry of Tourism and the Planning Commission. In the same way, the Eleventh Five Year Plan, recommended Rural Tourism as a primary one and sanctioned 69 Rural Tourism Projects. In the Twelfth Year Plan 770 crores allotted as an investment. Rajasthan and Kerala are the fast-moving states in promoting Rural Tourism. Definitely, Rural Tourism will flourish in India because of its abundant Rural Tourism Products. If we focus on its development in a proper way the economy of India will increase.

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SOCIO-CULTURAL TOURISM OF ANDHRA PRADESH

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Abstract

Culture is a way of life of the people living in a society and a sum total of their integrated learned behavior. It constitutes knowledge, beliefs, arts, morals, law customs and any other capabilities and habits acquired by them as members of society. The wonderful progress of human beings in various spheres of life – language, literature, art and architecture, science or religion is also called a culture. It is a continuous and never-ending process and a possession unique to human beings. Indian culture is such a unique, precious and priceless possession of all Indians. It is vibrant and glorious with a great heritage of values and traditions. Indian culture always provides a new vision and new dimension to the world to look towards India for inspiration. No doubt our culture remained immortal. No other culture in the world survived for such a long period. Indian culture is vast and complex. It is just like and ocean in which all rivers of different cultures find their refuse. The waters of different rivers meet in the ocean.

Tourism is an important element of promoting understanding between different peoples and different cultures. It promotes people-to-people contacts. Tourism is, in fact, one of the windows of the country to the world outside. Our efforts, therefore, must not only be to give travelers an idea of what the country is, but also to promote what it is capable of. Tourist interest in the country could translate itself into greater interaction in other fields, leading to greater business opportunities, developmental collaborations and cultural exchanges. The present paper highlights all cultural tourism products of Andhra Pradesh state.

Keywords: Cultural, Fairs and Festivals, tourism

INTRODUCTION

“Welcome a tourist and send back a friend”

- Pandit Jawaharlal Nehru

Andhra Pradesh, also known as the Rice Bowl of India is like a melting pot of varied cultures. It is a region which has been governed by different dynasties and empires. This diverse exposure to the cultures and traditions of the empires has had an indelible influence in forming the Culture of Andhra Pradesh. The conglomeration of many cultures has formed the present day culture of the region. Some of the primary rulers of the region were the Ikshvakus, Pallavas, Chalukyas, Kakatiyas, Vijayanagars and Mughals. Andhra Pradesh has a variety of attractions including beaches, hills, wildlife, forests and temples. The state has a rich cultural heritage and is known for its rich



history, architecture and culture. Andhra Pradesh, a state characterized by a complex diversity of religions, people, languages which is manifested colorfully and merrily through a number of festivals and fairs. These fairs and festivals in Andhra Pradesh are celebrated with a lot of ceremony, grandeur and solemnity that attracts a number of wonderstruck visitors who come to visit Andhra Pradesh.

Social and Cultural advantages of Tourism:

Tourism provides certain social and cultural advantages. Some of these advantages are as follows:

1. Promotes social mobility. Leisure and relaxation activities create social mobility of people.
2. Promotes universal brotherhood, international understanding and world peace.
3. Facilitates preservation of many vanishing arts.
4. Promotes pilgrimage to holy places.
5. Promotes urbanization in the host region.
6. Revives local architectural traditions, regional peculiarities, the ancestral heritage and cultural environment.
7. Preserves ancient monuments and historical sites.
8. Helps exchange of cultural values.

CULTURE

Cultural institutions

Andhra Pradesh has many museums, the Archaeological Museum at Amravati near Guntur City that features relics of nearby ancient sites, and the Visakha Museum, in Visakhapatnam, which displays the history of the pre-Independence, and Thotla Konda which depicts the age old budhist stupa's and cultural style, Madras Presidency in a rehabilitated Dutch bungalow. Victoria Jubilee Museum in Vijayawada has good collection of ancient sculptures, paintings, idols, weapons, cutlery and inscriptions. Other ancient sites include dozens of ancient Buddhist stupas in Nagarjunakonda which is now an island in Nagarjuna Sagar Dam. The Island has a large museum that houses many Buddhist relics.

Cuisine

The cuisine of Andhra Pradesh is one of the spiciest of all Indian Cuisines. There are many variations to the cuisine depending on geographical regions, caste, and traditions. Pickles and chutneys, called thoku also called as pachadi in Telugu, are particularly popular in Andhra Pradesh and many varieties of pickles and chutneys are unique to the state. Chutneys are made from practically every vegetable including tomatoes, brinjals (eggplant), and roselle (Gongura). Avaakaya (mango) is probably the best known of the Andhra Pradesh pickles.



Rice is the staple food and is used in a wide variety of ways. Typically, rice is either boiled and eaten with curry, or made into a batter for use in a crepe like dish called attu (pesarattu is made of a mixture of this batter and mung beans) or dosas, a crepe filled with black beans or lentils.

Meat, vegetables and greens are prepared with different spices (masala) into a variety of strongly flavored dishes such as Biryani, fish curry, brinjal curry, and Gongurapachadi the most popular dish of Andhra Pradesh. An Andhra dish is recognized with the dish being listed in the menu. The coastal region is even better versed with the varieties in sea food “Chapala pulusulu” specially known for “bommidalapulusu”, koramenukura”. Lamb, chicken, and fish are the most widely used meats in the non-vegetarian dishes.

Dance

India's ageold culture and tradition is incomplete, without mentioning the various dance forms having related to a particular period or environment. Similarly, every state of India boasts of its different classical and folkdance forms. Andhra Pradesh is also the proud owner of some of the most beautiful famous dance forms. It offers a variety of performing arts unique to its culture.

Kuchipudi, the traditional dance of Andhra Pradesh, by Yamini Reddy classical dance in Andhra can be performed by both men and women; women tend to learn it more often. Kuchipudi is the state's best-known classical dance form. The various dance forms that existed through the state's history are dappu, chenchubhagotham, kuchipudi, bhamakalapam, burrakatha, veeranatyam, buttabommalu, tappet gullu, Lambadi, dhimsa, kolattam, and chindu. Jaanapadamtheenmar is a popular folk dance.

Jayaprasenani was the first person to write about the dances prevalent in Andhra Pradesh. Both desi and margi forms of dances are included in his Sanskrit treatise NrutyaRatnavali.

FAIRS AND FESTIVALS

Andhra Pradesh is famous for its varied culture and tradition. One of the highlights of its culture is the numerous festivals celebrated here. Most of these festivals are religious and some are organized by the government of Andhra Pradesh. These festivals are celebrated with great pomp and gaiety. There are various religious festivals celebrated in Andhra Pradesh. These festivals belong to different religions, but are celebrated with equal excitement and enthusiasm.

Vinayaka Chaiti Festival:

This festival celebrated on the fourth day of the dark fortnight in the month of Bhadrapada. Also, known as Ganesh Chaturthi. No religious function is commenced



without invoking Vinayaka or Ganesha, the elephant headed god with one tusk, the son of Shiva and his consort Parvati. He rides on a rat and helps to remove all obstacles in the path of the righteous, bestowing, wisdom and success. In villages, the earthen images of Vinayaka are prepared by goldsmiths. In towns and cities colorful idols of Vinayaka are available in different sizes. All members of the family take an oil bath and decorate their houses with festoons and rangavalli. The idol of vinayaka is worshipped with various flowers, leaves, fruits and corn. This celebrated for 9 days special preparations called undrallu and kudumulu, the favourite dishes of Lord Vinayaka and his mount Mushaka (the rate), along with payasam, the rice milk porridge, are offered as naivedyam.

Gobbemma Festival

This festival is a counterpart to Gobbillu, popular in coastal Andhra. Gobbemma is a worship of goddess Gauri. This is the festival of unmarried girls. The image of Gobbemma is prepared with ant hill earth in seven layers in the shape of a gopura. It is decorated with has been cleaned and decorated with designs. All the girls of That street gather around the Gobbemma during the evenings and dance and sing, praying to Gouri for their early and successful marriage.

Ugadi Festival

The Ugadi Festival in Andhra Pradesh is the New Year festival that is celebrated every year as Ugadi marks the beginning of the Hindi Lunar calendar. Ugadi marks a day of joy and happiness, aspirations and hope, the belief are that this day and its joys would foreshadow the course of events for the upcoming year. Ugadi festival in Andhra Pradesh is the festival to rejoice the coming of the New Year. It gives the people of Andhra Pradesh a reason to celebrate the coming of the New Year in many different ways. People wake up early and wear new clothes. The festoons of mangoe(torana) are tied to the doors and the houses are decorated with fresh flowers. There is a special 'Chutney' called Ugadipachadi that is made during the Ugadi festival which is kept in an earthen pot before the idol of the house. Thereafter, puja is performed and everyone takes the share of the chutney and go for feasts and meals together.

Eruvaka Purnima

Eruvaka Purnima is celebrated mainly by the farmers and agriculturists. It falls on the full moon day in the month of Ashadha. Agriculturists worship the yoke, the plough and the bulls with turmeric and kumkum. Coconuts are broken wither at home or in the field, in front of the yokes and bulls. They inaugurate the annual cultivation by ploughing five or nine rounds in their fields on this day, as it is supposed to be an auspicious day auguring fresh showers. They also cook payasam, a small dish and enjoy it with their children and relatives. In some parts of the country cultivators worship the bullock.



They wash the cattle, smear and decorate the hooves and horns with oil and a variety of colours and feed them with pulagam (rice, green gram dal and sesame – cooked together). The bodies are also decorated gaily with coloured circles and designs. Little bells are tied to their Horns and necks and they are driven out into the open space to wander and run about the tillers take home a part of the festoon that is tied to the village gate, after the cattle pass under it as a talisman for the ensuing year. Children collect seeds a week in advance and sow them in the corners of the temple. By the festival day, the young plants sprout and a few of these tender plants are taken home by the tillers and kept in their granaries for a prosperous crop during the coming year. The gaily dressed people and the colorfully decorated cattle make the village a grand spectacle of color and pageantry.

NagulaChaoiti

This festival is observed on the fourth day of the bright fortnight in the month of either Sravana or Kartika. This is pre-historic celebration of Naga or Serpent- worship observed throughout Andhra. Every village in Andhra has some or other Naga idol carved in stone or wood. Generally, the women fast on this day and propitiate Nagas by offering fresh, unboiled cow's milk.

Poleramma Festival

This is celebrated for three days. A big kumbham is offered and after, it is mixed with the blood of sacrificial buffalo. It is placed on the head of a person who scatters it around the village. At that time no outsider is allowed to stay there as it is believed that if an outsider carries away the bali, his village would receive the blessings of the gods and not the village that worship the goddess.

Durgamma Festival

This is celebrated for four days in the month of Bhadrapada. On the first day the water for worship is brought from a nearby river Majira. On the second day, a buffalo intended for sacrifice is taken to the river. After worshipping the water-goddess, the buffalo is washed there. It is then decorated and brought to the temple in a procession to the accompaniment of music. The next day the buffalo is sacrificed and after that devotees sacrifice innumerable jowls/ goats, rams and buffaloes. In the evening, the ground in-front of the temple is cleaned and a heap of cooked rice and mutton is kept as offering to the deity. An unbaked earthen pot is buried up to its neck and a winnow is placed over it. A woman sits on the winnow is placed over it. A woman sits on the winnow and apparently possessed predicts future events. A man representing poturaju, the brother of Durgamma, is smeared with turmeric and vermilion and decorated round his head, neck and waist with margosa leaves. He goes around the temple and kills a sacrificial lamb by biting its throat. On the last day, devotees go around the temple with bomalu (puppets). Carts and bullocks decorated with flowers and colored sarees are taken.



Pongal

One of the most significant festivals of South India, Pongal is celebrated every year to mark the beginning of Uttarayana, that is the movement of the sun towards north and to mark the time for harvest. It is a four day long festival celebrated with a lot of vigor and merry making in almost every household. It is often called the 'Harvest Festival' and is celebrated to commemorate the beginning of harvesting crops in the fields. Initially a festival of the farmers, now, Pongal is celebrated all over south India. The meaning of the word Pongal is 'Boiling Over', as it celebrates the abundant crops in the field. Pongal marks the biggest festival in the calendar of the fairs and festivals in Andhra Pradesh. Pongal in Andhra Pradesh is celebrated for continuous four days. These four days of celebrations are called Bhogi Festival, Surya Pongal, Mattu Pongal and Kaanum Pongal. During Pongal celebrations, there are processions taken out of cows that are adorned and festooned with ornaments. The entrances to each house are also beautified by colorful Kolam designs.

Sivaratri

The festival of Maha Shivaratri is celebrated all over the country, and in different places and ways in different states. In the state of Andhra Pradesh, the Maha Shivaratri is celebrated at mainly Kalahasti, in Sri Kalahasteshwara Temple. It is also celebrated at Srisailam in the temple of BharamarambhaMalikarjunaswamy Temple. The Maha Shivaratri means 'Night of the Shiva' and it is believed to be the day when Lord Shiva married Parvati.

The Maha Shivaratri festival is celebrated in Andhra Pradesh when pilgrims go all the way to Kalahasti and Srisailam to visit the temples there. There is a strict fast observed throughout the day. Throughout the night, the Shiva Lingam is worshipped by washing it every three hours with milk, curd, honey, rose water etc with the holy chant of 'Om NamahShivaya' chanted at the background with devotion and concentration.

Diwali

Diwali can rightly be called as one of the biggest festivals of Hindus which is celebrated with joy and harmony not only in India but across the globe. Especially the kids look forward to this festival since they get to burst their favourite crackers and eat whatever they wish.

The festival of Diwali takes place during the month of October or November every year. It is celebrated exactly 20 days after the festival of Vijayadashami. Spiritually, it is significant for us because it represents the victory of good over evil. While celebrating the festival, people try to follow all the rituals. Few of these are decorating the houses with candles and diyas and worshiping Lord Ganesha and Goddess Lakshmi.

Muharram

Muharram is the second holiest month in the Muslim calendar, following Ramadan and the first month of the Islamic calendar. This festival is celebrated on different dates each year, since Islamic calendar is a lunar calendar. The literal meaning of Muharram is 'Forbidden'. Tenth day of Muharram is considered to be the 'Day of Ashura', which according to the Shia Muslims is 'Mourning of Muharram'. Shia Muslims, do different things, with varied intentions during this day. They also refrain from participating in joyous events in remembrance of Hussein ubn Ali, grandson of Muhammad, who lost his life in the Battle of Karbala.

Bara Shaheed Dargah (RottelePanduga)

Sri Potti Sriramulu Nellore district is located in Coastal Andhra region is one of the 13 districts of Andhra Pradesh. The population of the district according to the Census 2011 was 2,966,082 of which 29.07% were urban Nellore city is its administrative headquarters. The district is bordered by the Bay of Bengal to the east Kadapa district to the west, Prakasam district to the north, Chittoor district and Thiruvallur district of Tamil Nadu to the south. Rotiyaankieid or RottelaPanduga is an annual three-day urs(festival) held at Bara Shaheed Dargah in Nellore in Andhra Pradesh, India. Annual event is observed in the month of Muharram as urs of 12 martyrs whose mortal remains are buried in the compound. Women who visit the shrine, exchange their rotis(flat breads) in Nellore Tank. It is one of the venerated places of worship in Nellore district that pulls in guests from the nation over and abroad including some celebrities who visit the urs celebration. It is one of the best culture.

The Bara Shaheed dargah in Nellore



Women exchange their Roti





According to the legend, the Nawab of Arcot had summoned a regiment from Turkey to fight against British in the year 1751, a year which marked the siege of Arcot during a series of Carnatic wars. Twelve soldiers in the regiment were highly religious and performed Namaz five times a day and observed all the rules of their faith. Though the regiment won, the 12 warriors were beheaded by the rival forces in the battle at a place called Gandavaram, 15 km from Nellore. The headless bodies were brought back on the horses they were riding to the present Dargah area in Nellore and the place became popular as Bara Shaheed Dargah because they were laid to rest at the place and a Dargah was built thereafter. Word spread about the power of the warriors to grant the desires of the devout after the wife of then Arcot Nawab was cured of a serious illness when she offered prayers at the tombs of the 12 warriors. As a token of reverence, the queen, along with the Nawab, distributed rotis among the warriors and later to the locals and devotees through the Dargah on the 12th day of the Muharram month has become a tradition since then. Based on the desire of the devotees, the rotis are named as Sowbhagya (good fortune) roti, Vidya (education), roti, Udyoga (employment) roti, Vivaha (marriage) roti, Santana (children) roti, Dhana (money) roti, and even Visa roti. The roti vendors make a fast buck by catering to specific requirements. The exchange of rotis takes place at the Nellore tank, also known as 'Swarnala Cheruvu', located close to the dargah. According to tourism department people of all faiths from Andhra Pradesh, Tamil Nadu, Karnataka and other states, and some even from abroad, through the Dargah and the numbers are increasing every year, 10 to 12 lakh people come to every year.

Methodology

The present study is based on primary and secondary sources. Historical method is applied to collect the primary and secondary sources from various repositories. The research approach takes the paper through empirical literature review which follows Government Publications/Records in State and District Library. Census Reports, District Gazetteers, state Tourism Department statistical Report, periodicals, press Reports.

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ECO- TOURISM AND CONSERVATION OF ENVIRONMENT

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Abstract

Tourism has become one of the most prominent sectors of economic development all over the world during last decades. Among the various forms of tourism that have evolved over the year in different parts of the world. During the past decade there have been a number of ecotourism studies in various disciplines to provide knowledge foundation for sustainable tourism development. Ecotourism has emerged as one of the fastest growing sectors of the tourism market influenced primarily by public demand for more environmentally responsible tourism. It has both positive and negative impacts on environmental, social and economic aspects of the country. It is helping in the overall development of the community, country and the whole world due to the high rate of beneficial impacts. It is crucial to know what the eco-tourists think of instillations and experience in general ecotourism with its potential to generate income and employment and its promise to protect natural environment and empower the local communities is advocated as an integral component of sustainable tourism.

Keywords: Community, Conservation, Ecotourism, Environment, Flora and Fauna

Introduction

Ecotourism is a type of tourism that consists of travelling to relatively undistributed natural areas with the specific objectives of studying, admiring, enjoying the scenery and its wild plants and animals. Generally, Ecotourism deals with interaction with biotic components of the natural environment. Ecotourism typically involves travels to destinations where cultural activities, flora and fauna are the primary attractions (Sadry, B. N. 2009).

Ecotourism is now defined as “Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (<https://www.conserve-energy-future.com>). Ecotourism helps in environmental protection, wildlife conservation, poverty alleviation and socio-economic development. It affects environmental, social and economic components of the community and the whole country (Anup K. C. 2016).

Ecotourism result in sustainable benefits to the local communities it leads increase awareness of the value of the ecosystem in which ecotourism is conducted and there by improved conservation action by both the government and community. However, ecotourism can have significant negative impacts when poorly planned and managed including severe environmental degradation. Negative cultural changes and decreased



welfare of individuals or communities. Ecotourism shouldn't be regarded as rural development with environment conservation until the industries influence on developing countries has been thoroughly analyzed.

Ecotourism focuses on socially responsible travel, personal growth and environmental sustainability and cultural factors an integral part of ecotourism is the promotion of recycling energy efficiency water conservation and creation of economic opportunities for local communities (*Randall, A. (1987)*). Therefore, ecotourism effectively blends the preservation of natural resources and wildlife with the socio-cultural and economic impacts on the local community.

Hector Ceballos Lascurain proposed the name, "Ecotourism" in 1983 to describe the nature-based travel to relatively undisturbed area with an emphasis on education (Das N. and Syiemlieh H J, 2009). Ecotourism is not so much as word but a philosophy and a commitment which evolved from environmental consciousness. Ecotourism should be such a component of sustainable tourism which should embrace all types of tourism, including city and beach tourism. As it is known that the natural environment consists of both the natural resources as well as local community. All the definitions advanced above provide no specific mention animals which also form an important part of the ecosystem. Definitely natural areas comprise of not only green scenery but also of the fauna.

Role of ecotourism in present days

Ecotourism helps in sustainable development of the country as Nepal is rich in biological, cultural and social diversity. There is a great scope of sustainable development from ecotourism. It helps in natural resource management and biodiversity conservation increase in forest cover, conservation flora and fauna increase in greenery and use of alternative energy sources are the positive impacts of ecotourism. Flora and fauna diversity had also been increased. Community based rural tourism in protected areas had supported livelihood of local communities by providing opportunities to the national and international visitors in community activities (Nepal SK, 1997). It has significant potential to generate direct community benefits from conservation. It protects the environment, saves unique species and helps to earn money from tourists (Ormsby A. and Mannle K, 2006).

Conclusion

Ecotourism is environment friendly tourism which promises to fulfil dual goals of economic development and the conservation of natural environment. It is also known as responsible tourism that values natural environment and respects the host culture. The scarcity of natural resources, vulnerability, fragility of the ecosystem and limited development option of the economics have brought sea change in the policy makers mind. Local income, biodiversity conservation and cultural preservation are necessary for tourism intervention in remote areas. Ecotourism has environmental, social and



economic impacts to the community, nation and the whole world. It has helped in sustainable development the whole world by conserving environment, increasing employment, enhancing livelihood and promoting the culture and traditions. There is need of improvement of accessibility, liberalization of pricing policy, community empowerment and development of tourism facilities and incorporation of nature-based tourism products.

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EMPLOYABILITY IN TOURISM INDUSTRY IN INDIA: AN OVERVIEW

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ABSTRACT

Tourism is an industry capable of changing the socio-cultural, economic and environmental face of the world. Tourism is one of the largest and fastgrowing industries in the world. It has the potential to influence the living pattern of communities. It is one of the most important channels of cultural exchange which breaks down the barriers between people of different parts of the world. It is the collection of activities, services and industries that deliver a travel experience including transportation, accommodation, eating and drinking establishments of retail shops, entertainment, business and other hospitality services provided for individuals or groups of travelling away from home.

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. In Independence speech from Red Fort, Prime Minister Narendra Modi urged people to visit 15 domestic tourist destinations in India by 2022 to promote tourism. India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum. As of 2017-18, 81.1 million people are employed in the tourism sector in India which was 12.38 per cent of total employment in the country. The Government of India has set a target of 20 million foreign tourist arrivals (FTAs) by 2020 and double the foreign exchange earnings as well.

In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. Tourism industry is capable to generate employment to both skilled and unskilled workers, directly and indirectly. Therefore, the study has been undertaken to make an analysis of employability in tourism industry.

Keywords: Tourism, Employment, GrossDomestic Product, Investment, Tourist Arrivals.



INTRODUCTION

Tourism in India is playing an important role in the economic development and employment generation. Tourism is the most vibrant tertiary activity and a multibillion industry in India. It is the largest and boundless industry with strong growth potential having clear remarkable positive impact on Indian economy. Tourism has now been accepted as an industry like all other industries and it is the third largest industry in generating foreign exchange. It is a multi-segment industry showing positive economic effects in generation of National Income, expansion of employment opportunities, rising of tax revenues, generation of foreign exchange and transformation of regional economy. Tourism in India was started in the year 1970. It plays a major role in the growth of an economy as it generates large scale employment and is also a large foreign exchange earner in the country after jewellery and readymade garments.

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Tourism is a travel for recreational, leisure, business and education purposes. According to Webster dictionary tour means “a journey at which one returned to the starting point a circular trip usually for business, pleasure or education during which various places are visited and for which usually planned”.

Tourism in India has vast employment potential, much of which still awaits exploitation. Further, it is interesting to note that the employment generation in proportion to investment is very high in tourist industry. The tourism industry employs a large number of skilled and unskilled, women, educated and uneducated people. Rural people could find more jobs in the form of guides and transporters because of its natural beauty and wildlife. It helps in reducing migration of people to towns. It is because of the tourism sector, India has gained brand image in the minds of the foreign tourists and increased the foreign exchange reserves. Therefore, the study has been undertaken to make an analysis of employability in tourism industry.

REVIEW OF LITERATURE

Lalnumawia (2012) in his article “Development and Impact of Tourism Industry in India” in this article analyzed the impact of tourism industry on development, the process of development of tourism, present situation and features of tourism in India. This article examined constraints of tourism development in India and analyzed several positive and negative impact of tourism on economy and society.

Aguayo Eva (2011) in his paper „Impact of Tourism on Employment: An Econometric Model of 50 Central and East European regions“ analyzed the economic impact of tourism development. He employed an econometric model to show that there is positive impact of tourism on employment and market services. In this paper the model shows the positive impact of tourism on the services sector. Tourism could be



faster both in employment growth and regional development through the sectoral linkages within the region.

Sandeep Das (2011) in his paper "Tourism Contribution towards Employment Generation" analyzed that tourism industry has lot of potentiality in generating employment opportunities, forced earning to achieve higher economic growth. In the 11th five year plan period number of programmes, incentives have been taken by the Govt. to develop tourism industry under Incredible India Revolution scheme.

TOURISM INDUSTRY IN INDIA

The United Nations had designated 2017 the International Year of Sustainable Tourism for Development. As 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 enormous opportunity to further showcase the tremendous economic, social, cultural, environmental, and heritage value that the sector can bring. The right policy and investment decisions are only made with empirical evidence. For over 25 years, the World Travel & Tourism Council (WTTC) has been providing this evidence, quantifying the economic and employment impact of Travel & Tourism. This year, the 2017 Annual Economic Reports cover 185 countries and 26 regions of the world, providing the necessary data on 2016 performance as well as unique 10-year forecasts on the sectors potential. 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, manufacturing, public services, retail and distribution, and transport sectors.

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witness's more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. 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. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign. According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having



the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and Tourism Industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Common wealth Games in Delhi are expected to significantly boost tourism in India further. Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

TOURISM PROVIDES EMPLOYMENT

The tourism industry is an important source of direct and indirect employment. It creates opportunities for the development of small and medium scale artisanal industries. Tourism sector is important factor in creating employment generation. If we consider employment generation in 2011, the sectors' direct contribution worked out to be 5% and the total effects direct and indirect together to stand at 7.5% in the country's total employment pie. Respective figures might rise to 5.2% and 8.1% by 2021 and such prospects need to be taken as an important indicator for concerted policy interventions and programming for tourism sector. Because, as already established, the sector has a key role to play in the eradication of poverty and underdevelopment by way of creating employment and income opportunities for millions of the marginal and less empowered sections across the country. Categories of employment in tourism industry:

4.1. Food and beverage services: BC's Food and Beverage industry generates \$11.3 billion a year in sales, and employed 147,400 people in 2018. With a projected rate of annual employment growth of 1.6 per cent, there will be approximately 43,200 new job openings in the next 10 years (2018 – 2028). Food and beverage sector accounts for 50% of tourism jobs, and 44% of forecast new job openings.

This sector encompasses all types of establishments that supply food and beverages for consumption, from fine dining enterprises, ethnic restaurants and institutional food outlets to catering firms, pubs and lounges. Food and Beverage is also a major employer of youth and a training ground for many employees who are beginning their working careers.



Food and beverage services sector contributes a great deal to the profits in hospitality industry. With the increase in importance of business meetings, a range of personal and social events, a large number of customers visit catering establishments frequently. The food and beverage professionals tirelessly work to intensify customers' experience through their service.

4.2. Recreation & entertainment: Attractions, adventure tourism and recreation offer a variety of employment opportunities within the tourism sector, with more than 71,400 people employed in the sector in 2018. With an annual employment growth of 1.5 per cent, the anticipated labour demand in the next 10 years (2018 – 2028) is for 25,500 full-year workers. Recreation and entertainment sector accounts for 24% of tourism jobs, and 24% of forecast new job openings.

The Recreation and Entertainment industry includes myriad activities that range from bird watching and salmon fishing to horseback riding, white water rafting, golfing, and wilderness trekking and educational visits to entertaining stops. Regardless of size, these venues need people to work in gift shops and restaurants, as well as help maintain the facilities, manage the operations and promote the attractions.

4. 3. Transportation and Travel related services: Travel and tourism are inseparable. Accessibility is the basic element of tourism. One can't imagine tourism without travel. Among the three basic elements of tourism i.e. attraction, accessibilities and accommodation, it is accessibility which determines the size of the tourism industry. The attraction may be best of its kind, but not supported by any mean of transportation will remains useless.

Transportation is the beginner of tourism business which brings tourists from the place of origin to place of destination. There are a number of examples where good accessibility converted a normal place into a world-class attraction.

The travel and tourism industry, along with the related sectors contributing to it, is expected to grow in leaps and bounds in the coming years. A job in this industry can be highly exciting and adventurous and even pays well. In India, the travel industry hopes to create 46 million job opportunities by 2025. Though it was slow to take off in this country, the government's initiatives in this field are uncovering a bright future for those who want to make a career in this field.

India's potential in the field of travel and tourism is hardly close to being fulfilled. The country is a geographical anomaly, having almost all the geographical features available. According to a report published by the World Travel and Tourism Council (WTTC), India could possibly add another Rs. 8, 50,000 crores by the year 2020 just through tourism. WTTC calculated that tourism generated 8.31 lakh crore or 6.3 per cent of the nation's GDP in 2015 and supported 37.315 million jobs, which is about 8.7 per cent of its total employment.



4. 4. Accommodation: Accommodation is a vital and integral part of the tourism market and, as travel, it represents one of the pillars of tourism. The accommodation industry employs a high proportion of young workers, and a significantly higher level of part-time, seasonal and casual labour than other tourism industries, placing accommodation employers at heightened risk of repeated high labour turnover necessitating increased costs due to on-going recruitment and important additional training efforts.

5. FINDINGS

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

- The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2016 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 2016 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 2016-2019 with an estimated real growth rate of 7.6 per cent.
- In doing so, not only can we expect the sector to 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.

6. CONCLUSION

Tourism is front seat driver to lead world economic growth in 21st century. It is the largest segment of world economy, generating wealth and employment instead of leisure, business, learning and experience across the world. Now tourism is one of the best instruments of economic development. It is boon for naturally beautiful islands and developing country by providing employment opportunities, foreign exchange earnings, and income for locals, and dissemination of soft power. It helped in preservation of natural and historical heritage of country, developing world class infrastructure, promoting peace and stability. Its role in Indian economy is very impressive. It accounted to contribute in FOREX by USD 22.92bn. The travel and tourism contribution to GDP is INR 14, 019bn (8.2%) in and forecasted to INR 28, 492bn (6.7%) in 2027. Employment increases by 40,343 thousands (2.3%) and forecasted to grow 49868 thousands (2%) in 2027. it is good we have achieved satisfied result from the Travel & Tourism but future prospect is worrisome.



However, our Rich cultural and natural heritage, historical and religious places attracts world tourist towards India. But tourism industry in any country flourishes on the competitive availability of infrastructure, accommodation, transportation, hospitality, governance, visa policy and other facilities which provided by government instead of rich tourism endowment of a country. There are also needs to increase the government's role, better coordination between central ministry of tourism and ministry of state, and between states, establishment of brands to make global hub of tourism. To attract the foreign tourists in India, liberal policies and reduction in taxes along with a comprehensive package including single window for visa clearance, easy visa on arrivals for attracting tourist and foreign investment. There should be tourist police than a comprising smart and tourist friendly police for safeguarding the tourist's safety. There should mega exhibition of Indian soft power various melas in different parts of India.

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ECONOMIC GROWTH AND HEALTH TOURISM IN INDIA

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Abstract

Health tourism has come a long way in the last decade. The primary factor that has lead to the exponential increase of health tourism is the high cost of medical costs in developed countries, which is rising annually There are a number of surgeries and procedures that are popular today and the range is growing rapidly.

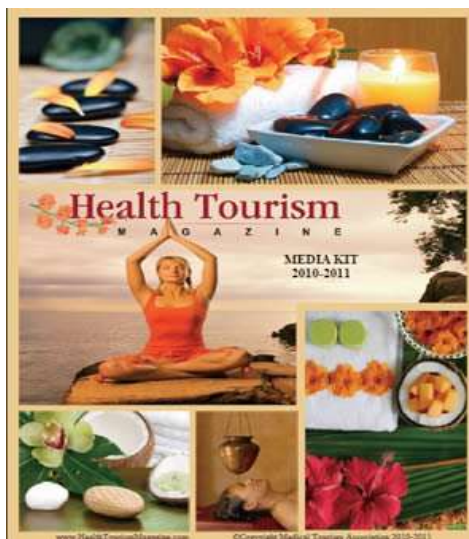
As more people around the world take an active interest in their health, a travel segment known as health tourism has evolved to fill customer needs Health Tourism is one of the best options available to people across the globe Health Tourism is the growing trend of people traveling to other countries to undergo medical treatments and surgeries and combining it with a pleasant holiday. Millions roam every year to get treated and then enjoy their recuperative holidays across the globe. People from different walks of life cut across the entire span of the globe to have their treatments done with peace of mind. Many sick patients would travel across the world for treatment from various illnesses.

People have been visiting spas and mineral hot springs also in search of cures. Hundreds of health resorts and spas exist around the world, offering specialized services to improve the health. Spas play a major role in health tourism, but this field also extends into areas like addiction treatment and weight loss.

Keywords: Medical Costs, Medical Treatments, Spas and Health Resorts.

Health Tourism

Regional development agencies whose history dates back to old times in developed countries are the models newly adopted. These agencies aim to accelerate regional development, ensure sustainability and reduce interregional development disparities in accordance with the principles and policies set in the development plans and programs, through a cooperative networking between local authorities, private sector and civil society.



One of the tasks given to agencies to achieve their aim is whether to do research on determining the resources and opportunities of the region, accelerating economic and social development and enhancing the competitiveness or to support the researches done by other individuals, organizations and institutions.

West Mediterranean Development Agency which largely completed its process of establishment and institutionalization is responsible for providing free consulting services to investors in Antalya, Isparta and Burdur. In addition, through a one-stop shop approach, the agency offers an extensive range of services including coordinating and following-up the permits, licensing procedures and other administrative works within the scope of public institutions and organizations of investors. Furthermore, the agency promotes the investment opportunities of the region both at national and international level in cooperation with relevant organizations.

In line with the mentioned task above, the sector reports were prepared to guide the investors willing to invest in the region and promote the investment opportunities of the region. At first, Marble, Milk and Dairy Products, Solar Energy, Golf Tourism and Health Tourism Sector Reports of West Mediterranean Region, Tourism Potential of Egirdir Report and Antalya – Konya High Speed Rail-Line Report have been prepared.

Over time, many sector reports related with the region will be prepared and investment opportunities of the region will continue to be promoted. Being helpful with these sector reports to investors and all other institutions operating in the region is our greatest wish.



Medical tourism means to travel to other countries because of high cure and operation prices in the country and to get more qualified medical operations. Due to the growing World population, the increasing life quality and rising cost of health care services; people tended to some countries in order to get better quality and relatively cheap service. Proportional increase in the elderly population has been one of the factors that increase health tourism as well. Increasing numbers of Russian visitors are coming to Finland for cancer treatment, perinatal services, surgery and dental care.

The demand for Finnish health services, especially from Russian visitors, has been growing rapidly in recent years and the market is expected to triple by the end of this decade. Many service providers can also arrange accommodation for their customers. For example, Norlandia Care has a hotel with 130 rooms for patients located near the most important health services in the city of Tampere. "Russian health tourists choose Finnish health services because of their high quality, safety and competitive price level," says Roth. "In addition to the geographic proximity, fast access to care is also valued. Most places also have health services available in Russian." The factors that play an important role in the development of health tourism can be summarized as follows.

- Getting rid of long waiting lists
- Getting more qualified treatments in shorter time periods
- Treatments that require high reach of health technology
- Reducing the health care costs
- The need of different environments for chronic, disabled and elder patients
- The need of different environments for chronic, disabled and elder patients

In health tourism, the cures and medical operation expenses diminishes more than 50% when compared to patients' country. The most efficient factors about developing this tourism branch are lowering the expenses, improvement in medical technologies, low transportation costs and online marketing. Medical tourism has various fields. Investors should decide first, which fields of medical tourism they will work and which countries they will choose as focused markets. Thermal tourism, aged or disabled tourism, high-tech medical operations, eye diseases, infertility curing, plastic surgery, it must be defined which one is investor's sphere of interest. "The most efficient factors about developing this tourism branch are lowering the expenses, improvement in medical technologies, low transportation costs and online marketing.

MAIN ELEMENTS OF HEALTH TOURISM

Medical tourism became more important due to increasing attention on importance of health. Singapore, the Philippines, UAE, India pay a lot of efforts to increase the revenue on health tourism. For example, Singapore is planning to host 1 million patients and earn \$1.8 billion in 2012. Dubai has founded a "treatment city" for Asian patients. Nigerian citizens spend about \$2 billion per year to get medical treatments outside the country. Japan is sending its employees abroad for even the most

minor health problems and leads elderly people to nursing homes abroad. “There are over 1,000 thermal springs with mineral-rich content.” Thermal cures and treatments, spa treatment, cure, healing mud and soil can be varied within the scope of health tourism.

Various countries make large investments on this issue around the world. In 2000, Germany has provided a total of 69 million days of thermal treatments to 10 million people. About 8.5 million patients in Germany and Hungary, 8 million in Russia, 1 million in France, 800 thousand in Switzerland getting thermal treatment services from abroad. Treatments with thermal waters have always been as a common method in Anatolia.



Thermal (Hot Springs) Tourism

“Countries which interested in medical tourism such as India, Costa Rica, Hungary, Turkey, Lithuania, Israel, Jordan, Thailand, Malaysia, South Africa and Cuba are the leading countries in health tourism.” “Professionals apply thermal water and some aromatic cure treatments in order to reduce the pain and suffering to the patients.”

SPA Tourism



Energy Medicine – terms like ‘qi (chi),’ ‘prana,’ ‘chakras’ and ‘doshas’ have been used in the spa sector, and the healing arts associated with them have been practiced in Eastern philosophies for centuries. The emphasis is on clearing imbalances in a body’s energy field to promote healing of body, mind and spirit. Interesting spa examples are emerging, such as



bite-size doses of energy medicine along with traditional massage at properties like Conrad Maldives Rangali Island; the extensive use of visiting consultant-‘practitioners’ at Thai resorts like Trisara, Chiva-Som and the new Six Senses Destination Spa Phuket; Canyon Ranch Resorts’ ‘Healing Energy’ menu and Jin Shin Jyutsu, which is said to balance energy pulses via a practitioner holding various energy ‘locks.’

Medical and Spa Tourism – The line between spas, medical spas and hospitals to become ever more creatively blended. The era of the ‘spa-spital,’ with consumers traveling wherever they want, to access the services they want, need, and can afford, is here. Crises within the traditional health care system (skyrocketing costs, millions of uninsured); the rise, with the Internet and globalization, of a more consumer-centric model revolving around increased choice and price transparency; and fluctuations in international currencies opening up attractive new markets, even within the U.S. means that whether people are traveling between countries, within countries, or even in their own region, consumers are seeking lower prices and cutting-edge medical/wellness offerings...and spas are right smack in the middle of it all. 24% of the world’s population in 2010 consisted of 60 and above age group. In Europe, this number is approximately 110 million people. This age group considers mostly choose the countries which have clean, fresh and warm air. According to UN, there are more than 500 million handicapped people in the World. A variety of services can be offered in clinic hotels, recreational facilities and nursing homes for elders and handicapped people. Nowadays, Spa-Wellness services are quite common. Professionals apply thermal water and some aromatic cure treatments in order to reduce the pain and suffering to the patients. Medical tourism has an accelerating development in last ten years. It becomes an alternative tourism sector in the World. Countries which interested in medical tourism such as India, Costa Rica, Hungary, Turkey, Lithuania, Israel, Jordan, Thailand, Malaysia, South Africa and Cuba are the leading countries in health tourism. The most important region for medical tourism is Asia Continent. This region accepts 1.3 million medical tourists per year. Medical tourism comprehension had reached amazing levels in countries like Thailand, Singapore, India, South Korea and Malaysia. Medical tourism began with gender changing operations and plastic surgery in Thailand in 1970’s. India is accepted as center of medical tourism at the present day. This country has very low prices and aims to heighten its medical tourism revenues to 1.2 billion Pound until 2012 (YıldırımveAltınkaya, 2006).

MEDICAL TOURISM

It is very important to reach out insurance agencies and citizens in EU to promote health services in Turkey.” In USA medical tourism spending reaches 5.5 billion \$, in Europe it reaches 3.5 billion Euros. Czech Republic gains over 1 billion \$ from medical tourism in a year (Gümüş and Büyük, 2008). The demand of medical tourism is concentrated in North America, West Europe and Middle East. European tourists usually choose India, Malaysia and Thailand. Malaysia is being chosen because of its Islamic reference in the Middle East market. Singapore is destination of Japanese tourists and Cuba is destination of Middle American tourists. According to a study made



by McKinsey Health Care in the US, 40% of the patients consider advanced technology whereas 32% seeks high qualities that go to abroad for health treatments.



The number of American medical tourists in 2007 reached 300 thousand and it is growing very fast. Although there is not a common health policy in the European Union countries, each country offers these qualified and speedy services to its own citizens. However, health services and health care services are relatively more expensive and profit margins are very low in these countries which make institutions turn into other areas. It is very important to reach out insurance agencies and “Although there is not a common health policy in the European Union countries, each country offers these qualified and speedy services to its own citizens.” citizens in EU to promote health services in Turkey. 5 million Turks and 25 million Muslims living in EU member countries can be selected as the main target. Central Asian and Middle Eastern countries used to have health services in the US and EU countries, but they have turned towards alternative service providers after September 11th attacks. Turkey can be a new health care provider especially for the wealthy people who live in Turkic Republics. It is same for Middle Eastern Countries as well. Promoting and marketing the historical, cultural and promotional ties of Turkey can be an important factor in order to attract more visitors for treatments. U.S. citizens choose Mexico, South America countries, India and Thailand for health care services. Low cost and more qualified treatments, touristic and cultural activities, therapies not covered by insurance companies and being able to have secret operations such as change of sex, tube baby etc. are the main elements for US citizens to go abroad for health care. Health centers and hospitals are in effort to become accredited by Joint Commission International (JCI) which is operational in 80 countries around the world. Members of this institution are considered to be more reliable health care institutions. 344 organizations in 44 countries are accredited by this institution as 2010. 39 hospitals are certified by JCI which is a great advantage for Turkey. The size of the global health and wellness market; US&billionSource: Euro monitor International from trade sources / national statistics.



ECONOMY OF MEDICAL TOURISM

The official sources show that in 2008, 4.1 trillion Dollars and in 2009, 5.4 trillion Dollars health expenditures have been spent worldwide. The countries allocate a budget to health expenditures, changes between 2% - 16% of GDP's according to development levels. In Turkey this ratio is 5.7%, under the OECD average of 8,9%. 73% of health expenditures is paid by public sources in OECD countries but in Turkey this ratio is 71%. "In 2012, it is estimated that incomes of the sector will rise 140%, from 50 billion Dollars to 120 Billion Dollars. Distribution of Medical Service Fees According to Countries(\$). Medical Tourism: Global Competition in Health Care", Devon M. Herrick – National Center for Policy Analysis It is known that there are 600 million medical tourists in the world. In 2012, it is estimated that incomes of the sector will rise 140%, from 50 billion Dollars to 120 Billion Dollars. The basic factor of the development of medical tourism is price differences among the countries.

Especially complex surgery operations have very important price differences. For instance, in USA, having an open heart operation costs 70.000 Dollars. Open heart operation prices rise to 70.000 Dollars in England and 150.000 Dollars in USA. But India's best hospitals make these operations between 3.000-5.000 Dollars. It makes the flow understandable. Arbitrage of the exchange rates is another factor in the sector. Medical tourists can easily change their destination if a small movement in exchange rates provide them an advantage.

- Because of health services were assigned from public service to private sector in wealthy nations, especially USA, health expenditures have increased. So, medical services market became very important.
- In some western countries, cosmetic, dental and plastic surgery operations are out of the health insurance coverage. So people search cheap treatment opportunities in foreign countries For instance, in France denture and dental plate operations are uncovered by health foundations.
- Another kind of medical tourism is trans-national retirement. Care centers for old people in foreign countries allure this category of tourists. Countries like Kenya allow a long time staying to old tourists in the country. Turkey makes some attempts about retired people coming from North Europe. "Care Insurance System" is an important finance source which established in some countries like Germany for old and disabled people. "Promoting and marketing the historical, cultural and promotional ties of Turkey can be an important factor in order to attract more visitors for treatments.

Every year millions of tourists come to Turkey for health purposes and Turkey gains very important revenue. In addition to this, Turkey has important developments in medical tourism. In recent years, more and more patients choose health institutions in Turkey for treatments. The main reason, institutions can make modern medical operations with fair prices like other countries. Foreign patients from all over the world come to Turkey to health institutions for plastic surgery, eye operations, hair plantation,

fertility, open heart operations, dermatology, cancer treatments, brain surgery, orthopaedics, dental operations, etc. for lower prices with high-tech standards. However, despite the investment of billions of dollars made in Turkey for health tourism demand is not sufficient, and yet at the desired level. The deficiency on promoting and marketing of this sector can be seen the main 17 reason for sufficiency. There are areas that are highly developed in Turkey, and as in many Asian countries, treatment and operation costs are very reasonable in comparison to western countries. For instance, fertility treatment is 15.000-16.000 Dollars in USA and 2.600 Dollars in Turkey. Eye operations are 4.000-8.000 Euro in European Countries and 600 Euro in Turkey. Open heart operation is 25.000 Euro in Europe and 10.000 Euro at first-class hospitals in Turkey.

The institutions in Turkey follow the developments in USA and Europe very closely. Turkish doctors' achievements are followed by all nations in the World. The major aim must be providing the patients from medical treatments and also benefit from tourism potential in treatment areas. There are some examples for this concept in Kayseri. An eye center arranges a Cappadocia tour, skiing opportunities and cultural trips for its patients for five days with a professional tour agency. "Approximately 29 million tourists came to Turkey in 2010 and 18 billion dollars of revenue has been gained."

Medical tourism and thermal tourism can be executed together in many regions which makes a significant advantage for Turkey. Especially thermal water helps curing many illnesses. Turkey is one of the richest countries in having thermal resources and in first 7 countries in the World. Most of the patients come to Turkey from Europe according to specialists. Patients coming for eye operations, stay in Turkey for 4-5 days and spend approximately 2.500 Dollars. If we consider that holiday tourism income 650 Dollars for person, medical tourism provides 2.500 Dollars and 4.5 times more income than holiday tourism. So, we can see the benefits from medical tourism more clearly by this data. Because of inadequate promotion and inefficient marketing in abroad, the demand in this sector is not enough for Turkey. "Important part of the patients comes to Turkey treatment for eye disorders, secondly for infertility treatments." "Main target of the medical tourism shall be during health care treatments, providers must ensure patients and their families to benefit Turkey's natural and historical beauties as well"

**Benefits of health tourism are shown below...**

- Low cost of various diagnoses, treatments and surgeries
- Globe travel advantages
- Advantages offered by few countries for medical tourist and treatment expenses
- Reliable and proper treatment guidance which mat not available in



patients' country

- Expert's advantages available in foreign countries
- Insurance offered specially for the medical tourist who visit foreign countries for the various treatments
- Patient can get the advantage of various altered treatments available for the particular medical problems.
- Advantages of country specific treatments and cures

Following is a list of few well known and generally available medical treatments as a part of Medical Tourism Advantages for the patient. Now a days Medical Tourism in India is a fastest growing trends for the followings:

- 1) All Types of Bone and Joints Treatments
- 2) Blood Vessel Treatments
- 3) Heart Related treatments and surgeries
- 4) Cosmetic Surgeries
- 5) Dental Treatments
- 6) Eye Surgery
- 7) Ear, Nose and Throat (ENT)
- 8) Hair Implants and Treatment
- 9) Laser Hair Removal Treatments
- 10) Various Stomach related treatments.
- 11) Spa and Beauty Treatments
- 12) Spine Surgery
- 13) Ayurveda Treatments and Therapies

Recently, health tourism became quite important thus, new steps and investments for health tourism in the region are continuing. Especially, Antalya has made very significant progress in medical tourism. Advanced levels of organ transplant operations are being successfully implemented in Akdeniz University Faculty of Medicine. Also private establishments such as Medical Park, AykaVital, Interdentalia, Life Hospital, and the World Eye Hospital are making comprehensive clinical treatments successfully as well as spa-wellness services and surgeries. In addition, spa-wellness practices are being applied by professional teams in Antalya. The tours especially for elders and handicapped people are very effective to spread the health tourism over 12 months in the region. A project started for orwegian pensioners to live in Turkey in 2008 and, first attempt of this project has been chosen as bringing 1400 old-age pensioners and hosting them in a five-star hotel in Antalya Belek after January for 8 months. There will be established Norwegian villages in 10 different regions of Turkey which will host more than 25 thousand retired Norway elders. It is hoped that this project will be a fresh blood to Antalya-Turkey tourism. Especially in Gazipasaprovince, there are very suitable lands for these kinds of projects and investments. Doing investment in the field of Medical Tourism in the West Mediterranean Region is a profitable business because of the reasons written below.



- 34% of the tourists that comes to Turkey prefer West Mediterranean Region.
- In 2010 approximately 10 million tourists came to Turkey for medical tourism. Medical tourism sector is growing between 6% and 12% each year.

CONCLUSION

According to a survey, “Emerging Medical Tourism” made by RNCOS Research Corporation in 2009, has grown up by 40% in 2008 compared to 2007. If the conditions mentioned above are provided, then Turkey can get 15 billion Dollars from health tourism. Medical tourism and health tourism are new and researchable for academicians and companies. About this sector more advanced studies can be made like medical tourism demand, the criteria of choosing destination in medical tourism, competitive analysis in regions of medical tourism, financial sources from abroad and integration models of conventional tourism- health tourism-thermal tourism-medical tourism.

- Having excellent facilities and amenities for different branches of tourism such as sea, mountain, adventure, culture and medical.
- Providing opportunities for living four seasons at the same time
- Clean air, forests and the unique natural beauties
- Especially having a wide range of facilities for third age tourism
- Being on a close position to thermal facilities (Afyon, Sandıklı)
- Existence of the supporting institutions for the investment Having an international airport on which direct flights take place to European and Middle Eastern countries
- Well educated and warm welcoming staff

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IMPORTANCE OF TOURISM AND PILGRIM PLACES IN GUDUR DIVISION

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History makes man wise. There are many historical places, monuments in Gudur division for us to visit. These reflect the splendid heritage and culture of the country. The historical places depict the stunning craftsmanship on stone which can be seen in many temples and buildings. These old monuments are the reflection of our History. They help us to understand and respect people who lived in different eras with different habits and traditions. These encourage us to observe the changes in the societies for a better understanding of the reasons that led to the development of cities and societies and even traditions to the current status.

MALLAM SUBRAMANYA SWAMY TEMPLE

Mallam Subramanyam Swamy Temple, Chittamuru Mandal, near Naidupeta, Nellore. This temple was built by the King Pandya Bhupathi during 630 AD. Later renovated by Chola rules during the 10th and 11th centuries. Interesting part of the construction is Vasantha Mandapam, which was built in the form of a chariot drawn by a pair of horses. Temple Mandapam was built on 100 pillars rock-cut corridor, pillars are beautifully carved with sculptures from the epics The Ramayana, The Maha Bharath, The Bhagavatham and The Siva Purana. Temple is facing towards North direction.

Mallam Subramanya Swamy Temple History

Once King Kullothunga Pandya Bhupathi who went to the forest for hunting saw the bamboo sticks which were grown over the anthill and wished to make a palanquin out of these sticks. Anthill was grown over Subramanya Swamy who was doing penance there for many years. The king who is not aware of the Subramanya Swamy's penance ordered his servants to collect the bamboo sticks. Servants while cutting the bamboo sticks, unknowingly chopped Subramanya Swamy's both hands and blood starts oozing out of the anthill. Later at night, Subramanya Swamy appeared in the King's dream and ordered him to construct the temple to get rid of the committed sin. From then on the King used to offer his first prayer (pooja) of the day to Subramanya Swamy.



MANNARPOLURU TEMPLE

About Mannarpoluru Temple

This temple was built by Chola King during the 10th century. This temple was in glory at the time of King Manuma Siddhi, who ruled Nellore in the 13th Century. In the 18th Century, Venkatagiri Raja gifted 5 villages to the Temple to support temple rituals.

Apart from the idols of Satyabhama and Jambavathi, the two consorts of Lord Sri Krishna, in this temple we can also find 9 feet Garuda Idol and 9.5 feet Jambavantha Idol, Idols of Sugreeva and Jatayuvu. The idol of Jambavantha creating the illusion of shedding tears are bound to amaze the viewers. There is a temple within the compound dedicated to Lord Sri Rama.

Mannarpoluru Temple in Nellore is famous as Alaghu Mallari Krishna Swamy Temple.

Legends associated with Mannarupoluru Temple

Mannarpoluru, is a heritage site, with significant references to Jambavathi's wedding with Sri Krishna. It is the place where Sri Krishna defeated Jambavanth to procure Samanthakamani. It is mentioned in Brahmanda Purana that Sri Krishna fought with Jambavantha for 28 days. Hence this place got the name "Malla Hari PoruVuru" (means the place where Lord Hari did MallaYudham, a type of fight). Jambavantha presented Samanthakamani and his daughter Jambavathi to Sri Krishna. As time passed by, its name got changed to Mannarupoluru. This is the only temple dedicated to Jambavathi, Sathyabhama and Sri Krishna.

CHENGALAMMA TEMPLE

Chengalamma Temple in Sullurpeta is located on the banks of Kalangi river. The temple lies in the southern tip of Sullurpeta which is well connected with major cities like Chennai, Tirupati, Nellore. 400 year old Chengalamma Tree in the temple premises acts as a boon giver to all devotees.

Legends of Chengalamma Temple Sullurpeta

The goddess in earlier days, used to be called Tenkali (Dakshina Kali). Later the name Tenkali replaced by Chengali and then to current name Chengalamma. Then the village formed around this temple was named as Chengali Peta. During the British ruling, they changed the name to Sullurpeta. However, there is another version of Sullurpeta, people residing since ages used to say that, at the time of Brahmotsavam which happens once in 7 years, during this time "Sudimanu" will round around the Temple hence this place is called as Sullurpeta.



EAST KANUPUR VILLAGE – CHILLAKUR MANDAL

East Kanupur Village is located on Gudur – Varagali and Gudur –Kota road at about 25 KMs from Gudur. There is a famous temple with Deity by name “SRI MUTHYAALAMMA AMMAVAARU” in the Village. Proposals for allotment of Government Land of Ac:80.00 were submitted to the Government from the District Collector, SPS Nellore and orders are awaited in the matter. Famous “JATHARA” will be conducted once a year prior to Ugadi – Telugu New years day i.e., March- April for four days which will be attended to by more than 6 Lakhs devotees from Andhra Pradesh, Tamil Nadu and Karnataka states. “Hundi” Collections will be about 50 Lakhs per year fetched through several auctions. The festival will be conducted on a grand scale every year with the “Hundi” collections.

KALICHEDY (Sydapuram Mandal)

This was once a jagir village of some Muslim Subordinate, who sold it to the Raja of Venkatagiri. At about 1 ½ KM to the north of the Village, on the other side of the river Kandaleru and on the summit of hillock, known as “Siddappakonda, there is a fine temple dedicated to Siddeswara Swamy (Lord Siva).

VENKATAGIRI

It is famous for hand-loom weaving. Sarees prepared in this town are having great demand all over the country. There are few fine buildings constructed here by the former Zamindars. These buildings known as Indramahal, Raja Manhal, Taj Mahal are of the tourist interest. There are two big temples in the town dedicated to Lord Kasi – Viswanathaswamy and Lord VaradaRajaswamy.

This small town is famous because of the variety of handlooms of Viswanathaswamy held in July attracts a large no. of devotees. The Jathara being performed annually to Grama Sakthi “Poleramma” of Venkatagiri is having regional importance. It is renowned for the custom that the natives of Venkatagiri will compulsorily attend this Jathara wherever they may be in the country.

NELAPATTU BIRDS SANCTUARY

It is located in Doravarisatram Mandal at a distance of 1.5 KM from Doravarisatram Village. Nelapattu Bird Sanctuary is **popular for the largest habitats of pelicans in Southeast Asia, it is home to many other native as well as migratory birds.** Some of the readily seen birds of the Nelapattu Bird Sanctuary are Babblers, Pelicans, Flamingos, Open Billed Stork, Coot, Night Heron and Waders. Apart from housing some of the rarest species of the avian population, the Nelapattu Bird Sanctuary is home to many mammals like jackals, slender loris and reptiles like monitor lizard, tortoises and snakes. There are **some huts and viewpoints along the Sanctuary** to view the birds peacefully. Naturalists here say many of the gorgeous birds here carry on



the roosting and breeding activities and they even count and list number of birds they sighted in the sanctuary every day.

The uniqueness of the sanctuary lies in the additional features that are offered. The environmental education centre, small museum & the library offer information for those who are interested in the subject. Tourists can spend some time in the library reading about the different species of birds and animals. The Nelapattu Bird Sanctuary also offers an auditorium which is well equipped with audio-visual systems for seminar and discussions. Based on no. of tourists available, they play **some documentaries in this auditorium**. This is a notified tourist place.

SATISH DHAWAN SPACE CENTRE, SHAR, SHRIHARIKOTA

There is one rocket launching center “SHAR SD Space centre having international reputation – located at Sreeharikota Island which is at a distance of 13 KM from Sullurpet. SDSC SHAR, with two launch pads is the main launch centre of ISRO located at 100 km north of Chennai. SDSC SHAR has the necessary infrastructure for launching satellite into low earth orbit, polar orbit and geostationary transfer orbit. The launch complexes provide complete support for vehicle assembly, fuelling, checkout and launch operations. Apart from these, it has facilities for launching sounding rockets meant for studying the earth’s atmosphere. Achievements include establishment of launch complexes for Sounding rockets, SLV- 3, ASLV and PSLV. Launch complex augmented for GSLV.

CONCLUSION

Tourism and Historical areas bring numerous benefits and advantages to any host state / country. But real importance of Tourism and Historical places comes from its nature, structure. Tourism contributes for complete growth and development of a State / Country by bringing numerous economic values & benefits and help in raising brand value, image and identity to state and country. Tourism industry goes beyond attractive destinations, being an important economic growth contributor.



PROSPECTS OF TOURISM INDUSTRY IN THE ECONOMIC DEVELOPMENT OF INDIA

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Abstract

The Two day National seminar explores that there has been a tremendous growth in tourism in India because of the government policies and its support from various levels. This national seminar provides scope how India is rising as a popular tourist destination in the world, driven by the spotlight on innovation and creating value for tourists. This study also examines a broad view of tourism-generated employment, sales, production, wages, and taxes.

Travel & Tourism's total contribution to the global economy rose to 9.5% of global GDP (US \$ 7 trillion), it's growing faster than other significant sectors such as financial and business services, transport and manufacturing industries. Travel and tourism industry play a vital role in India's economy; compared with other nations, India ranks 14th in the world for the contribution to the GDP. As per the National Council for Applied Economic Research, it estimates tourism contributes as much as 6.77% to India's total Gross Domestic Product.

Tourism sector offers direct and indirect support to a nation's economy; the direct benefits includes transportation services, economic support for hotels, retail shops, entertainment venues and attractions, as the indirect benefits includes government spending on related infrastructure, and the domestic spending of Indians employed in the tourism sector.

National Seminar Sub-Themes

1. Vision 2020 by Government of Andhra Pradesh
2. APTDC Plans and Objectives
3. Role of Heritage Tourism in Economic Growth
4. Promotion of tourism in India-Problems and Perspectives
5. Role of Tourism in Cultural Development
6. Role of Corporate sector in Improving Tourism
7. Central Government policies in the improvement of tourism Industry
8. Role of Tourism in International relations
9. Role of ICT in Development the tourism Industry
10. Role of tourism in employability and skill development (Entrepreneur)



Introduction

Travel is the movement of the people between moderately far geographical areas, and travel can be by any means like foot, bicycle, automobile, train, boat, airplane etc., with or without baggage, and can be either one way or round trip.

Tourism is an economic, cultural, social, and phenomenon which entails the association of people to nations or places outside their likely environment for personal or business/professional purposes.

Globalization of Development programs has increased in developing countries and as well as the developing countries, and their foreign exchange requirements also rose. Manufacturing and non-manufacturing and many traditional and non-traditional industries, have helped them in their astonishing task in industrial transformation, no doubt, but at the same time, environmental pollution caused harmful side effects. In addition, the inadequacy of financial resources to accelerate the process of economic transformation is a significant barrier. It was found that at the peak of the need to compete with the world-class.

Tourism is the movement of tourists from one place to another place, temporary short-term movement. Tourism travels to a particular destination remote areas and engage in various activities, including foreign sites and is not meant for exploration. For adventure tourism in India, tourists Ladakh, Sikkim, and places like the Himalayas prefer to go for trekking. Himachal Pradesh and Jammu and Kashmir are popular for skiing facilities they offer. Whitewater Rafting in India is growing and tourist activity to pack the adrenalin- such as Uttarakhand, Assam and Arunachal Pradesh as a bunch of places. Water, land and air in a variety of adventure can be enjoyed in India. There is a variety of adventure tourism in India: rock climbing, skiing, Camel safari, paragliding, mountaineering, white water rafting, trekking. As a kind of adventure tourism in India, rock climbing is relatively new. Due to the presence of the country for the large climbing rocks, it's as a kind of adventure tourism in India Rock climbing is taking off in a big way. Tourists can go for rock climbing, various places in India Badami, Kanheri Caves, Manori rocks, and are Kabbal. Skiing as a kind of adventure tourism in India has become popular in the last decade. The country has excellent skiing facilities which have a large number of hill stations. Adventure Tourism in India has given rise to skiing. Tourists can go for skiing, places in India, Manali, Shimla, Nainital, Mussoorie's. Whitewater Rafting in India, is a relative newcomer in the field of adventure tourism in India. The rivers, waterfalls, and is increasing due to the presence of a number of rapids. Whitewater rafting can be a tourist places in India where the Ganga, Alaknanda and Bhagirathi rivers. Trekking in India as a part of the adventure tourism has increased recently. Many tourists are coming to India from developed countries such as the USA and the UK have spent more money. Medical tourism in India is nearly 45%, of medical tourists from foreign countries. Many medical tourists come from foreign countries mainly to Chennai city.



Forms of Tourism

Eco tourism

Eco tourism has been developed recently in India; it's an extremely new concept. Eco tourism involves the traveling places that are well-known for their social culture and natural beauty; we have to preserve the Eco tourism and should not damage the ecological balance. Indians are famous since era to worship and converse nature. Indian Government has set up the Ministry of tourism and culture to promote ecotourism.

Cultural tourism

India is famous for its rich cultural heritage and also element of mysticism, for this tourist come to India and learns the culture. There are various fairs and festivals in India, Uttaranchal are also famous for cultural tourism India, because of Himalaya Mountains and many ancient temples over there.

Wellness tourism

This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness, and who are seeking unique, authentic or location-based experiences. Wellness tourism includes various services like massages, facial treatments, body treatments, exercise facilities & programs, weight loss programs, nutrition programs, pre and post-operative Spa treatments and mind/body programs.

Business Tourism

Business tourism can be defined as travel for the purpose of business. Business Tourism can be divided into three sections: Trading for goods to be resold on wholesale basis Conduct business transactions e.g. visiting a client, contract negotiations Attending a conference, exhibition or event associated with their business.

Heritage tourism

India Heritage Tourism is a destination for heritage tourism, additional initiatives were taken to promote the image by the Government of India; in the last few years have witnessed a huge increase. India has constantly been famed for its rich heritage and ancient culture. Heritage Tourism in India was long anticipated debut. Meenakshi Temple in Madurai indicates India's glorious past and its importance. Heritage Tourism in India has increased in recent years. It has a greater scope for further development. The Government of India and the tourist board can only be attained through its joint efforts.



Pilgrimage tourism

India is famous for its temples and Pilgrimage tourism is one kind among the different kinds of tourism in India, it is growing very speedily. There are a range of places for to visit by tourists in India for pilgrimage are Tirumala, Mathura, Vrindavan Char Dham, Vaishno Devi and Golden temples.

Leisure Tourism

They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

Cruise Tourism

Very common transportation modes among the people are rail and road. The costliest modes of transportation are Air / Cruise mode of transport. At any cost, the tourists wish to take pleasure in the holiday even before they reach the actual tourist spot.

Sports Tourism

People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

Educational Tourism

Students undertake trips to abroad to secure higher and professional studies to excel their talents. Tourism here automatically gets triggered. The types of tourism in India have grown and this has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism segment can contribute more considerably to the nations GDP. But also includes all activities undertaken during the stay. It includes day visits and excursions. The movement can be within the nation or the tourists can also take a trip to the foreign destinations for the tourism purpose.

Adventure tourism

As a kind of tourism in India, adventure tourism has recently grown in India. In order to go trekking in the various rugged mountains present in India. Camel safari has also become extremely popular because of initiatives taken by the tourist boards of some states in India. The most famous destinations in India for camel safaris are Bikaner, Jodhpur, and Jaisalmer. Paragliding in India has developed newly and paragliding amenities are accessible in a lot of places in India. Climbing in India is also quite popular in the arena of adventure tourism. Tourists can go to Garhwal, Himachal Pradesh, and Jammu and Kashmir for indulging in climbing. Adventure tourism India



has registered a formidable growth in recent years. For this growth to continue, efforts must be taken by the government of India so that India ranks alongside international destinations for adventure tourism.

Wildlife tourism

India has a rich forest cover which has some beautiful and exotic species of wildlife some of which that are even endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park.

Medical tourism

Tourists from all over the world have been thronging India to avail themselves of cost- effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would.

Economic Development of tourism in India

Tourism industry in India has many Positive and some negative Impacts on the economy and as well as the society also these impacts are tinted below:

Economic Development

Generation of foreign exchange

This sector of the economy is found efficacious in generating the foreign exchange reserve. To be more specific the contribution of world tourism to the foreign exchange is supposed to be the succulent benefit of tourism industry. The developed countries of today testify it. They have been found successful in minimizing their foreign exchange crisis with the revenue generated by this sector. The host region retains 93 percent of the earnings in the foreign currency by the tourism sector.

Generation of employment

Travel & Tourism industry has generated 4.9% of the jobs of the total employment i.e. 22,320,000 jobs directly. And this has been forecast to raise by 2.5% in 2014 to 22,876,000 (4.9% of total employment). The employment includes air lines, travel agents, hotels, and other traveler transportation services (excluding commuter services). It also includes the activities of the restaurants and the leisure industries directly supported by tourist. By 2024, Travel & Tourism 28,081,000 jobs directly, an increase of 2.1% pa over the next ten years.



Raising of tax revenue

The tourism industry contributes a lot to national treasury. The tax will be collected from various segments. Mainly in the Indian context, Tourism industry has not been making a good contribution to the tax revenue because the tax concession is allowed at various stages. Of course, its natural, specifically at the initial stage of development. Gradually the extent of tax concessions, allowed shows down word trend and the contribution of the tourism industry, towards the tax revenue reaches its Cultural and historical impact. India is having the best culture, where all the countries follow our culture and traditions. The cultural heritage has been found to be an outstanding benefits of tourism. The cultural purity is a virtue of the society, The role of Tourism is been blossoming of art, protecting and Maintaining Monuments and our heritage contribute a lot to the process of cultural transformation. Our society is endowed with art and culture, and the traditions and custom's are lively end. The cheerful public life. Generally, attracts tourism. There are some of Monuments that are supposed to be permanent structure of Cultural Heritages. The development of tourism industry by the government helps in protecting various Monuments and our cultural heritage. The protection of land marks and the architectural wonder will show our glorious ancient part that helps to promote cultural tourism.

Development of Art and Handicrafts

A society endowed with art and crafts alongwith lively custom and cheerful public life is foundhelpful in promoting world tourism. This industryprovides adequate motivation for the promotionand protection of an art and crafts,which is cherished by the exterior society.Tourism can inspire high quality revivals of craftin particular. The growth of tourism in such areamay also provide financial incentives for theperseverance for many local crafts, while the touristhotels create markets for local manufacture.

Social Transformation

The advantage of social interaction between tourists and native population as a means towards fostering enhanced understanding and goodwill between nations has been inscribed as a main social benefit attained by Tom tourism. Making wider of social opportunities, setting up of the nation's social life, promotion of interregional and intra-regional understanding, creation of country identity and nation integration are some of the significant positive effects of tourism industry on social transformation.

Ecological balance

With the development of tourism industry, we find plentiful scope for making the environment pollution free. The tourist centers like national parks, hill stations, wild life and bird sanctuaries, and gardens etc. helps in maintaining the ecological balance. Thus, we find here two-tier positive impact; primarily the environment is kept smoke



free and other industrial hazards and secondarily, the tourist centers directly contribute to the ecological balance. The environmentalists recommended for the planned development of tourism industry. Normally, the manufacturing industries pollute water, air and sound and make the environment unhealthful for all the living beings. This is a vital negative effect of industrialization, which necessitates development of non-traditional industries in general, and the tourism-industry in particular.

Political Effects

The political outlay and benefits of tourism, which are the merits of international tourism, have been inscribed as most important force for peace and understanding between countries. Empirical explanation and perceptive analysis of diverse combinations of these situational pressures and cultural norms are greatly needed to increase our knowledge of social relationships and determine what steps could be take to increase the likelihood that touring will, indeed, contribute to understanding and harmony among nations.

Negative impacts

Undesirable social and cultural change

Tourism sometimes leads to the destruction of the social structure of a society. The more tourists coming into a place, the excellent example is Goa. From the late 60's to the early 80's when the Hippy culture was at its pinnacle, Goa was a haven for such hippies. Here they came huge number of people and changed the whole culture of the state foremost to an increase in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

Increase tension and hostility

Tourism can increase tension, hostility, and doubt between the tourists and the local public. When there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The topical crime is a case in point, committed against one Russian tourist in Goa.

Creating a sense of antipathy

Tourism brought slight advantage to the local community. In most all-inclusive package tours majority i.e. 80% of travelers' fees go to the international companies, airlines and hotels not to local businessmen and staff. Furthermore, large chain restaurants often import food to satisfy foreign guests and rarely make use of local employees for senior management positions, preventing local farmers and personnel from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.



Adverse environment and ecology

The most important adverse effects of tourism on the environment are improved pressure on the carrying, capacity of the ecosystem in each tourist area. Increased transport and construction actions led to huge size deforestation and destabilization of natural landforms, when the flow tourists increased it led to increase in solid waste discarding as well as decrease of water and fuel resources. Flow of tourists to ecologically receptive areas resulted in destruction of species which rare and endangered, due to trampling, killing, disturbance of breeding surroundings. Various pollutions likewise Noise pollution from public address systems and vehicles, water pollution, vehicular emissions, untreated sewage, etc. also has direct effects on biodiversity, ambient environment and common shape of tourist spot.

ForeignExchange Earnings (FEEs) From Tourism in India, 1997-2014

Year	FEE from Tourism in India	Percentage (%) change over the previous year
1997	10511	4.6
1998	12150	15.6
1999	12951	6.6
2000	15626	20.7
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	51294	15.6
2009	53700	4.7
2010	64889	20.8
2011	77591	19.6
2012	94487	21.8
2013 [#]	107671	14.0
Jan-June, 2014 [#]	56760	10.0 [@]



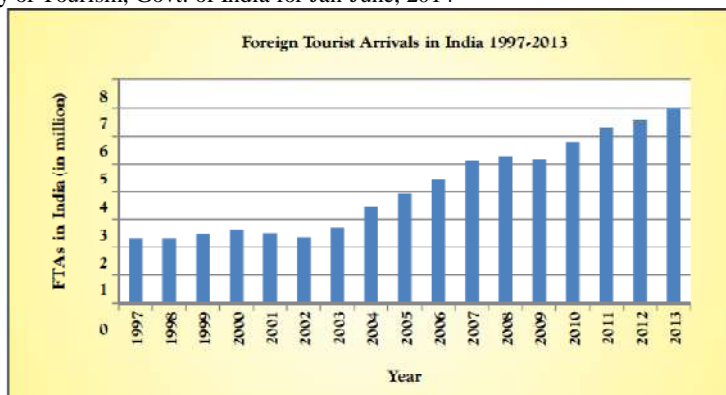
Foreign Tourist Arrivals (FTAs)in India, 1997-2014

Year	FTAs from Tourism in India (in Million)	Percentage (%) change over the previous year
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
Jan-June, 2014	1.54(P)	5.2 (P)

(P)Provisional, @Growth rate over Jan-June, 2013

Source: (i) Bureau of Immigration, Govt. of India, for 1997-2013

(ii) Ministry of Tourism, Govt. of India for Jan-June, 2014

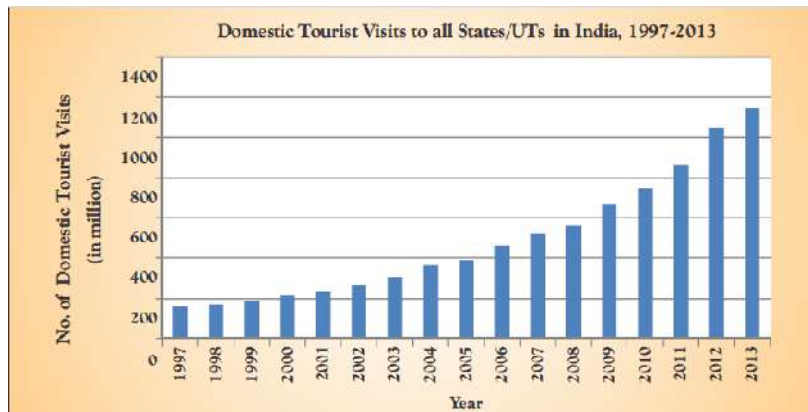


Number of Domestic tourists Tourist Arrivals (DTVs)in India, 1997-2014

Year	No. of Domestic Tourist Visits to States/UTs (in Million)	Percentage (%) change over the previous year
1997	159.88	14.1
1998	168.20	5.2
1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.01	7.0
2006	462.32	17.9
2007	526.56	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012 \$	1045.05	20.9
2013 (P)	1145.28	9.6

Source: State/ Union Territory Tourism Departments

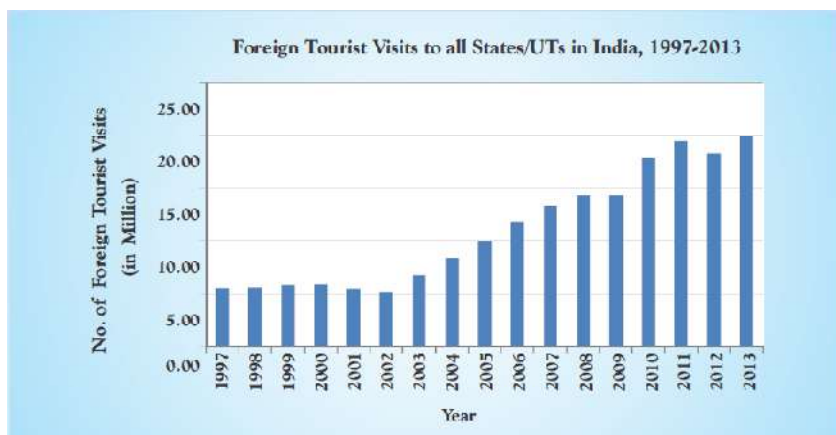
(P):Provisional, \$-DTV figure of 2012 has been revised



Number of Foreign Tourists Visits (FTVs) to all States/UTs In India, 1997-2013

Year	No. of Foreign Tourist Visits to States/UTs (in Million)	Percentage (%) change over the previous year
1997	5.50	9.3
1998	5.54	0.7
1999	5.83	5.3
2000	5.89	1.1
2001	5.44	-7.8
2002	5.16	-5.1
2003	6.71	30.1
2004	8.36	24.6
2005	9.95	19.0
2006	11.74	18.0
2007	13.26	12.9
2008	14.38	8.5
2009	14.37	-0.1
2010	17.91	24.6
2011	19.50	8.9
2012 \$	18.26	-6.3
2013 (P)	19.95	9.2

Source: State/ Union Territory Tourism Departments
(P):Provisional, \$-DTV figure of 2012 has been revised



Share of Indian in International Tourism Receipts In World and Asia the Pacific Region, 1997-2013

Year	International Tourism Receipt (In US \$ billion)		FEE in India (In US \$ Million)	Percentage (%) share and rank of India in World		Percentage (%) share and rank of India in Asia and the Pacific	
	World	Asia and the Pacific		% Share	Rank	% Share	Rank
1997	442.8	82.6	2889	0.65	-	3.50	-
1998	444.8	72.3	2948	0.66	34th	4.08	-
1999	458.2	79.1	3009	0.66	35th	3.80	-
2000	475.3	85.3	3460	0.73	36th	4.06	10th
2001	463.8	88.1	3198	0.69	36th	3.63	12th
2002	481.9	96.5	3103	0.64	37th	3.22	13th
2003	529.3	93.7	4463	0.84	37th	4.76	9th
2004	633.2	124.1	6170	0.97	26th	4.97	8th
2005	679.6	135.0	7493	1.10	22nd	5.55	7th
2006	744.0	156.9	8634	1.16	22nd	5.50	7th
2007	857.0	187.0	10729	1.25	22nd	5.74	6th
2008	939.0	208.6	11832	1.26	22nd	5.67	6th
2009	853.0	204.2	11136	1.31	20th	5.45	7th
2010	931.0	255.3	14193	1.52	17th	5.56	7th
2011	1042.0	289.4	16564	1.59	17th	5.72	8th
2012	1078.0	329.1	17737	1.65	16th	5.39	7th
2013 (Provisional)	1159.0	358.0	18445	1.50	16th	5.14	8th

P: Provisional, -NA

Sources: (i) UNWTO Tourism market trends 2007 Edition, for the years upto 2005

(ii) UNWTO Barometer June 2009 for 2006 & 2007

(iii) UNWTO Tourism Highlights 2011 Edition, for 2008 and for 2012 Edition for 2009

(iv) UNWTO Barometer April 2014 for 2010, 2011, 2012 & 2013



- The first graph Explains about percentage of share of India in International Tourism Receipts in the World.
- The Second graph Explains about percentage of share of India in International Tourism Receipts in Asia The Pacific Region

DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is a significant economic activity in the majority of countries around the world. The industry has direct economic impact, As well as its has significant indirect and induced impacts. The United Nations Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) which quantifies only the direct contribution of Travel & Tourism. But WTTC recognises that Travel & Tourism's total contribution is very much superior, and it aims to capture its indirect and induced impacts by their annual research.



DIRECT CONTRIBUTION

The Travel & Tourism industry directly contributes of to GDP reflects the 'internal' expenditure on Travel & Tourism. (the total amount spending within a particular country on Travel & Tourism by its residents and non-residents for business and leisure purposes) as well as the government 'individual' spending amount and the amount spending by government on Travel & Tourism services are directly linked to visitors, such as recreational (eg national parks) or cultural (eg museums). The Travel & Tourism business directly contributes of to GDP is calculated to be constant with the output, as they have expressed in National Accounting, of tourism-characteristic segments such as airports, airlines, , travel agents hotels, leisure and recreation services that deals directly with tourists. The Travel & Tourism business directly contributes of to GDP is calculated from total internal expenditure by 'netting out' the purchases through the different tourism segments. This measure is consistent with the definition of Tourism GDP, as it specified in the Tourism Satellite Account 2008: A Recommended Methodological Framework (TSA: RMF 2008).

TOTAL CONTRIBUTION

The total contribution of Travel & Tourism comprises its 'wider impacts' (ie the indirect expenditure and expenditure induced impacts) on the economy. The 'indirect' contribution which includes the GDP and as wells as jobs supported by:

- Travel & Tourism investment spending – an significant aspect of both present and future activities that includes investment activities such as the purchase of new aircrafts and construction of new hotels;
- Government spends 'collective', which helps the Travel & Tourism activities in many different ways as it is made on behalf of the 'society at large' – eg promoting

tourism and tourism marketing, administration, aviation services, security services, resort area security services and resort area sanitation services, etc;

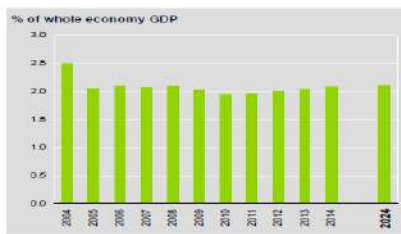
- Domestic purchases of goods and services by the Travel & Tourism sectors dealing directly with tourists - including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

The 'induced' contribution measures the GDP and as well as jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism Industry.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP

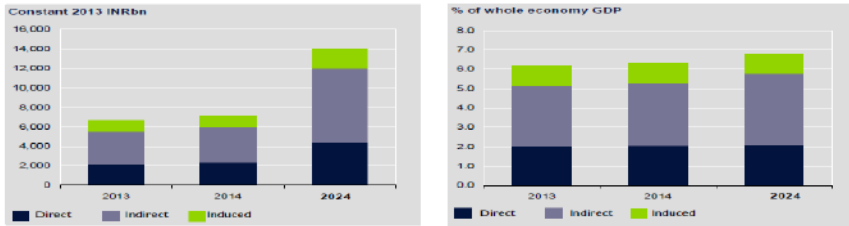
The Travel & Tourism industry directly contributes to GDP in 2013 was INR2,178.1bn (2.0% of GDP). This is predicted it would increase by 7.5% to INR 2,340.6bn in 2014. Mainly it reflects the economic activities generated by various industries related to tourism such as airlines, travel agents, hotels, and other passenger transportation services (excluding commuter services). But it also includes, for example, the several activities of the leisure industries and restaurants are directly supported by tourists. The Travel & Tourism industry directly contributes to GDP is expected to move up by 6.4% pa to INR4,346.4bn (2.1% of GDP) by 2024.

INDIA: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The Travel & Tourism's total contribution towards to GDP (including wider effects from investment, the supply chain and induced income impacts,) was INR6,631.6bn in 2013 (6.2% of GDP) and is expected to grow by 7.3% to INR7,117.6bn (6.3% of GDP) in 2014. Travel & Tourism industry is estimated to boost by 7.0% pa to INR13,983.0bn by 2024 (6.8% of GDP).

INDIA: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP

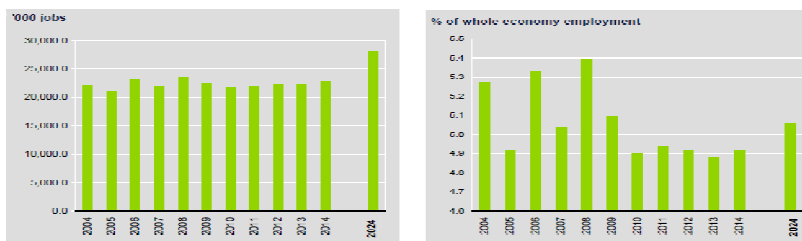


Travel & Tourism's Contribution to employment

Travel & Tourism trade has generate 4.9% of the jobs of the total employment i.e. 22,320,000 jobs directly. And this has been predicted to grow up by 2.5% in 2014 to 22,876,000 (4.9% of the total employment).The employment includes various services like air lines, travel agents, hotels, and other traveler transportation services (excluding commuter services). It also includes the activities of the restaurants and the leisure industries directly supported by tourist.

By 2024, Travel & Tourism industry 28,081,000 jobs directly, an increase of 2.1% pa over the next ten years.

INDIA: DIRECT CONTRIBUTION TRAVEL & TOURISM TO EMPLOYMENT

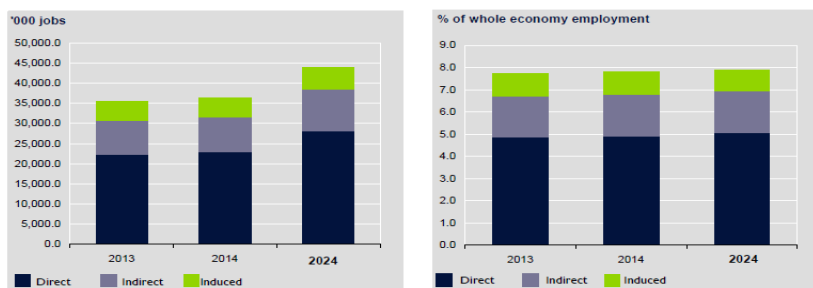


The Travel & Tourism Contribution towards employment (including aider effects from investments, supply chain and induced income impacts) was 35,438,500 jobs in 2013 (7.7% of the total employment). This is forecasted by the rise of 2.7% in 2014to 36,409,000 jobs (7.8 % of total employment).

By 2024, Travel & Tourism industry is predicted to support 43, 837,000 jobs (7.9 % of total employment), a raise of 1.9% pa over the period of time.



INDIA: TOTAL CONTRIBUTION TRAVEL & TOURISM TO EMPLOYMENT



Conclusion

Travel and tourism industry is a major driver of economic growth internationally. Indian's tourism industry is experiencing a sturdy era of growth, governments ha to conduct campaigns to promote 'Incredible India'. Developing country like India can set a path of Modern economic growth through proper transformation of economy. With the help of tourism we make linkages with a host of sectors like education, transportation, banking, hospitality, health etc. Travel and tourism industry majorly contributes to the growth of economy as well employment opportunities too. Government of India Ministry of tourism and various states and also the private players have taken initiatives to transform India into a profitable tourist destination in the world. Tourism will give a different emphasis to the continuing debate amongst the various societal groups in and may change the perceived balance between the positive and negative effects of tourism in the future. Let us hope the Indian tourism industry will have enormous impact and will be a global leader by the year 2024.

Finally, in this Two-Day National seminar brings the new innovative ideas and suggestions prospects of tourism Industry in the economic development of India

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EXHAUSTING COMPETENCIES OF TOUR GUIDES -A CASE STUDY OF TAMIL NADU

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Abstract

The Tour Guiding Profession in Indian has turned to be a multi skilled area. India, the land of all seasons and all reasons, have so much to offer to the Tourists footfalls to our Country. The Multitudinous of the range of products existing in Tourism Industry of India from Cultural Tourism to Heritage Tourism, Adventure Tourism to Eco Tourism, Pilgrimage Tourism to Spiritual and Rejuvenation Tourism has paved the way for offering experiences to the end Tourists. The first point of contact in Tourism is where a Tour Manager, Transfer assistant and in the attractions a Tour Guide come into contact with the Tourists. The impact that the frontline service providers create to the Tourists, makes repetition in the visit of the Tourists to a particular destination. The Tour Guides in India have in their career, a list of challenges of entertaining the Tourists and the Tourist inflow to the cultural Tourism spots. It is a big challenge every year; not only for the Tour Guides income but also for the entire travel fraternity, therefore the Tourism fraternity is poised towards the Tour Guides for a goodwill of their companies. This has evolved to be a great opportunity for the Indian Tour guides to evolve new competencies in the area of Tour Guiding. Adding to the competition for the Tour Guides in our country are the informal sectors in Tourism like street hawkers, broker, Freelancers and other middlemen who earn commissions.

Keywords: Tour Manager, Foot Falls, Adventure Tourism, Eco Tourism, Cultural Tourism, Heritage Tourism, Front line service providers, Street Hawkers, Bokers, Freelancers.

1. Introduction

India is a country where the ethnicity, habits; customs and traditions keep changing for every square kilometre. The Modern era Tourists are those who visit a place not only for visiting a place, taking photo graphs, being a part of schedule in Group Inclusive Tours but they are very trendy these days. The Tourists Requires experience from each portion of the culture, environment, cuisines and these experiences are also a part of receiving in formations by the Tourists. The Tourists experiences should be Time bound, as the vacation market is moving towards time sensitive markets. A package Tourists purchase the travel services in advance, as he remits a portion of advance to a Tour operator or sometimes entire advance has to be remitted by the Tourist towards the service providers. The Tourists after arriving at a



particular Tourism destination starts to grade the travel experiences after entering into conversation with the service providers. A Tour Guide, Tour Manager, Tour Leader and Tour escort, forms a part of essential components of a Tour itinerary. The core components are the Hotels, Travel Agencies and Tourist Transport Operators.

Every Tour Guides gets assignments from the Travel Agency who is the Authority for a Tour Guide. A Tour guide will be able to get assignment only when he gets a good feedback from the Tourists. The Head of the Tour group or representative will leave a feedback reply to the Travel Agent or the ground handler, and that is the point of determination if a Tour Guide has lived up to the expectation of the Group whom he has guided. If the Feedback is in positive Nature the Tour Guide will start receiving regular assignments from the Travel Agent. This competency is not only meant for the state level Tour guides but also for the Regional level Tour Guides. A regional level Tour Guide is a person who takes up assignments and representation for almost entire region like Northern Region, North eastern region, western region, southern region and central region.

A Tour Guide plays an important role in connecting the Tourists with the places of importance, which are unexplored and un-identified. He engages the Tourists with interesting stories and facts and without them the trip to a particular destination will not be fulfilled. A Tour guide throws his contribution especially in the field of alternative Tourism where he links the Tourists with the localities, villagers and farmers so that the Tourists get a diversified experience in a Tourist destination.

2. Methodology of the Study

The method adopted to execute the study is through personal communication with the Tour Guides of Regional level cadre of Tamil Nadu. Their experiences were shared and the research methodology is conceptual in Nature. The idea of a conceptual research is to further enhance the study of the research which is already being conducted and to enhance further concepts in the field. The opinions from the Regional level Tour Guides were collected to report the important areas of competencies in the field of Tour Guiding in Tamil Nadu. Different Factors were organised to sequence. The sample size is N=100, currently there are 131 Regional level Tour guides in Tamil Nadu (Data base based on "India Tourism", Govt of India List accessed on 29/10/2019). The data interpretation analysis method used here is Factor analysis method where the factors were presented to the guides in the form of Nominal Scale and the Preliminary Factors were selected and Split into Meta-Factors

3. Potential Circuits in Tamil Nadu for the Tour Guides

Tamil Nadu which is a land carrying the logo "Enchanting Tamil Nadu" and the state has got important Tourism circuits to its credentials. Tamil Nadu and Chennai's places of Attractions majorly include



3.1 One Day Tirupati Tour from Chennai

Highlights: Thirumala, Thiruchanur. [Tourists are requested to produce any photo Identity Card (Exact Name on ID card) at the Vaikuntam Q Complex during Darshan for each person] [Dress Code: Men should wear only Dhoti with formal shirt. Ladies should wear only sari or churidhar with Dupatta.]

3.2 One day Tiruvannamalai Girivalam Tour

Highlights: Girivalam around Tiruvannamalai Temple

Source: Directorate of Tourism, Chennai. Ranking of the districts for the year 2018

District Name	Domestic Tourist Arrival	Rank	District Name	Foreign Tourist Arrival	Rank
Kancheepuram	41958262	1	Chennai	2524279	1
Chennai	38284904	2	Kancheepuram	1715454	2
Ramanathapuram	28252838	3	Thanjavur	356115	3
Dindigul	28163830	4	Madurai	282167	4
Thanjavur	24955668	5	Trichirapalli	272815	5

3.3 One day Chennai Mamallapuram

Tour Highlights: Marundeeswarar Temple, Iskcon Temple, Dakshina Chitra, Muttukadu Boating, Crocodile Bank, Tiger Cave, Mamallapuram shore Temple, Arjuna's Penance, Five Rathas, 7D Show

3.4 Eight days Tamil Nadu Tour

Highlights: Pondicherry, Pitchavaram, Chidambaram, Vaitheeswaran Koil, Nagore, Velankanni, Thanjavur, Rameswaram, Suchindram, Kanniya Kumari, Madurai, Kodaikannal, Tiruchi

3.5 Four days Arupadaiveedu Tour

Highlights: Tiruthani, Swamimalai, Thanjavur, Palani, Madurai, Thiruchendur, Pazhamudhircholai, Madurai, Thiruparamkundram



3.6 Three days Navagraha Tour

Highlights: VaitheeswararanKoil(Angaraha-Mars), Thiruvengadu(budha-Mercury), Keezhperumpallam(Kethu),Thirunallur(Sani-Saturn),Alangudi(Guru-Jupiter), Thingalur(Chandran-moon), Thirunagesswaram(raghu), Surianarkoil(Surya-Sun) and Kanchanur(Sukra-Venus)

The major Tour Itineraries have posed a huge challenge to the Tour Guides in specialising in Iconographies, value added service, Introducing Organic Bunch i.e. introducing new Tourist attractions near the prime Tourism destinations. The Tour guides give value added services like volunteering for a heritage walks in most of the Tamil Nadu's Major Tour itineraries and culturally significant places.

The Tour Guides in Tamil Nadu get their assignments directly from the Tour Operators who are Multinational companies, Tourism departments or from the Hoteliers. This has made the Tour Guides to mandatorily have regular Tourism Linkage with the Industry stakeholders. Apart from having direct Linkage with the Major stakeholders they should also have connections with the ancillary Tourism services like Emporiums, Restaurants, Book Shops, Entertainment avenues. Tamil Nadu has majorly specialised in the cultural components and that is the reason the state still remains in the Top list of visited Tourism destination (Tamil Nadu Tourism department 2013).

The cultural destinations give a monotonous experience to the Tourists in the form visiting and Hotel stays. The Tour guides are pushed to a condition to elevate the concept of guiding by specialising in alternative areas of Tourism like

4. Organic Bunch for a Cultural Tourism Attraction

4.1 Rural Tourism: A cultural attraction will be surrounded by a Village. To deviate the boredom of the Tourists, a Tour guide can arrange a Village Trial or a stay.

4.2 Fishing: In adventure Tourism, Attractions like Ooty and Kodaikanal is competitive for the Tour Guides to have a specialised Itinerary for the special Interest Tourists like, Pole fishing, Fishing and cooking of the Fish in the same Natural Surrounding.

4.3 Astro Tourism: In some of the cultural Tourism attractions like Chidambaram, there are numerous astrologers who are fortune tellers for the Tourists. It may give a big product differentiation for the religious Tourists.

4.4 Gastro Tourism: The Tourists apart from being a part of a package Tour would prefer to taste the food delicacies of the place or the destinations. Some of the Accommodation sectors will have regular cookery class programmes for the Tourists, and especially for the Inbound Tourists. A Tour Guide should have his own handbook where such Gastronomic classes are organised and suggest those programmes for the Tourists



4.5 Heritage Walk: A few Tour guides may have a good connection with the district collectorate, Commissioner Office and Tourism Department. They can organise a self composed itinerary for a one day and a half a day Tour for the Tourists. The major Travel agencies and the Tour operators offload the Tourists to the Tour Guides for a different city Tour experience. Tamil Nadu being a cultural Tourism destination, city walks and Tours could be a major complementary to the existing Temple and Monumental visits.

4.6 Cultural Shows: A state Tourism department or district Tourism promotional council/District Tourism office in order to create promotion, organises various cultural shows in the pilgrimage destination. The Tour Guides should make a checklist of all such important folk and cultural shows so that if the shows are put into exhibition, he can engage the Tourists in the cultural shows. This would be a great value addition for the Tourism service being offered to the Tourists.

4.7 Unexplored and unattended destinations: There are destinations in Tamil Nadu like Tiruvannamalai, Nagercoil, Pudukkottai, Ariyalur and Perambalur. These are the attractions were Tourism Potential exists, but there are no Tourist Guide service to present the information to the Tourists.

5. Data Interpretation and Analysis

Preliminary Codes	Meta- Codes	Response in Percentage N=100
Itinerary	City Itinerary	38%
	Off the Beat Itinerary	62%
Culinary Trails	Popular Restaurants	43%
	Rural Cuisine	57%
Cultural Shows	Folk Dances	62%
	Classical Dances	38%
Rural Experience	Farming	32%
	Consuming Indigenous Food	68%
Story Telling	Astronomy	26%
	Historical Interpretation	74%
Volunteerism	Charity	15%
	Environmental	85%
Shopping	Crafts	64%
	General Shopping	36%
Entertainment	Government Cultural Shows	72%
	Private Entertainment Parks and Amusements	28%
Interpretation	Visit to Interpretation Centres and Museums	90%
	An interpretation from a well known Historian	90%



6. Conclusion and Interpretation

The Tour guides have an extra role to convene in the Trendy Tourism business practices. In the state like Tamil Nadu, surviving in the Guiding profession among several Freelancers and Travel Agencies is an arduous task. The Tour Guides should involve themselves in different offerings like Itineraries, where majority of the Tour Guides have expressed their opinions about the demand for new and off-the-beaten-track Itineraries as the preference by the cultural Tourists visiting the prime cultural Tourism attractions. The terminology Gastronomy Tourism is evolving and the Tourists visiting a particular cultural Tourist attraction will also prefer to experience the culinary delicacies of a particular location. 57% of the Guides have expressed that the Tourists have expressed interests for tasting regional cuisines. The indication is that the Tour Guides have started to maintain networks among the villagers for providing authentic food to the Tourists. The Tourists have expressed a great sense of concern for History and dialects in a particular region, which has paved the way for history interpreters and the story tellers. Majority of the Guides i.e. 74% have expressed their preferred consumer demand for Historical Interpretation and Folklore. The Inbound Tourists these years have exhibited a great sense of Interest for volunteering activities which is called as volunteer Tourism. Volunteer Tourism is an activity where the Tourists have an interest to participate in social activities while they are a part of Tourism. The Tour Guides are the mediators for introducing the Tourists to the correct NGO's for making them to participate in volunteering activities and 85% of the Tour Guides have expressed that the Tourists are interested to be a part of Volunteer Tourism.

The Tourism activities like shopping, wellness and rejuvenation is a part of Tourism and in Major Countries like Dubai Shopping festivals are organised to promote Tourism in their country. The shopping of artefacts is said to be the preference of the Tourists in the cultural destinations of Tamil Nadu. The cultural Shows from the government cultural centres are said to be the hallmark of an itinerary.

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ROLE AND OBJECTIVES OF ANDHRA PRADESH TOURISM DEVELOPMENT CORPORATION (APTDC) IN ANDHRA PRADESH, INDIA

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Abstract

The tourism and hospitality industry is one of the largest segments under the services sector of the Indian economy. Tourism in India is a key growth driver and a significant source of foreign exchange earnings. In India, the sector's direct contribution to gross domestic product (GDP) is expected to grow at 7.8 per cent per annum during the period 2013-2023. The tourism sector in India is flourishing due to an increase in foreign tourist arrivals (FTA) and a larger number of Indians travelling to domestic destinations. The role of Andhra Pradesh Tourism Development Corporation, is infrastructural support and instrumental in the growth and development of the industry.

Prelude

Andhra Pradesh Tourism Development Corporation (APTDC) is a state government agency which promotes tourism in Andhra Pradesh, India. The department offers tour packages of Heritage, Nature, Adventure, Health and Rural tourism representing rich historical and natural background of Andhra Pradesh state¹. The tours covering 8 centers of Andhra Pradesh. The department maintains resorts at popular tourism destinations such as Tirupatti, Horseley hills, Araku valley, Vizag and Srisailam. A wide range of vehicles including 63 hi-tech coaches, 29 Volvo coaches, 8 air-conditioned hi-tech coaches, 4 semi-sleepers, 11 mini vehicles, 1 vintage coach and 10 Qualis are being used. Office of Andhra Pradesh Tourism Development Corporation. APTDC is also promoting leisure tourism in the state of Andhra Pradesh². It has identified a number of potential tourism developments³. In 2006, it opened an office to serve the Tamil Nadumarket.

1.1 Objectives

The APTDC has been widening its scope of operations and objectives. The corporation's objectives as outlined in its Memorandum of Association are given below⁴:



I) Primary:

1. To start and promote all establishments, which are likely to facilitate the development of Travel and tourism services and also to help optimum utilization of resources in them.
- 2 To takeover and develop all tourist guest and rest houses, travelers bungalows including wayside facilities for the benefit of tourists.
- 3 To establish and maintain transport units and transport centers.
- 4 To sell, purchase, construct, lease and maintain motels, restaurants and travelers lodges for the purpose of boarding and lodging of tourists.
- 5 To produce, distribute and sell tourist publicity material for the purpose of giving publicity and to develop transport services.
- 6 To provide entertainment for travelers and tourists by way of cultural shows, sports and games etc.
- 7 To provide shopping facilities to travelers and tourists, establish and manage shops, emporia and other places for selling travel requirements and other articles of interest.

II) Ancillary Objectives

In order to achieve the primary objects as set out above, the corporation shall have the following objectives.

1. To carry on the business of accommodation with all facilities travel agents of all types and all other general agents whose services are essential to the tourists?
2. To provide lodging and boarding and other facilities to the tourists including general public.
3. To develop and turn to account any land required by the company and improve buildings and conveniences and also to advance money to and enter into contracts and arrangements of all kinds with building tenants and others.
4. To appropriate in part or parts the property of the corporation for the purpose to build and let shops, offices and other places of business.
5. To organize all-inclusive tours by road, rail, air or otherwise and to enter into all agreements connected with the organization of such tours.
6. To import, repair, ply and hire buses, motor trucks, cars, taxi cars, launches and other kinds of vehicles.
7. To purchase, take on hire of otherwise acquire halls, theaters, and to sell, give on hire or otherwise dispose of the rights so acquired.
8. To enter into agreements with different associations or persons of foreign or Indian, for securing any of the objects of the corporation or for any purpose conducive to any objects.
9. To import, purchase, sell and barter all goods and merchandise and open, run or manage shops.



1.2 Tourism Department, Government of Andhra Pradesh

Ministry of tourism of Andhra Pradesh was made a separate department in 1974, dividing it from the erstwhile Information Public Relations and Tourism Department. This department has been entrusted with the task of promoting tourism in the state. The Ministry of tourism, Cultural and Sports looks after the affairs relating to tourism, cultural and sports in the states. It is responsible for policy formulation. The Directorate, Ministry of Tourism, Cultural and Sports and APTDC are to look after the field organization and implementation of policies⁵.

Andhra Pradesh Tourism Development Corporation has been promoting the State of Andhra Pradesh as the ideal destination for both leisure and business holidays. Andhra Pradesh is a magnificent land offering many aspects of culture, shopping, history and heritage. The vacation options include hill resorts, beaches, historic and heritage places, eco retreats and incredible nature spots. Andhra Pradesh Tourism Development Corporation (APTDC) has built an impressive infrastructure: hotels, resorts, transport fleet and amenities to promote an array of tourist activity. Excellent facilities that offer value for money includes hotels and resorts, wayside amenities, transport, information & reservation centers/kiosks, culturally vibrant sound & light shows, leisure boating, pleasure cruises with facilities such as conferencing and catering, and above all a journey of heritage discovery...

APTDC is establishing new facilities while upgrading the existing ones, introducing new products and enhancing the quality of services to meet the growing expectations of tourists and the challenges of the future. APTDC continues to develop and enrich the comfort factor at its innumerable sites of interest to the tourist. In addition to the adventurous Eco-Treks, Jungle Camps, Adventure Tours, the Corporation has established exciting resorts at Ananthagiri, Araku, Dindi and Rishikonda; budget hotels at Kadapa and Nellore, Warangal, Nizamabad, wayside amenities at Gandhi, Kamareddy, Lepakshi, Pragnapur, Srikalahasthi and Suryapet and many more key locations along the important highways, make the tourist experience truly exceptional. Customized tours and package Tours are offered by A.P Tourism, which can be booked right from the Central Booking facilities in the capital city of Hyderabad. APTDC strives in every way to make your visit to Andhra Pradesh, enjoyable, comfortable and memorable⁶.

The Department of tourism in its efforts to promote tourism undertakes the following activities:

1. Compilation, production and distribution of tourism literature.
 2. Running of tourist information Bureaus and tourist information counters to provide tourism information and to assist the tourists.
 3. Development of tourist places in the state. Construction and maintenance of tourist rest houses in the State.
 4. Approval of excursion agents and hotel projects.
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5. Covering the visits of high dignitaries and delegates and arrange for their sightseeing.
6. Arranging exhibitions, celebrations of tourist weeks and festivals.
7. Coordination with the Government of India in implementing the central tourism schemes in the states.
8. Collection and compilation of tourist statistics of both foreign and domestic tourists visiting Andhra Pradesh.

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ROLE OF ICT IN DEVELOPMENT OF TOURISM INDUSTRY

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The Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The strategic goal is to integrate ICT with tourism that will enable more accessibility, visibility of information, availability of variety of products and satisfaction. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time. Information and communications technology (ICT) is an extensional term for information technology (IT) that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals) and computers, as well as necessary enterprise software, middleware, storage. Information communication technologies (ICTs) have been transforming tourism globally.

ICTs empower consumers to identify, customize and purchase tourism products and support the globalization of the industry by providing tools for developing, managing and distributing offerings worldwide. Increasingly ICTs play a critical role for the competitiveness of tourism organizations and destinations. ICTs are becoming a key determinant of organizational competitiveness. Travel and tourism is one of the fastest-growing industries and a leader in many countries. The field of Internet is increasing day by day. The awareness of all the public and policy makers in the tourism sector to the need to support and promote ICT as the most effective tool for tourism regional planning, tourist information access and dissemination as well as the tourism regional development.



ROLE OF TOURISM INDUSTRY IN INDIA'S DEVELOPMENT

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Introduction

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. Words are few to explain the beauty of India. India is a country with diversified culture and traditions. The natural beauty of India, festivals, dresses, heritage sites of India are very popular among tourists. These things fascinate travelers to come here. India has so many scenic blessed places like Kerala, Darjeeling, Goa, Kashmir, Shimla(I am just having few names) and Manali. These places are very popular. These places are prime attraction of travelers from across the world. There are also so many other places worth visiting, like Delhi KutubMinar /Agra Tajmahal/Hyderabad Charminar and Salarjung museum /Chennai a city of fine arts / Bangalore., Known as the Garden City for its lush landscape, lakes and temperate climate, it aptly represents India's marriage of past and present,/ kerala known as god's own country/ Kolkata was arguably second only to London in administrative importance in the British Empire. Home of luminaries like Rabindranath Tagore, Amartya Sen, Mother Teresa, and Satyajit Ray, the city is often referred to as the "cultural capital of India" etc. The Government of India has established the Ministry of Tourism in order to boost Tourism in India. The Ministry of Tourism has undertaken many projects to showcase India as a perfect Tourist destination and create a visitor-friendly image of the country. The major steps taken by the Government were the Atithi Devo Bhavah Campaign which gave a widespread message of "honour your Guest as he is always equivalent to God" and the Incredible India Campaign which was incredibly successful in creating a colorful and a gorgeous image of our country as a perfect holiday destination. Dr. K. Chiranjeevi, Hon'ble Minister for State for Tourism (IC) launched the Ministry of Tourism's Incredible India 2013 Calendar. The attractive Calendar is based on the theme "Find What You Seek" as part of Phase II of the Incredible India campaign, which was launched during World [1]. Travel Mart (WTM), London 2012. This was mainly because of extensive Publicity Campaigns in which the IT industry played a remarkable role.

Methodology

The present study is based on the secondary data published by various agencies and organizations. The present study makes use of data and information provided by,



UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books, Economic journals and Internet etc.

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 showcases a variety of tourism options which includes Ecological Tourism, Pilgrimage Tourism, Historical Tourism, Adventure Tourism, Medical Tourism and an upcoming Ayurveda Tourism. So, Tourism in India could be broadly classified on the basis of above mentioned categories.

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 Jim Corbette wildlife sanctuaries; the mountain ranges in North India and the Hill Stations such as Shimla, Kulu, Manali, 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.

Pilgrimage tourism

India has a very strong mythological background and is also known as the LAND OF GODS AND GODDESS. India being the most culturally developed country and the birthplace of many saints, poets and philosophers has marked growth in Pilgrimage Tourism since ancient times itself. Kedarnath, Badrinath, Amarnath, the Golden Temple at Amritsar, Dwarka, Dargahs and Masjids at Delhi and Ajmer, churches and temples at Goa are some of the common tourists' attractions pertaining to Pilgrimage tourism.

Historical tourism

India is a land which gave birth to many legendary rulers and warriors creating a glorious historical background. Every city or place in India has a story to tell about its history. The common tourists' attractions for the same include the Taj Mahal at Agra, the beautifully carved Ajanta Ellora and Khajuraho caves, the forts at Delhi, Rajasthan and Maharashtra, one of the oldest and historical cities of India "Madurai" and many more.



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. The later part of the paper studies Medical Tourism.

Ayurveda and yoga tourism

Ayurveda may be regarded as the “Science of Life” which was developed long ago in 600 BC. India has witnessed an overall growth in tourist arrivals due to the upcoming; Ayurveda Tourism. The state of Kerala in South India is the popular destination of Ayurveda Tourism. The main focus of Indian Yoga is nothing but simple ‘yogasanas’ and meditation which rejuvenates one’s mind, body and soul. There are many Ashrams in India encouraging Yoga Tourism. The mountain ranges of the Himalayas, Rishikesh, Kedarnath, Gangotri of northern India are some of the places where one can get eternal peace and satisfy their spiritual quest and are the perfect destinations for Yoga Tourism.

Adventure tourism

Due to its geographical diversity India is one of the finest places for Adventure Tourism. Mountaineering, skiing, trekking in the ranges of Himalayas, Camel safaris in Rajasthan, River rafting in the Ganges near Rishikesh, Rock climbing, Wind rafting and much more of an adventure for every adventure lover is bestowed by India upon its Tourists.

Sports tourism

Sports tourism refers to international travel either for viewing or participating in a sporting event. Examples include international sporting events such as the Olympics, world cup (soccer, rugby, and cricket), tennis, golf and Formula 1 Grand Prix.

Wildlife tourism

Wildlife tourism is the observation of wild (non-domestic) animals in their natural environment or in captivity. It includes activities such as photography, viewing and feeding of animals. This form of tourism offer tourists customized tour packages and safaris and is closely associated with eco-tourism and sustainable-tourism. Other minor forms of tourism include Slum tourism, Luxury tourism, Agritourism, Geo-tourism, culinary tourism and many more. Tourism is also a profitable industry for the following sectors: accommodation venues, tour guides, recreation, attractions, events and conferences, food and beverage, transportation and the travel trade.



Tourist attractions in India

India is a country known for its lavish treatment to 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, Ayurveda and natural health resorts and hill stations also attract tourists.

The Indian handicrafts particularly, jewelry, 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.

Domestic tourism flows in India

Domestic tourism continued to grow at a double-digit rate in 2012. The growth was driven by rising numbers of people travelling across the country for pilgrimage, wildlife, sightseeing, photography and adventure sports holidays. Figure 1 shows the total contribution of travel and tourism to employment. Some of the other factors also include wider economic growth of the country, rising disposable incomes, formal employment with leave entitlement etc. 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 locals to take more trips annually. Furthermore, the weakness of the Indian rupee against the dollar and other currencies will encourage locals to take trips within the country, where their purchasing power will be stronger. (Over 30% Indian tourists are Gujarati: Tourism ministry) Gujarat comes in ninth place when it comes to attracting tourists from other Indian states and it is nowhere among the top 10 with regards to foreign tourist visits. However, the state takes the top slot when it comes to travelling outside, be it within the country or to international locations, followed closely by Maharashtra. Both, Gujarat and Maharashtra are front runners for offering tourists to domestic and international



circuits. Of the overall tourists from India visiting domestic as well as international destinations, nearly 30-40 per cent are from Gujarat. Considering this penchant of Gujarati's for travel, Gujarat Chief Minister Narendra Modi had said during his visit to West Bengal, "Gujarat was never a tourist destination, but Gujarati's are the best tourists." Apart from Gujarat and Maharashtra, Delhi and West Bengal send the highest number of tourists to various outside destinations. According to tourism ministry data, the number of outbound tourists from India to international destinations increased by 6.7 per cent to 14.92 million in 2012 over the previous year. The ministry data also states that the total number of domestic tourist visits in 2012 was 1.036 billion, that is to say over 1.036 billion domestic tourists travelled to different parts of the country during 2012, up from 850 million travelers in 2011.

Impacts of tourism on the economy

Tourism can bring many economic and social benefits, particularly 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 are not permitted to outweigh the financial benefits. Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below:

Negative impacts

1.Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led



to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

Results and Discussion

Environmental degradation, (Pollution) due to tourism should be taken into consideration while promoting tourism. Eco-friendly tourism should be promoted. Wildlife environment should be taken into consideration while promoting tourism. Because Wildlife viewing puts stress on animals and has changed their behavioral patterns. Noise and commotion created by tourists have adverse effect on their behavioral pattern. Litter, impact on tourism should be taken into consideration while promoting tourism. Because the most common impact of tourism is litter, and its effect is almost instant. By employing local people to help clean it up, making their lives slightly easier and more comfortable.

Aggressive advertisement campaigns on the tourist destinations should be made to attract more and more tourist. Airport procedures should be simplified. In nutshell if one wants to enjoy nature one must preserve it, otherwise all the exotic destinations will become extinct and the world will not be a beautiful place to live in. Eco friendly tourism should be promoted all over the world and if marvels of nature should be preserved, tourism should take into account the principle and process of sustainable consumption.

Conclusion: India could be a country with varied culture and traditions. The natural fantastic thing about India, festivals, dresses, heritage sites of India area unit extremely popular among tourists. Kerala, Darjeeling, Goa, Kashmir, Shimla (I am simply having few names) and Manali area unit best scenic places in India. Commercial enterprise business in India has large potential for generating employment and earning great amount of interchange besides giving a positive stimulus to the country's overall economic and social development. Promotion of touristy ought to be done in order that commercial enterprise in India helps in protective and sustaining the variety of the India's natural and cultural environments. commercial enterprise in India ought to be developed in such means how some way the way the simplest way} that it accommodates and entertains guests in an exceedingly way that's minimally intrusive or harmful to the setting and sustains & supports the native cultures within the locations it's operational in. commercial enterprise could be a multi-dimensional activity, and essentially an industry. All wings of the Central and State governments, non-public sector and voluntary organizations ought to become active partners within the endeavour to realize property growth in commercial enterprise if India is to become a world player within the commercial enterprise business.



TOURISM IN INDIA- IMPACT & INITIATIVES

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Abstract

Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. Today tourism is the largest service industry in India, with a contribution of 6.23 per cent to the national Gross Domestic Product and providing 8.78 per cent of the total employment. Foreign Tourist Arrivals (FTA) crossed the 10 million milestone in 2017 and the growth trend is expected to continue over the coming years. The introduction of E-Visa has led to a strong surge in FTAs which extended to citizens from 166 countries for visit to India through 28 international airports. Key initiatives undertaken by Government of India, Ministry of Tourism, which includes launching of 'Incredible India 2.0 campaign' with market specific content and advertising for tourism development in India. The major challenges faced by the Indian tourism industry are deficiencies in infrastructure like sanitation, living facilities, hotels, etc., and inadequate connectivity between cities and tourist locations and security issues etc. According to the World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index survey.

Keywords: GDP, FTA, Incredible India 2.0 Campaign, E-Visa.

1. Introduction

Tourism is one of the powerful operators of employment and wealth globally. The activity of tourism in various countries is reflected the most significant than creation concerning to the financial characteristics as well as social impacts. For a growth of economy tourism is an exceptional facilitator that's why it is a vital part in macroeconomic level. This business is imperative to force labour and is essential cause of government's revenues. As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. The sector, comprised of a wide range of industries, aims to serve and support domestic, international, business and leisure visitors. Companies, large and small, in industries ranging from accommodation and transportation to food & beverage, retail and culture and sports & recreation, all strive to create products and services that bring people together, support communities and celebrate the wonders that our world can offer.

In its annual analysis quantifying the global economic and employment impact of Travel & Tourism in 185 countries and 25 regions, the World Travel & Tourism



Council's (WTTC) research reveals that the sector accounted for 10.4 per cent of global GDP and 319 million jobs, or 10 per cent of total employment in 2018. The division of overall spend is firmly weighted towards the leisure market, which represented 78.5 per cent of the total compared with 21.5 per cent for business spend, and the sector accounted for 6.5 per cent of total global exports and 27.2 per cent of total global service exports. Domestic tourism, which represented 71.2 per cent of all tourism spending in 2018 and had the strongest growth in developing nations, continues to support opportunities by spreading development and regional economic benefits and building national pride.

2. Importance of tourism industry

- **Sources of foreign exchange earnings:** Industry of tourism is the key effective type of business worldwide.
- **Employment Opportunities:** This industry is also one of the significant segments. It creates opportunities related to employment. It offers services to inexperienced, pre-nominal and experienced manpower. Director, labour etc are the individual or efforts necessary in the industry of tourism.
- **Sources of public as well as private income:** Industry of tourism is the main cause of earnings for public along with private sector government sales tax, service tax and charges tax etc. which is recognized as government proceeds is the revenue of community. Handicraft, arts etc are the stuffs that fascinate tourist and majority of them purchase them and the seller make some profit which is called private earnings.
- **Cultural Exchange:** Business of tourism accommodates social interchange tourist bring over several ethnic perceptions of other states wherever they visit. Native individuals can pick up their linguistic, skill, talent, values etc and vice versa.

3. Present scenario of Tourism in India

Today tourism is the largest service industry in India, with a contribution of 6.23 per cent to the national Gross Domestic Product (GDP) and providing 8.78 per cent of the total employment. India witnesses' more than 5 million annual Foreign Tourist Arrivals and 562 million domestic tourism visits. 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 per cent annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "*Incredible India*" campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2017 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many *World Heritage Sites*,



both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by *Future Brand*, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

Foreign Tourist Arrivals crossed the 10 million milestone in 2017 and the growth trend is expected to continue over the coming years. However, consumption by domestic tourists remains the key strength of the sector in India, much stronger than the global average. The segment is expected to grow further with growing disposable income, increasing inclination towards travelling across age groups and emergence of new destinations as well as new themes of tourism. India also follows the global trend in terms of higher spending on leisure tourism as compared to business spending. The top 10 source countries accounted for 65.80 per cent of the total inbound tourist flows in 2017, which includes Bangladesh, United States, United Kingdom, Canada and Australia. Foreign tourist arrivals from most of the top source countries grew during the last few years. China, the largest market for outbound tourism, however witnessed a marginal dip. The introduction of E-Visa has led to a strong surge in Foreign Tourist Arrivals since its launch in September, 2014. This scheme has been extended to citizens from 166 countries for visit to India through 28 international airports and 5 sea ports. In 2018, 2.37 million foreign tourists availed the E-Visa facility which represents 39.4 per cent increase over 2017.

Diverse portfolio of tourism offerings including traditional and emerging themes of tourism, including Nature-based, Heritage & Cultural, Religious, Adventure, Medical & Wellness, MICE and Wedding, among others have been a key attraction for domestic and foreign tourists. Strong domestic demand and economic growth, price competitive offerings, infrastructure development, and emergence of new destinations and niche tourism products will continue to drive the growth of the industry in the near future. The Government has been actively working towards tapping plethora of opportunities available in the sector to actualize its true potential. Several initiatives such as rapid implementation of Swadesh Darshan and PRASHAD schemes, E-Visa and Adventure Tourism Guidelines, among others coupled with promotional activities such as Incredible India 2.0 campaign and India Tourism Mart 2018 have immensely benefited the sector. Going forward, there is a greater need for the Government and the private sector to collaborate for successful conceptualization and implementation of developmental initiatives for the sector. The industry has to collectively work with the Government towards thematic development of the destinations and skilling of local



communities. There is also a need for intervention in conservation and promotion of our natural resources, heritage and traditional arts & culture. Technology can be a key enabler and play a critical role in unprecedented growth of the sector.

Tourism in India has traditionally been driven by domestic visitors. Major share of tourist footfall and tourism spending can be attributed to domestic travellers. The overall number of tourist is on the rise in India. In 2017, total number of domestic tourist visits (DTV) to states and Union Territories stood at 1652.5 million, registering a growth of 2.3 per cent over 2016. Foreign Tourist Arrivals (FTAs) crossed the 10 million milestone in 2017 with a total of 10.04 million tourists visiting India, registering a growth of 14 per cent over 2016. During Jan-Nov 2018, the FTA was 9.37 million, registering a growth of 5.6 per cent over the same period in 2017. However, India still has a considerably small share of FTAs in world's International Tourists arrivals, accounting for nearly 0.76 per cent in 2017. The Government of India has set a target of increasing this share to 1 per cent by 2020 and 2 per cent by 2025. The introduction of E-Visa has led to a strong surge in FTAs. In 2017, 1.7 million foreign tourists availed this option representing 16.9 per cent of total FTAs. New Delhi and Mumbai airport together accounted for 63.7 per cent of these tourists.

4. Tourist Attractions in India

India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful 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; centres of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts and hill stations also attract tourists. The Indian handicrafts particularly, jewellery, 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.

5. Key Government Initiatives to Promote Inbound Tourism

Some of the recent initiatives taken by the Government to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up



to 51 per cent of foreign equity and allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.

The first-ever Indian Tourism Day was celebrated on January 25, 1998. The Year 1999 was celebrated as *Explore India Millennium Year* by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organising India Tourism Expo in New Delhi and Khajuraho. Moreover, the campaign 'Visit India Year 2009' was launched at the International Tourism Exchange in Berlin, aimed to project India as an attractive destination for holidaymakers. The government joined hands with leading airlines, hoteliers, holiday resorts and tour operators, and offered them a wide range of incentives and bonuses during the period between April and December, 2009.

The Government's developmental agenda is to provide inclusive growth and ensure a future with quality jobs. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity. Moreover, one in every five jobs created during the last 5 years has been linked to Travel & Tourism. Government efforts are now focused upon fast track infrastructure development and promoting tourism digitally. Key initiatives undertaken by Government of India which will foster growth of Tourism industry in India are as under:

Ministry of Tourism

- E-Visa facility extended to 166 countries with relaxed application window, duration and number of entry norms.
- Launched Incredible India 2.0 campaign with market specific content and advertising.
- Planned to set up 5 Special Tourism Zones in partnership with states.
- New National Tourism Policy to be launched.
- Under Swadesh Darshan scheme, the Government has identified 15 circuits on specific themes for development. During 2018-19, a total of 7 projects worth INR 384.67 Cr were sanctioned under the scheme.
- In September 2018, first ever India Tourism Mart 2018 was organized in partnership with Federation of Associations in Indian Tourism and Hospitality (FAITH)
- Launched 'Swachh Paryatan Mobile App' & 24x7 Tourist Helpline in 12 international languages.

Ministry of Civil Aviation

- ❖ Civil Aviation Policy 2016 for enhancing connectivity by making air travel safe, secure and affordable
- ❖ Six airports across major cities being developed under Public-Private Participation (PPP)
- ❖ UDAN scheme (UdeDesh Ka AamNagarik) – low cost flights for boosting regional connectivity, launch of dedicated Airline Service to Northeast states



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- ❖ Encouragement to Seaplanes and Helicopter services for tourism operations.

Ministry of Railways

- ❖ IRCTC: Dedicated agency to promote rail tourism
- ❖ Tourist trains: promoting pilgrimage and heritage circuits through railways
- ❖ Semi high speed trains like Gatimaan Express and Tejas Express for enhanced connectivity between key tourism destinations
- ❖ Redevelopment of stations for increased tourist amenities

Ministry of Shipping

- Development of 78 lighthouses for tourism under PPP
- Action plan for development of cruise tourism & Cruise Tourism Policy

The growth in India's travel & tourism sector has largely been driven by domestic tourists. Foreign tourists still account for a limited share as compared to some of the top ranking countries. The Government of India intends to achieve the ambitious target of 1 per cent foreign tourist arrivals in world's international tourist arrivals by 2020 and increase it to 2 per cent by 2025. In 2017, India's share stood at 0.76 per cent, which highlights that there is a potential gap that needs to be bridged. In order to achieve this target and make India a Tourism Superpower, coordinated and concerted efforts on multiple fronts will be required.

6. Initiatives to be implemented to promote tourism

- ***Creation of National Tourism Authority & Advisory Council:*** A central level body can be created under the ambit of Ministry of Tourism which includes representatives from the Government and private sector. The private sector representatives should include experts from different tourism segment, including traditional and emerging, so as to incorporate specific inputs for thematic development. The body should also include representatives from other ministries such as Ministry of Shipping; Ministry of Environment, Forest & Climate Change, etc. for greater coordination. The advisory council will provide inputs for policy level decision making and also be approving authority for large scale projects.
- ***Incentivize Private Sector Participation:*** Government should incentivize private players to invest in un-served/ under-served tourism projects. Further, a different incentive structure can be adopted for sustainable development of the lesser explored destinations. For instance, interest subvention scheme can be introduced for small tourism projects like community homestays, RO-RO and boat operators.
- ***Greater Coordination at State Level:*** There is a need for focused initiatives towards prioritizing Tourism sector across all levels of Government. While the Centre needs to finalize the National Tourism Policy, States will remain the driving force behind implementation of tourism developmental initiatives in their respective regions. It is therefore important for states to have greater coordination between policy-roadmap-budget for effective implementation and timely completion of initiatives.



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- **Leveraging Social Media to Boost Inbound Tourism:** Social media should be leveraged to promote highly customized content based on user behaviour. Social media influencers, particularly travel bloggers on Instagram, have huge following. An annual conclave of such influencers can be organized in India along with personalized tours for them to promote India's tourist destinations through their channels. Content proliferation through such influencers will reach to a large and targeted segment of potential travellers.
 - **Technology Penetration in Tourism Sector:** Technologies such as Big Data Analytics and Artificial Intelligence should be employed to deliver insights into consumer behaviour, spending pattern, duration of stay, preferred destinations according to region/ country of origin/ age group, etc. These insights should be used to curate targeted promotion & publicity campaigns. Further, creation of a cashless ecosystem for tourists and technologies like Augmented Reality (AR) and Virtual Reality (VR), Internet of Things (IoT), wearable devices for tourists etc. can be utilized to enhance service quality and delivery leading to enhanced tourist experience, effective promotion and increased sense of security among tourists.
 - **Combined VISA Option:** India is largely a long-duration destination for foreign travellers. Tourist destinations with good air connectivity may be promoted as short-haul destinations. Further, India can work with other member countries of BIMSTEC, SAARC and ASEAN to offer 'Combined Visa'. Such visa will result in conversion of stopovers to short-haul visits and will also add India on itinerary of tourists on long visits to the South Asian region.
 - **Focus on North East India:** With the implementation of RCS (Regional Connectivity Scheme) UDAN scheme, air connectivity in North East has received much needed boost. Except for Guwahati, the hospitality industry in rest of North East is largely dominated by local players with smaller inventories and limited variety of product offerings. Thus, there is an urgent need to focus towards development of quality accommodation infrastructure across the region to unlock the true potential of North East.

7. Major Challenges in Tourism Sector in India

- ❖ **A cumbersome process for Visa facility:** Many visitors in India find the e-visa facility, the process of applying for a visa as a cumbersome one.
- ❖ **Limited entry on e-Visa:** Limited number of repeat visits allowed under medical e-visa and number of accompanying persons. All the three conditions given above, affects the entry process of tourists to the country, hampering the tourism sector in India.
- ❖ **Infrastructure and connectivity:** Deficiencies in infrastructure like sanitation, living facilities, hotels, etc., and inadequate connectivity hamper tourist visits to heritage sites.
- ❖ **Advertisement and marketing:** A low degree of marketing strategy is a major concern for tourist places. Also, the campaigns for the places are poorly managed. All these things affect the tourism industry of the region.



- ❖ **Safety:** Tourists have frequently been mugged and robbed or cheated in India and also have returned without any justice.
- ❖ **Sanitation and health:** Lack of sanitation in cities has caused a negative impact on Indian food and public health care.
- ❖ **Access:** Certain areas of India still lack electricity, access, and proper rest houses. Even access to information to domestic and foreign tourists is not at ease.

8. Conclusion

Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of industry. Hence, it is high time, the government should encourage the participation of the private sector in a big way for the all round development of the tourism sector that has the potential to act as the key driver of inclusive growth. With increasing tourist inflows over the past few years, it is a significant contributor to Indian economy as well. Rising income levels and changing lifestyles, development of diverse tourism offerings and policy and regulatory support by the government are playing a pivotal role in shaping the travel and tourism sector in India.

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TAJ HERITAGE CORRIDOR AND ROLE OF THE UNESCO WORLD HERITAGE CENTRE

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ABSTRACT

India has several beautiful and splendid monuments in the world. These monuments owe their execution and creation to the imagination of men who dared to extend their ideas to the farthest limits of human thought. As kings and emperors, they were able to translate their ideas into bricks, mortar, marble and stone. These monuments range through a span of centuries and the major philosophies of the world. Shahjahan constructed the Taj Mahal for his favourite wife Arjumand Begum. Popularly known as Mumtaz Mahal. Taj Mahal was constructed over a period of twenty two years. UNESCO world Heritage site is a site that is on the list maintained by the international world Heritage Committee composed of 21 state parties which are elected by their General Assembly for a four year term. A world heritage site is a place of either cultural or physical significance. The programme catalogues, names and conserves site of outstanding cultural or natural importance to the common heritage of humanity. Under certain conditions listed sites can obtain funds from the world heritage fund. The programme was founded with the convention concerning the protection of world cultural and natural heritage, which was adopted by the General conference of UNESCO on November 16, 1972. Since then, 186 State parties have ratified the convention. Each world Heritage site is the property of the state on whose territory the site is located, but it is considered in the interest of the international committee to preserve each site.

Keywords:Taj, Heritage Corridor, UNESCO, World Heritage Centre, Fund.

INTRODUCTION

This paper analyses the Taj Heritage Corridor, theoretical framework, Identification and conservation of World Heritage sites. The world Heritage convention, World Heritage list, World Heritage danger, The World Heritage Fund and conclusion. In recent years tourism has become a complex phenomenon of unprecedented proportions, which can be either an opportunity or a threat with regard to culture, depending on how tourism is managed. UNESCO's objective is to help member states to devise strategies for the long term presentation of the cultural heritage, for better promotion and knowledge of the cultural heritage among national and international tourists and for constructive inter cultural exchanges between the local population and travellers, thereby contributing to economic, social and cultural development. The aim



is to influence tourist projects and policies through research, training and awareness raising activities, the setting up of network and the implementation of pilot projects and also to clarify choices for decision makers, sensitize the general public and promote cultural as a factor of peace and development.

THEORETICAL FRAME WORK

India's best-known site is the Taj Mahal. One of the World's greatest architectural achievements. It was built between 1631 A.D and 1653 A.D by Emperor Shahjahan in honour of his wife. Arjumand Banu more popularly known as Mumtaz Mahal. Taj Mahal was constructed over a period of twenty two years employing twenty thousand workers. It was completed in 1648 A.D at a cost of 32 Million Rupees. Ustadisakhan was the Chief Architect of the building. The Taj Mahal represents the Zenith of Mughal architecture. It is listed in the UNESCO world Heritage sites of India.

TAJ HERITAGE CORRIDOR

The Taj has once been illuminated when the Union Culture Ministry distanced itself from the unauthorised construction around the regulated areas of the Taj Mahal and Agra fort and asked the Uttar Pradesh government to stop construction forthwith. The plan to construct huge structures near the Taj Mahal has jeopardized the prestigious UNESCO World Heritage status of the Monument. The project affects the authenticity and integrity of the site and its environs, it could put in the 'World Heritage in Danger'. Under a Rs.175 crore Taj Heritage Corridor Plan, the UP government is planning to build shopping malls, parks, restaurants and entertainment centres near the Taj by filling up a part of the Yamuna riverbed. It is a part of the project which plans to link the Taj Mahal, Agra Fort, Ram Bagh, Itmatuddula and Chinioka Roza monuments. The constructions works began in November, 02 under the National Project Construction Corporation (NPCC) Rs.17 crore has been paid to a Delhi based construction company for removing sand from the riverbed.

The Archaeological Survey of India (ASI) has lodged a complaint with the Agra police in connection with the unauthorised construction. Even UNESCO has threatened to withdraw the Taj from its world heritage list. An expert committee of the Central Pollution Control Board and the School of Planning and Architecture discovered that though the NPCC proposed to develop the Taj Corridor on the banks of Yamuna on reclaimed land without affecting the ecology and character of the river it had no evidence of study on land or land use, no details of the occupation of this land and there was no study on the ecology of the river on the impact of the ecology. For ASI, NCCI has not conducted any study on the possible impact on the foundation of the Taj due to changes in the regime of the river caused by land filling. According to the committee's notice the width on the bend of the river should be between 1.5 to 5.5 times Lacey's width. Since the width of the river is less than this requirement on which the Taj is located, any further reduction may be dangerous. For environmentalist the Taj Mahal is under attack from miniature missiles. Powered by winds blowing at a speed of 40-75



km. Per hour, suspended particulate matter, measuring 700 microgram per cubic metre, is dashing against the white marble of the Taj, eroding and decolouring its surface. And this is a consequence of the construction of the Taj Heritage Corridor along the reclaimed stretch of Yamuna river behind the monuments. If nothing is done to stop this soon, the damage to the Taj will be unthinkable. The white marble of the Taj is more susceptible to abrasion than the red stone of the adjoining mosques. The chemical branch of the ASI spent a huge sum of money from November 2002 to February 2003 to wash the Taj's marble structure with a 'natural pack' comprising 'multani mutti'. After the cleaning the Taj was gleaming white. But once the construction began and once the desiccated earth began and once the desiccated earth began to blow towards the Taj, the marble erosion process started again.

IDENTIFICATION AND CONSERVATION OF WORLD HERITAGE SITES

Heritage is our legacy from the past what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration world heritage sites belong to all the peoples of the world, irrespective of the territory on which they are located. The United Nations Educational Scientific and Cultural Organization (UNESCO) seeks to encourage the identification protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. UNESCO's World Heritage mission is to

- i) encourage countries to sign the World Heritage convention and to ensure the protection of their natural and cultural heritage.
- ii) encourage states parties to the convention to nominate sites within their national territory for inclusion on the world Heritage list.
- iii) encourage states parties to establish management plans and set up reporting systems on the state of conservation of their world heritage sites.
- iv) help states parties safeguard world heritage properties by providing technical assistance and professional training.
- v) Provide emergency assistance for world heritage sites in immediate danger.
- vi) Support states parties public awareness building activities for world heritage conservations.
- vii) encourage participation of the local population in the preservation of their cultural and natural heritage.
- viii) encourage international cooperation is the Conservation of our World's Cultural and Natural Heritage.

THE WORLD HERITAGE CONVENTION

The WHC was adopted by the General Conference of UNESCO in 1972. To date more than 175 countries have adhered to the convention, making it one of the most universal international legal instruments for the protection of the cultural and natural heritage. The following organs are directly involved in the implementation of the convention:



- The General Assembly of State Parties to the Convention: All countries which have ratified the convention meeting every two years.
- The world Heritage Committee: 21 state parties elected by the General Assembly for 6-year period, meeting annually.
- The Bureau of World Heritage Committee: Seven members elected by the committee to prepare its decisions.

UNESCO provides the Convention's Secretariat. To this end in 1992 the Director General of UNESCO established the UNESCO World Heritage Centre. As per the Article 29.3 of the convention, the World Heritage Committee submits a report on its activities at each of the ordinary sessions of the General Conference of UNESCO. The primary aim of the Convention is to define and conserve the world's heritage, by drawing up list of sites whose outstanding values should be preserved for all humanity and to ensure their protection through a closer co-operation among nations. The convention's focus on both cultural and natural heritage makes it a unique legal instrument. This is expressed in the World Heritage emblem, which is round like the world, but at the sometime it is a symbol of protection. The central square is a form created by man and the circle represents nature the two being intimately linked.

WORLD HERITAGE LIST

The world Heritage list includes 878 properties forming part of the cultural and natural heritage which the World Heritage Committee considers as having outstanding universal value. These include 679 cultural, 174 natural and 125 mixed properties in 145 state parties. As of April 2009, 186 State Parties have ratified the World Heritage convention.

In India the world heritage sites are:

1983	Ajanta Caves
1983	Ellora Caves
1983	Agra Fort
1983	Taj Mahal
1984	Sun Temple, Konark
1985	Group of Monuments at Mahabalipuram
1985	Kaziranga National Park
1985	Manas Wildlife Sanctuary
1985	Keoladeo National Park
1986	Churches and Convents of Goa
1986	Khajuraho Group of monuments
1986	Group of monuments at Hampi
1986	Fatehpur Sikri
1987	Group of monuments of Pattadakal
1987	Elephanta Caves
1987	Brihadiswara Temple, Thanjavur
1987	Sundarbans National Park



1988	Nanda Devi National Park
1989	Buddist Monuments at Sanchi
1993	Humayun's Tomb, Delhi
1983	Qutab Minar and its monuments, Delhi
1999	Darjeeling Himalayan Railway
2002	Mahabodhi Temple complex at Bodh Gaya

WORLD HERITAGE IN DANGER

World Heritage committee has decided to include 33 properties on the list of World Heritage in Danger in accordance with Article 11 (4) of the Convention. In India the two properties Manas Wildlife Sanctuary and Manuments at Hampi, have been brought under this list, whose date of inscriptions are 14.12.1992 and 30.11.1999 respectively. The Hampi group of monuments in Karnataka has been incorporated in the danger list because of the construction of two suspension bridges near the monuments. The construction of a road towards one of the bridges will result in a major increase in heavy goods traffic and has already resulted in the dismantling of an important historical monuments.

THE WORLD HERITAGE FUND

The World Heritage Fund together with the World Heritage List is one of the means to fulfil the conventions. The resources of the fund consist of the compulsory and voluntary contributions made by state parties to the Convention. Assistance to state parties can take five different forms and can be provided upon the request of the state parties themselves.

1. Preparatory assistance: The assistance of US \$ 30,000 can be provided for the preparation of tentative lists of properties suitable for inclusion on the world heritage list as well as for the preparation of training courses or large scale technical assistance projects.
2. Technical co-operation: This is assistance for the conservation and management of sites inscribed on the world heritage list concerning studies, provision of experts, supply of equipment, low interest of interest free loans of non-repayable subsidies.
3. Training assistance: For the training of staff and specialists at all levels in the field of identification, protection, conservation and rehabilitation of cultural and natural heritage.
4. Emergency assistance: It can be drawn up to take emergency measures for the safeguarding of properties of World Heritage List.
5. Assistance for educational information and promotional activities: A sum of US \$ 5000 can be granted for such purpose.



CONCLUSION

Mughals ruled for almost four centuries and are a significant part of Indian History. The Taj Mahal reflects Mughal architecture. These have influenced Indian Culture and is seen even today in modern India. Environmental protection is a practice of protecting the environment on individual, organizational or governmental level for the benefit of the natural environment and humans. Due to the pressures of population and technology the biophysical environment is being degraded sometimes permanently. This had been recognized and governments began placing restraints on activities that caused environmental degradation. Protection of the environment is needed from various human activities, waste pollution, loss of biodiversity, introduction of invasive species release of genetically modified organisms and taxies are some of the issues relating to environmental protection protected areas themselves also need support to maintain their integrity and to sustain the biological diversity within them World Heritage status many help to build this support in a number of ways Raising awareness, increasing protection, enhancing funding, improving management, Harnessing Tourism.

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TOURISM-EMPLOYABILITY AND ECONOMIC GROW IN INDIA

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INTRODUCTION

The World Tourism Organisation defines tourists “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. In the part of service sector, the tourism sector is one of the most developed sector in the world. Tourism sector plays a major role in the growth of an economy as it generates large scale employment and is also a large foreign exchange earner in the country. The income of the tourism sector is growing day by day in the national economy of India. However, the ideal environment for attracting tourists in the tourism sector is in India. Due to the diverse climate conditions Mountains, rivers, forests, seas India is a major tourist attraction. Due to tourism sector the areas of travel and transportation, hotels, street vendors, shops, tour operators etc are developing and improving employment opportunities for the youth and also increasing the income from this sector day by day.

TOURIST ARRIVALS IN INDIA

Number of foreign travelers arrives to India because the cost of living on basic facilities, cheap medical treatments and balanced weather conditions attracts tourists. The temples, beaches, national parks, historical monuments, pilgrim centers, wildlife sanctuaries, forts and many other places of tourist destinations welcomes foreign tourists. The Government has been making serious efforts to boost investments in tourism sector. In 2014, 1,84,298 foreign patients travelled to India to seek medical treatment. Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012 an increase of 16.5% from 2011. Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. Worldwide Delhi is ranked 28th by the number of foreign tourists arrivals. The growth rate of foreign tourist arrivals in 2018 is 5.2.

FOREIGN EXCHANGE EARNINGS FROM TOURISM IN INDIA

Foreign exchange earnings from Tourism during 2018, FEEs from tourism increased 4.70 percent year-on-year to US \$28.59 billion. FEEs during January 2019 was US \$2.55 billion. The main source for foreign exchange earnings is the large number of business visitors to India and longer duration of their stay. The investments on hotels, air transport, etc contribute to foreign exchange earnings. Foreign tourists spend their earnings on cruises, adventure, medical, wellness, sports, and eco-tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. Foreign Exchange Earnings in the year 2018 was 28,585 and



percentage change in the previous year was 4.7 FEEs during the period Jan-Aug 2019 was US \$19.27 billion.

CONTRIBUTION OF TOURISM SECTOR TO GDP IN INDIA

Tourism sector plays important role in Indian Gross Domestic Product. Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs.15,24,000 crore in 2017 to Rs.32,05,000 crore in 2028. According to WTTC, India ranked 3rd among 185 countries in terms of travel & tourism's total contribution to GDP in 2018. India's travel and tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP, according to a new report of the World Travel and Tourism Council (WTTC). According to data, the travel and tourism sector generated Rs.14.1 trillion in 2016, which is world's 7th largest in terms of absolute size, the sum is equivalent to 9.6% of India's GDP. The contribution of tourism sector to gross domestic product in the year 2018 percentage share was 9.2.

CONTRIBUTION OF TOURISM SECTOR TO EMPLOYMENT IN INDIA

Tourism in India is playing an important role in employment generation. Tourism provides both direct and indirect employment. Direct employment is provided in the fields like restaurants, hotels, airlines, and resorts, tourist guides, because the employees are in direct contact with tourists and provide the tourists experience. Employees of construction firms and restaurant suppliers create indirect employment. Tourism has great potential in generating employment. Tourism industry has emerged as an important instrument in the economic development of Indian economy, particularly in remote backward rural areas. Visitor expenditure on accommodation, food & drink, local transport, entertainment and shopping is an important contributor to the economy of every tourist destination creating much needed employment and opportunities for development. Rural people could find more jobs in the form of guides and transporters because of its natural beauty and wildlife. It helps in reducing migration of people to towns. The tourism sector in India accounted for 8 percent of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2 percent annum to 52.3 million jobs by 2028.

GOVERNMENT INITIATIVES

The Union Ministry of Tourism launched several new initiatives on the occasion of world Tourism day on September 27th, 2015. The launch of several branding and marketing initiatives by the Government of India such as 'Incredible India' and 'Athiti Devo Bhava' has provided a focused impetus to growth. The Indian government has also released a fresh category of visa-the medical visa to encourage medical tourism in the country. In September 2018, the Indian Government launched the 'Incredible India Mobile App' to assist the traveller to India and showcase major experiences for travelling.



Some of the major initiatives planned by the Government of India to give a boost to the tourism sector of India are as follows:

- Statue of Sardar Vallabhbhai Patel also known as 'state of unity' was inaugurated in oct 2018. It is expected to boost the tourism sector in the country and put India on the world tourism map.
- Under budget 2019-20, the Government allotted Rs.1,160 crore for development of tourist circuits under Swadesh Darshan.
- Tourism Ministry is also developing several theme-based tourist circuits of Swadesh Darshan Scheme to promote tourism.

CONCLUSION

Tourism sector is one of the fastgrowing service sectors in the world. The tourism sector is not only providing employment opportunities to the youth but also generating good income and foreign exchange earnings for the country. India is a very good place for attractive domestic and foreign tourists. There are health and wellness centers, adventure activities, eco-tourism, sports, heritage educational institutions etc. Due to availability of such facilities, not only the domestic but also foreign tourists and provide employment opportunities to many, thus generating a good income to GDP from the tourism industry. So now a day's governments are also developing the tourism industry.

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TOURISM DEVELOPMENT IN ANDHRA PRADESH

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Introduction

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has immense possibilities of growth in the tourism sector with vast culture and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene. Tourism policy strengthens the tourism sector and envisages new initiatives towards making tourism the catalyst in employment generation, environmental regeneration, development of remote areas and development of women and other disadvantaged groups in the country. It would lead to larger foreign exchange earnings and create conditions for more foreign direct investment. The New Tourism Policy also aims at making the stay of foreign tourists in India, a memorable and pleasant one with reliable services at predictable costs, so that they are encouraged to undertake repeated visits to India, as friends. This would tune with India's traditional philosophy of giving the highest honor to a guest. This paper presentation to seek information to understand the Tourism and related environmental reflection and state of Andhra Pradesh efforts for the development of Tourism.

Tourism is a most desirable human activity; which is capable of changing the socio-cultural, economic and environmental face of the World. Tourism is one of the largest and fastest growing industries in the world; it has the potential to influence the living pattern of communities. It is one of the most important channels of cultural exchange which breaks down the barriers between people of different parts of the world. Tourism is an important social phenomenon, involves a temporary break from natural routine to engage with experiences that comparing with everyday life with the everyday. Tourism plays a pivotal role in the fields of economy, society, culture, and environment in the present day world. It is an effective means of income distribution among countries and thus also contributes to a more balanced development of world economies. The Tourism can be seen as a multifaceted industry. Basically, it is a service-oriented industry. The income generated from the tourists is its products' sale. The various advertisements for the sale of the product are its marketing; the competition among different tourist operators is the market mechanism in this industry.

Tourism Development in Andhra Pradesh

Andhra Pradesh was established a separate department Ministry of Tourism in 1974, dividing it from the erstwhile Information Public Relations and Tourism Department. This department has been committed with the task of promoting tourism in the state. The Ministry of tourism, Cultural and Sports looks after the affairs relating to tourism, cultural and sports in the states. It is responsible for policy formulation. The Directorate,



Ministry of Tourism, Cultural and Sports and APTDC are to look after the field organization and implementation of policies. Andhra Pradesh Tourism Development Corporation has been promoting the State of Andhra Pradesh as the ideal destination for both leisure and business holidays. Andhra Pradesh is a magnificent land offering many aspects of culture, shopping, history and heritage. The vacation options include hill resorts, beaches, historic and heritage places, eco retreats and incredible nature spots. Andhra Pradesh Tourism Development Corporation has built an impressive infrastructure: hotels, resorts, transport fleet and amenities to promote an arrangement of tourist activity. Excellent facilities that offer value for money includes hotels and resorts, wayside amenities, transport, information & reservation centers/kiosks, culturally vibrant sound & light shows, repose boating, pleasure cruises with facilities such as conferencing and catering, and above all a journey of heritage discovery. APTDC is establishing new facilities while upgrading the existing ones, introducing new products and improve the quality of services to meet the growing expectations of tourists and the challenges of the future. APTDC continues to develop and enrich the comfort factor at its innumerable sites of interest to the tourist. Customized tours and package Tours are offered by A.P Tourism, which can be booked right from the Central Booking facilities in the capital city of Amaravathi at Vijayawada. APTDC seek in every way to make your visit to Andhra Pradesh, enjoyable, comfortable and memorable.

The Department of tourism in its efforts to promote tourism undertakes the following activities:

1. Accumulation, production and distribution of tourism literature.
2. Running of tourist information Bureaus and tourist information counters to provide tourism information and to assist the tourists.
3. Development of tourist places in the state of Andhra Pradesh. Construction and maintenance of tourist rest houses in the State.
4. Covering the visits of high dignitaries and delegates and arrange for their sightseeing. Arranging exhibitions, celebrations of tourist weeks and festivals.
5. Coordination with the Government of India in implementing the central tourism schemes in the states.

Tourist Potential Places and Festivals in Andhra Pradesh

The State of Andhra Pradesh is rich in its tourist potentials and attractions in all allied dimensions. So many tourist places in Andhra Pradesh. They are, Archaeological and Buddhist sites Amravati, Borra caves, Forts etc, Beaches, Waterfalls, Hill resorts, Lakes and Reservoirs, Gardens, Wild Life Sanctuaries and forests Ex: Visakhapatnam, Bheemunipatnam, Tadwai wild Life Sanctuary, Araku Vally, Horsley Hills, Kolleru Lake, Nagarjunasagar Dam etc. Temples, Churches, Mosques other religious and Spiritual places Ex: Tirumala Tirupati, Annavaram, Bhadrachalam, Kolanpak etc. In addition to the adventurous Eco-Treks, Jungle Camps, Adventure Tours, the Corporation has established exciting resorts at Ananthagiri, Araku, Dindi and



Rishikonda; budget hotels at kadapa and Nellorewayside amenities at Gandhi, Lepakshi, Srikalahasthi and Suryapet and many more key locations along the important highways, make the tourist experience truly exceptional.

The Government of Andhra Pradesh through its functionaries have been promoting different fairs and festivals, focusing tourist potentials in the State. Fairs and festivals will act as a platform for creating an awareness of Andhra's rich cultural heritage among tourists. The Government of Andhra Pradesh through its tourism wings has so far promoted the following festivals:

1. Flamingo Festivals at Nellore (7-9 January, 2013),
2. Visakha Utsav at Vizak (21-23 December, 2012),
3. Kakinada Beach Festival at East Godavari (28-30 November, 2012),
4. Literary Festival at Chittoor (10-12 November, 2012),
5. Gandikota Heritage Festival at Kadapa (26-28 October, 2012).
6. Araku Festival Visakhapatnam (15-21 October, 2012).
7. World Tourism Day at Hyderabad (21-27 September, 2012).
8. Lepakshi Festival at Anantapur (8-9 September, 2012)

Tourism Potential in Andhra Pradesh The State is in an advantageous position for development of tourism because of its geographical location as an ideal destination and a hub. Andhra Pradesh Tourism Department organized water sports festivals in Visakhapatnam at Nagarjuna Sagar. The winners were awarded prizes in connection with the World Tourism Day celebrations on 27th September 1994. The APTDC provided all facilities to organize these fairs and festivals. All these festive occasions and exhibitions are gaining good ground of popularity every year and earning goodwill and publicity from foreign and domestic tourists. Andhra Pradesh Government has unveiled 'New Tourism Policy-2015-20' to boost tourism sector in the state. It was unveiled by Chief Minister N Chandrababu Naidu at a function held in Vijayawada. The policy has been framed with support from various government departments, industry experts, inputs from Indian School of Business and consultancy firm KPMG.

Conclusion

Tourism development and Tourism policy are closely interrelated aspects. Its development highly depends on tourism policy. Tourism is a very important segment of an economy. Therefore, every country in the world has formulated number of tourism policies at national and international level for the development of tourism sector. Each and every country have undertaken number of initiatives to attract both domestic and foreign visitors, expansion of tourism infrastructure, development of tourism spots, evolution of new tourism products etc. As a result, tourism sector is increasing rapidly attracting a large number of visitors towards India and state Andhra Pradesh generating large employment and income.



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TOURISM MARKETING IN INDIA

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Introduction

Tourism is the fastest growing industry in the world as well as the one of the world's most competitive one and its constantly growing as more and more destinations seek to attract tourists and more companies and organizations become involved in the highly skilled business of destination planning, transportation, accommodation and catering for the tourists. Tourism market growing as well as the role being played by tourism in the economies of the nations. India has still more potential to attract foreign tourists as well as encourage domestic tourism. But this potential can be converted into a reality through vigorous marketing of the tourism products and services. Gradually the tourism market is maturing and competition is already increasing." Marketing is an essential part of running a business. In case of tourism marketing, it involves all managerial activities of services firm or organizations are perform with the customer in mind and treating him as the hub of the firm. The customer's needs, wants and desires are analyzed and categorized, the service marketer then goes back to his service design centre to develop service offer especially for the customer. The service firm with as entire energy then is channelled to appropriately use its marketing mines to produce and delivered. This paper mainly focuses on tourism Marketing in India.

The first public milestone in the history of tourism was the creation of the Indian Tourism Development Corporation in 1966. This federal organization was meant to develop Tourist infrastructure and services.

At state level, similar Corporations were established. India being such a diverse country poses big challenge to the destination Marketers as How to Brand and Market India as a unique destination. Can it be sold as a single unit or different states branded themselves in their own ways like Kerala branding itself as Gods own Country and Rajasthan as Padharo MharoDesh. That is why Amitabh Kant put his efforts to Brand it as an Incredible destination. Should it be Credible. That is the question, like this every state district poses similar questions in terms of policy, Planning and Execution. Tourism Products are Intangible Perishable, Heterogeneous in nature. So, selling once offerings becomes more challenging and trickier as the proposition is mostly feeling and Touch based.

Importance of Tourism Marketing

India is well known for its rich cultural heritage and diversity. With the changed scenario and advancement of technology, where the time and distance compression lead



to the opportunity to individual to travel around the world just with very less time period. India may not able to attract the enough overseas tourists only with its scenic, rich architectural and monumental beauty but also its traditional values and hospitality attracted thousands of tourists. The Indian values and motto of “Atithi Devo Bhavo” is not merely a marketing strategy to enhance the tourism industry but something inherited from the culture and ethos. Despite all, Indian Tourism Industry has yet not been able develop to its full potential. The present study deals with tourism marketing in improving the performance of our Indian tourism industry. People tend to adopt for the commodities that they see most frequently. Hence, advertisement and promotion has become a common way of reaching to the millions of people at the same moment. Before a product is launched in the market, its promotion starts to flash on every screen. Similarly, today in every corner of the world, the beauty and heritage of the region is being promoted; it not only keeps the heritage alive but also contributes to the economy of the nation. “It is accepted as the potent engine for inclusive social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy. In 2015, the Travel & Tourism Competitiveness Index of the World Economic Forum has ranked India 52nd out of 141 countries (65th out of 140 countries in 2013). People travel for many reasons nowadays, such as, recreation, adventure and sports activities, holidays, conferences and conventions, cultural attractions. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations”. Although, tourism existed even in ancient era as well, but got narcotization as an activity which could foster the economic development of the country. Growth in tourism marketing boosts the economy of a country and in return it improves the employment and infrastructure. At present, India has huge potential in tourism marketing in terms of employability and revenues. Improvements have been done, apart from good infrastructure, hotels and roads, tourism also demands efficient telecommunication, banks, health care, security facilities etc has to be developed, that seems promising enough to attract tourists across the world. Even, if a region or location is fully developed in every aspect for tourists visit but it needs marketing and promotional schemes. In other words, through the advertisement in various forms including print and media, digital marketing etc., are the invitations to millions of tourists across the globe. ‘Incredible India’ is the very first initiative of its own kind, with the primary objective of providing India a unique identity in the World. It appeals the domestic and international tourists to travel India. With the greater emphasis on the e-world, or the motto of making of ‘Digital India’, Incredible India’s online campaign increased tourists arrival from 19% to 84% since its launch in 2002. With the advancement of technology and social media, the role of marketing has become significant. With globalization and liberalization of economies, with increasing competition in every sphere of life, the marketing became of utmost importance. When we talk about tourism marketing, here a nation presents its beauty and culture as a commodity to be sold to consumers who are the tourists.



The above given figure reveals the marketing strategy in tourism sector, determining all the participants in the process of marketing tourism. The simple market concept of demand and supply can be observed here as well. Human beings have natural tendency of being curious about the things unknown to them. They have the desire to travel and dwell into the new places and experience new things under alien environment. Till this desire continues to grow, the tourism would flourish. What marketing in tourism does is, fuel the desire of people to travel by attractive promotional schemes. What is Tourism Marketing? It can be defined as “the organized, combined efforts of national tourist bodies and/or the businesses in the tourism sector of an international, national or local area to achieve growth by maximizing the satisfaction of tourists. In doing so, tourists bodies and businesses expect to receive profits”. The AIDA model in marketing can be very well applied in this context. Foremost role of marketing is attracting the attention of the tourists in particular destination which would be further assisted by creating their interest in the destination by showing their mythical stories, scenic beauty or any other cultural aspect etc. Hence the tourism marketing starts before a tourist reaches a destination. Its process begins right from persuading the consumer/tourist to visit the place to noting down his experience and suggestions after the tour/trip ends. Mill and Morrison as “a continuous, sequential process through which management in tourism plans, researches, implements, controls and evaluates activities designed to satisfy both the customers’ needs and wants and their own organization’s objectives. To be effective, marketing requires the efforts of everyone in an organization and can be made more or less effective by the actions of complementary organizations.”

Tourism Marketing Strategy in India

In 1951, the international tourist's arrival stood at only 17 thousands which has rose to about 80 lakhs in the year 2015. Over the last decade, the foreign tourist arrival has seen a growth rate of 200%. This could be attributed to the initiatives taken by the government of India at every level and in every form. The promotional Tourism marketing schemes introduced are supposed to improve the image of India on the world map. Only attracting tourists with the rich culture and heritage aspects would not give the desired results. A more diverse and stable view of India needs to be developed. Also, tourism is considered important because of its economic significance in growth of the nation. Tourism marketing needs to focus on the 7 P's established in order to generate a more sustained and appropriate marketing approach.

1. **Product:** A cooperative form of activities associated with tourism need to be taken into account. Be it hotels, transportation, health facilities, or food etc. It's the most important aspect need to be focused, it's basically what the whole concept of tourism revolves around. The attractiveness or the physical beauty of country need to be presented in a manner that more and more tourists gets attracted to that. Tourism it's an intangible experience, once the trip ends its just the memories, we carry forward with us hence it's the host responsibility to make that experience immemorial. Besides the attractions other important aspects include accommodation, a homely feeling in an alien environment and a safe and secure stay assisted with the best hospitality and amenities



that could be provided to the consumer. Now once the essence of product is understood, the most critical step in marketing in tourism is positioning of product in the market. Also, today a large variety of tourism has been introduced and product created would vary for the different group of people where some prefer for an adventurous trip while some opt for a spiritual activity.

2. Price: The most important aspect from the consumers' point of view. The product details would always be compared with the price and its worth would be calculated. The aim of marketing approach here is profit maximization for the organization while also influencing the consumer and proving the worth of the product. The price factor involves both the monetary aspect including fee or cost of the product and the non-monetary price in terms of time. The price would be directly affected by the demand and supply of the product in the market. The increased number of firms in the tourism sector has increased the competition in the market hence a unique market approach can give a firm upper hand in the market.

3. Place: Well the destination or place of visit determines the price and product. But the place should have a good transport system, connectivity through roads and railways, A very small proportion of people would prefer to travel to the place which has poor connectivity.

4. Promotion: The main tool of marketing and the most significant in present scenario. Promotion can be done by various forms including internet, print media etc. Brochures, digital promotion like introducing various mobile apps. Themobile app of 'Incredible India' is a promotional stunt. Today, before a person actually moves to a place, knows all the details of the destinations.

5. People: This dimension talks about the hospitality aspect. Whenever a person travels to another place, he/she interact with many people including the ones who are associated with the product and ones who are the local residents.

6. Process: It talks about the ease with which a product can be purchased or accessed. The ease can be provided with better marketing strategies. Main key elements in process are planning, procedures, documentation, quality, feedback and reviews.

7. Physical evidence: This basically deals with reaching to the expectations of the consumers. Before moving to the destinations, we always have an image of the destination, hence physical evidence deals with what they actually observe ones they reach to the destination. Hence, we can observe that there exist various aspects to the consumers' demand, a particular marketing strategy need to be adopted in order to deliver a physical environment similar to the perceived environment. With the invasion of technology and ICT, the international marketing has also been focused upon. A collaboration of marketing at national and international level targeting specific strata of people with the required product as per the demand need to be addressed in order to achieve wide and meaningful impact of the strategy adopted.



Conclusion

Tourism is the fastest growing industry in the world as well as the one of the world's most competitive one and its constantly growing as more and more destinations seek to attract tourists and more companies and organizations become involved in the highly skilled business of destination planning, transportation, accommodation and catering for the tourists. Tourism market growing as well as the role being played by tourism in the economies of the nations. India has still more potential to attract foreign tourists as well as encourage domestic tourism. The Government of India and All State Governments should be provide and encouraging to develop the tourism marketing industry in India.

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STUDY ON CULTURAL AND HERITAGE TOURISM

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Abstract

The relationship between culture, heritage, the environment and tourism is very important. It is the culture and heritage that separate the people of the world. It is important to protect the environment. The society, and individuals being visited. The cultural and natural resources are vital for tourism industry. It is important to protect the environment. The society, and individuals being visited. The threat is immense but there is hope. Tourism is now a political and economic development necessity and is quickly emerging as one of the basic development tools at all levels of government and international tourism is the world's largest export earner. Cultural tourism can boost the preservation and transmission of cultural and historical traditions, which often contributes to the protection of local heritage, a renaissance of indigenous cultures, cultural arts and crafts. Thus, culture and heritage acts as an engine for tourism development which is truly sustainable and we can look forward to nourishing the balance of universe through tourism and culture.

Keywords: Culture, Heritage, Tourism and Environment.

Introduction

The relationship between culture, heritage, the environment and tourism is very important. It is the culture and heritage that separate the people of the world. Our natural and cultural resources are the engine that drives the drives the tourism industry. Those working in the tourism industry have the responsibility to protect the environment, the society, and individuals being visited. People travel to see how other people live, to experience their neighbourhoods, and to understand the natural environments that define their existence. Culture and heritage sums up a community's beliefs and values-shared behaviour acquired as the result of living within a group and a defined geographic area. We need to demonstrate through ecotourism and cultural heritage tourism that natural and cultural resources are irreplaceable and worth conserving. The threat is immense but there is hope. There is a growing global awareness of the need to protect the environment, special places, and indigenous people.

Tourism is now viewed as a political and economic development necessity and is quickly emerging as one of the basic development tools at all levels of government. International tourism is the world's largest export earner and an important factor in the balance of payments in most nations (United Nations World Tourism Organization2007). At this time, most communities are more interested in attracting tourism development brings. World Tourism Organisation defines cultural tourism as



the movements of persons for essentially cultural motivations, which include study tours, performing arts, cultural tours, travels to festivals, visits to historic sites and monuments, folklore and pilgrimages (WTO1985). Cultural tourism can also boost the preservation and transmission of cultural and historical traditions, which often contributes to the protection of local heritage, and a renaissance of indigenous cultures, cultural arts and crafts.

Significance of the study

Tourism is recognized as one of the world's largest industries and continues to expand at a rapid rate. Over 922 million people travelled in 2008 and it is estimated international tourism will increase to 1.1billion by 2020. So, economic development tourism and culture in this connection our study is more significance.

Objectives of the study

1.To understand the relationship between culture and heritage.

Research Methodology

For the completion of research paper has used Descriptive research method. For this study, the data has been collected from secondary sources like the Books, Internet, magazines, journals and different types of research papers etc.1

The developing relationship between culture and tourism

During most of the 20th century, tourism and culture were viewed as largely separate aspect of destinations. Cultural resources were seen as part of the cultural heritage of destinations, largely related to the education of the local population and the underpinning of local our national cultural identities. Tourism, on the other hand, was largely viewed as a leisure-related activity separate from everyday life and the culture of the local population. This gradually changed towards the end of the century, as the role of cultural assets in attracting tourists and distinguishing detestations from one another become more obvious. In particular.2

The importance of cultural tourism

Cultural tourism is important for various reasons, it has a positive economic and social impact, it establishes and reinforces identity, it helps build image, it helps preserve the cultural and historical heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism. The economic and social impact is caused by the incomes created by the cultural tourism business and supporting businesses. There is an increase in local production since the cultural tourism activities are strongly connected with other branches of economy. As cultural tourism is employment demanding, there is an increase in employment in the area, as guests participate and appreciate local culture.3

Cultural tourism and residents: However, such recent attention on the role of cultural amenities in regional economic competitiveness extends a pattern of underemphasizing the relationship of cultural tourism to all segments of local residents. Such approaches



share a limitation associated with conventional cultural tourism development focused on entertainment districts and festival malls in that they neglect the complexity of culture within an urban context. From this perspective, urban tourism is more complex because it is multi-spatial, multi-functional, and multi-spatial.⁴

The Evaluation System of Cultural Tourism Products: After reviewing related theories and understanding the transformation process of cultural tourism products, we can design an evaluation system to assess the quality of such products. The quality of cultural tourism products can be evaluated by four key levels:

The culture carries: It carries cultural themes of cultural tourism products on the material level. For example, Buddhist cultural tourism products can present the Buddhism culture by having different art form like religious murals, the architecture of temple and etc. In the evaluation system, it can be measured by novelty, appreciation and participation. Novelty measures the degree of the innovation when using the cultural element to develop cultural tourism products. Appreciation is how the products deliver the sensual effects to tourists and make their visit enjoyable. Participation examines the degree of how the cultural tourism products allow tourists to participate in the forming process.

The culture content: It means the main cultural theme which is carried by different kinds of culture carries. For example, the Great Wall, one of the historic cultural tourism products in Beijing, China, reflects the history of ancient fortification architecture development. The degree of the excellence on the culture content is dependent on authenticity, positive significance and popularity. The authenticity means the products should be 'imbued with a message from the past, the historic monuments of generation of people remain to the present day as living witnesses to their age-old tradition (ICOMOS in Petzet, 1995). Positive significance is whether the culture content can deliver positive information to tourists. Popularity tests how tourists like the brand and image of the cultural tourism product and whether the products can satisfy their needs.

The culture spirit: It is the spiritual realm and value delivered by the culture content and it is also the soul of cultural tourism products. For example, Buddhist cultural tourism products express Buddhist pursuit for spirit transcendence and relief all living creatures from suffering. Integrity, Positiveness and Satisfaction measure the degree of the cultural spirit involving in the cultural tourism products. Integrity examines whether the products deliver the moral and ethical value to tourists. Positiveness tests whether the products can exert a positive impact on tourists' perspective on life and world and also cultivate. Satisfaction requires the cultural tourism products to capture the core content of the era spirit and satisfy tourists' spiritual needs and wants.

The culture value: It means the significance of the cultural heritage and also the market value brought by cultural tourism products. It highlights the cultural treasure that



the products contribute to the human world. There are three aspects, Cultural Heritage, Civilization and The Value of Resource, to measure the cultural value of the products. Cultural Heritage includes two aspects, cultural continuity and development, by which mean cultural tourism products need to emphasis succession as well as development in traditional or national culture. The measurement, Civilization, examines the degree of how the products can help people to establish the right values. The Values of Resource tests how the cultural tourism product uses the cultural resource to maximize its economic and market value.

Conclusion

The cultural and natural resources are vital for tourism industry. The threat is immense but there is hope. Tourism is now a political and economic development necessity and is quickly emerging as one of the basic development tools at all levels of government and international tourism is the world's largest export earner. Cultural tourism can boost the preservation and transmission of cultural and historical traditions, which often contributes to the protection of local heritage, a renaissance of indigenous cultures, cultural arts and crafts. Thus, culture and heritage acts as an engine for tourism development which is truly sustainable and we can look forward to nourishing the balance of universe through tourism and culture.

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TOURISM AND DEVELOPMENT IN ANDHRA PRADESH

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The life of a human being can be compared to a journey. With so many phases and stages, it passes on like a journey. It is a natural instinct for man to wander from one place to the other. In the beginning movement was a necessity, but later on it has become a hobby to him. The habitual travel laid the foundation for the modern concept of tourism. The very curiosity in human beings to know new things; and to visit new places, to meet new people; and experience the new cultures and philosophies constantly encouraged man to wander around. The development of Information Technology and Communications in the modern world transformed the desire in man into demand, which ultimately changed the concept of tourism into an Industry. Tourism is the watch word of the world today. It has been gaining importance from all angles social, economic, cultural and political. Today, the status of tourism has turned from luxury to necessity. It has made rapid strides in the recent years! The entire world has recognized the growth potential of the Tourism industry. The tourism is chiefly a harmless pastime that brings joy to some, and provides livelihood for many. Tourism involves a temporary break from the normal routine. Hence, tourism is very much important in the present state of world development in various ways. The development of technology and communications has literally reduced the world into a global village and encouraged the tourism phenomenon among the people in the world. Thereby, the meaning, definition, scope and nature of Tourism underwent a thorough change.

Meaning of Tourism

Tourism has different meanings to different people. It is generally related to sightseeing and, visiting recreational and historical areas and staying over there for a couple of days. There are very few who can make accurate differentiation between a travel and a tour. The term 'Tourism' is relatively a recent phenomenon and is distinguishable from travel by its mass character. Travel has an individual character whereas tourism has a mass character. The use of the term 'tourism' has led to a range of complex meanings which have become associated with the movement of people, a sector of economy, an identifiable industry, services which need to be provided for travellers. But it seems that there are sharper gaps, contradictions and contrasts among groups on the conceptual meaning of tourism till date.

Definition of Tourism Phenomenon

The Tourism, both as a phenomenon and as an industry, has made rapid strides throughout the world in recent years. The growth potential it possesses, has now been recognized by all. It is a big problem and major barrier to tourism planners and analysts to make the measurement of tourism development without a proper definition of tourism phenomenon. Hence it motivated the Government, organizations and other sectors,



which are related to tourism to define the word tourism for their statistical purpose. There have been a number of attempts to define tourism since the beginning of 20th Century. Unfortunately, no definition has so far gained wide spread acceptance.

According to Macintosh and Goeldner (1986) tourism is "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. A Part from economic benefits, tourism encompasses social and cultural benefits as well. From social and cultural point of view, tourism develops interaction between cultural customs of the visitors and others of the host population. It promotes friendship, understanding and social interactions among different parts of the world. Realizing the importance of the tourism, all the countries in the world are promoting tourism. The India is a vast and great country with a huge potential for tourism and has a number of historical places and monuments, great shrines and temples, places of pilgrimage, wild life sanctuaries, hill stations, sea resorts, places of winter sports etc., Besides it offers a great variety of cultures, religions, festivals, languages, arts, crafts music etc. the working group on tourism for the 11th five year plan(2007-2012) has set target of 12 million international visitors in 2011 at the end of the 11th plan and 12 plans also. The tourism is a major growth engine for economic development in providing employment and eradication of poverty. It is providing employment to 212 million persons and generating income of 655 billion dollars. The total size of the industry is more than 7 trillion dollars now. The India is fast emerging as an important tourism destination in the World. International arrivals touched 5 million per year. The campaign Incredible India which showcases the best that India has to offer to the tourists has now attracted worldwide attention. The proactive policies of the Government of India are encouraging tourism in India.

Tourism in India

India has continued to remain infatuated by the manufacturing industry. This infatuation has perhaps, been caused by the Industrial Revolution having virtually bypassed India before independence (1780 - 1947). It was only natural that we want to catch up on the opportunities that have been denied to us. The emphasis on setting up manufacturing industries in the post-independence era was natural. Nehru called such factories and dams the new temples of India. As any economy matures, in the process of development, it makes a transition from agriculture to manufacturing and from manufacturing to services. In different stages of economic growth, the relative importance of these sectors changes in terms of employing people and their relative contribution to GDP. Within the Asia- Pacific region, the Indian sub-continent is well poised to take advantage of the boom in the tourism sector.

The tourism industry is undergoing a sea change with the revolutions in communication and information technology. Everybody in the tourism industry will have to change and rediscover its place in newly defined value chain. The role and the service offerings will undergo a big change in the present cyber world. The 21st century is the century of tourism magic - the most potent weapon of name, fame and reward.



Therefore, in the new millennium, most of the countries including India are spending millions of dollars for the revamping of the existing facilities or the creation of new ones. India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture & heritage, fairs & festivals, snow-capped mountains, a vast coastline, monumental attractions that span the entire country and the gaps in the infrastructure offer tremendous potential for tourism. India, a low cost destination, continues to exert its mesmerizing pull not only on the world tourist, but the travel bug has also bitten the Indian tourist. India's share in world tourism, which is a meagre 0.2 per cent as of date, is achieved 1-2 per cent by the year 2010. As per the Hospitality and Tourism industry projections the rise in foreign tourists to India are expected to touch 5 million and the domestic tourists are projected to touch 90 million by the year 2014. Currently, 89000 hotel rooms are required to support this growing boom as against the availability of approximately 60000 rooms. By the turn of the century the demand for hotel rooms is estimated to be in the region of 100000 rooms.

Tourism is also one of the biggest employment generating industries in India, with a capacity to absorb an additional investment to the tune of \$ 10 billion. According to PATA (Pacific Asia Travel) tourism directly or indirectly drives more than 10% of the worlds' employment today. The hotel and tourism related industry has been declared as a high priority industry for development by the government and assumes importance for its immense potential to earn foreign exchange and is least important. In fact tourism is India's third largest foreign exchange earner after readymade garments and jewellery, with earnings of \$ 2928 million in 2008-09. Significant policy initiatives, such as welcoming of private sector, foreign and NRI investments, setting up of The Tourism Finance Corporation of India (TFCI renders financial assistance & caters to a variety of investor's needs) and Investment facilitation cell (Acts as a nodal agency that interacts between the investor, the State Governments, the premier financial bodies & the relevant ministries) have been taken by the Government.

Tourism as an Industry

The tourism Industry has been accepted as the second largest industry after Oil. The tourism which is the greatest producer of world gross domestic product and employment, plays a significant role in promotion of mutual understanding between the people of the world and in maintenance of peace through people-to-people exchanges, and thus contributes to the prosperity of many countries and regions. The tourism plays a crucial role in the fields of economy, society, culture, and environment in the present day world. It is an effective means of income distribution among countries and thus also contributes to a more balanced development of world economies. There are many arguments regarding the status of tourism as an industry. According to Chadwick, tourism is frequently referred as a business or industry, but does not exist because it does not produce a distinct product. Robinson prefers to call it a dynamic industry as it is dominated by the changing ideas and attitudes of its customers and must be prepared to show a much greater degree of sensitivity and willingness to adjust to the conditions that it has in the past. Mill and Marrisson prefer to think of Tourism as an activity rather than an industry. Thus, there were so many arguments regarding the status of tourism



industry. But today, because of the economic impacts involved, profits, employment generation, earning of foreign exchange etc. through tourism, more and more countries are declaring tourism as an industry. They have adopted policies and/or are making plans for promoting it; forming regulations and giving incentives to it.

Thus, tourism industry can be seen as a multifaceted industry. Basically, it is a service-oriented industry. The product in this industry is the location, the various services to reach the product are its services and the tourists are the consumers in this industry. The income generated from the tourists is its products' sale. The various advertisements for the sale of the product are its marketing; the competition among different tourist operators is the market mechanism in this industry. In this way tourism industry has all qualities like any other product-oriented industries. The tourism industry has certain peculiar qualities. In this industry, the consumer should go to the product to consume it. It cannot be exported to any place like other products. It is highly perishable in nature. The law of diminishing marginal utility is not applicable to this industry.

Tourism Potential in Andhra Pradesh

Andhra Pradesh is the leading State in the country in attracting maximum number of domestic tourists. In 2012, 157 million domestic tourists visited Andhra Pradesh. This marks an increase of 14 per cent over 2011. The next four states after Andhra Pradesh along with 2012 domestic visitors' figures are Uttar Pradesh (134 million), Tamil Nadu (115 million), Karnataka (32.8 million) and Rajasthan (25.9 million). These five States accounted for about 72 per cent of the total domestic tourist visits in 2012. The top five States for international visitors are New Delhi, Maharashtra, Tamil Nadu, Uttar Pradesh and Rajasthan. Andhra Pradesh for the first time in 2012 figures in the top 10 states at number 7 in terms of international arrivals.

The State is in an advantageous position for development of tourism because of its geographical location as an ideal destination and a hub. Being a destination as well as a hub, Andhra Pradesh can offer:

- ❖ Collective attraction with other destinations. If access to golden triangle is provided, a well-rounded offer of heritage product of Agra, Jaipur, Delhi with heritage and leisure of Andhra Pradesh can be delivered to tourists;
- ❖ While competition among destinations within India is inevitable, this strategy allows co-existence of destinations in a unique packaging. Co-operation emerges out of this principle; and
- ❖ Borderless functioning of this type expands the tourism space from the state to beyond. Wherever synergies and complementariness exist, the new tourism space enables packaging for co-operation. The state can see synergies with Maldives, Sri Lanka and Kerala. That is because their tourism products are different from ours and complement each other while we will be competing with them in the first domain.

Strengths of Andhra Pradesh for Tourism Development

The State's geographical diversity, presence of a potential private sector, the present strong position of the State in Domestic Tourism followed by The



Government's active support for the Industry is the strengths of the State Tourism. Andhra Pradesh openly acknowledges the private-public partnership for success of infrastructure in general and tourism in particular.

Opportunities awaiting the stakeholders

- a) A burgeoning travel and trade market in the demand side;
- b) Vast untapped potential in heritage, pilgrim, convention and beach tourism on supply side;
- c) Being a late starter, Andhra Pradesh can formulate a product, which is participative, responsible and sustainable, and safeguard against the potential negative effects of tourism. We stand a better chance of avoiding the pit-falls of others;
- d) Harness the energy of the private sector;
- e) Can position it now, as it is not locked into any image problems.

Objectives of the Policy

- ❖ To position tourism as a major growth engine to harness its direct and multiplier effect for employment generation, economic growth and poverty alleviation in the State of Andhra Pradesh in an environmentally sustainable manner;
- ❖ To position Andhra Pradesh as the destination State of India to take advantage of the burgeoning travel and trade market in the demand side and vast untapped potential in heritage, pilgrim, convention and beach tourism in the supply side;
- ❖ To acknowledge the primacy of the role of the private sector with the government working as the facilitator and catalyst;
- ❖ To bring into effect a co-operative endeavor of both public and the private sector on one hand and between and among different sectors of the government on the other;
- ❖ To reap the benefit of the increasing interrelatedness of the world, which allows capital to move freely across countries and travellers to cross borders seeking wholesome, memorable and pleasurable experiences for the benefit of common man;
- ❖ To position tourist and tourism friendly policies to showcase the attractiveness of Andhra Pradesh as a destination as well as a fast developing business hub;
- ❖ In the spirit of co-operative federalism, efforts of the state will augment tourist arrivals in the country and provide larger opportunity for win-win framework of operation both among the states and between the federal government and the State of Andhra Pradesh rather than relying on imperial harmonization strategies. The policies guiding spirit is to bring the World to Andhra Pradesh and take Andhra Pradesh to the World.

Advantages of Tourism Policy

Tourism is emerging as the fastest growing industry all over the world with the potential to generate one of the highest returns on investments and providing large employment opportunities. Tourism is the second largest foreign exchange earner for the country even though India has a share as low as 0.49% of world tourism with nearly 3.9 million international tourists arriving in 2004-05. Its importance, therefore, can be over looked only at the peril of long-term prospects. Tourism is basically a sector with a



tremendous multiplier effect in employment generation and has been a platform through which poverty can be combated and economic growth can be attained. Some facts and figures, given below, will emphasize the importance of this sector:

- ❖ In India alone nearly 20.5 million jobs are in the tourism sector.
- ❖ Tourism creates 85 jobs (47 direct) against 13 direct in manufacturing sector with every million rupees spent.

Consequently, it has become necessary to have a re-look at the existing Tourism Policy parameters as well as to regulate them to the need of the hour, with a view to attract sizeable private investment in the state, position the state in the travel and tourism market and to promote Andhra Pradesh as a destination state of India. Tourism's potential as an invisible foreign exchange earner is undoubtedly an important consideration. Government focused its attention on this sector because of its capability to give a multiplier effect in large employment creation, its ability in boosting the economic growth and thereby in supporting the poverty alleviation. India is unable to exploit the rapidly increasing tourism markets. This can be overcome by the Policies to be made by the Government of supplemented by focused, aggressive and market friendly approaches of the States.

Andhra Pradesh as an Outstanding Tourist Destination

Tourism is a high growth industry globally. Though currently only 3.5 percent of the world's population travels internationally, this figure is expected to get doubled by 2020. In India as well, economic growth and infrastructure development are expected to increase the tourist arrivals. The World Tourism Organization projected a 7.5 per cent annual increase in the number of tourist arrivals in India till 2001. There are many other reasons why tourism should be a major growth engine for Andhra Pradesh economy.

- ✓ The tourism industry generates large-scale employment;
- ✓ The labour to capital ratio for the tourism sector is one of the highest;
- ✓ Each million-rupee investment creates jobs for 48 people compared to 45 in agriculture and 13 in manufacturing;
- ✓ In addition, the tourism sector has a high employment multiplier. In India, direct employment due to tourism is 8.5 million while total employment including indirect employment, is 20 million;
- ✓ Tourism is also a large foreign exchange earner. The industry is the third largest foreign exchange earner in the country after jewellery and ready-made garments;
- ✓ Most important, tourism helps generate high incomes. The growth of tourism creates a variety of jobs in areas like transportation, hospitality services, and retailing jobs with much higher salaries than the current per capita income of Andhra Pradesh; and
- ✓ The growth of tourism will also help to combat poverty in the State by boosting demand for goods produced by its large number of artisans and for a host of small scale services, such as car hire, cafes, tour guide services, and so on.

By 2020, Andhra Pradesh will be a leading tourism destination in India offering a variety of experiences to its visitors. The State will offer all the high quality amenities for a pleasurable stay and will enjoy a stellar reputation with visitors. Over



2.5 million international tourists and around 70 million domestic tourists will visit Andhra Pradesh annually. Andhra Pradesh will achieve this ambitious vision by capitalizing on its wide spectrum of tourism locations ranging from historical and religious sites to natural attractions like beaches. The State has tremendous unexploited potential. Properly developed, this can help the State attract a large share of foreign and domestic tourists. To capture the tourism opportunities available, Andhra Pradesh will position itself as a destination state-cum-transit hub.

Tourist-Friendly State

To become a tourist friendly state, Andhra Pradesh needs to ensure that tourists feel welcome in the State and that its people feel enthusiastic about tourism. This calls for action on many fronts. First, the State must offer the basic amenities, a tourist requires (and takes for granted as existing in developed and many developing countries). In addition to quality hotels, local transportation, taxi services, entertainment and shopping centres should also be provided for. Tourists want access to clean public toilets, freely available telecommunication services, tourist information centres, conveniently located banks and currency exchange centers, among other services. Second, a tourist-friendly location should have an abundance of skilled service enterprises and people to provide the above said services. Third, tourist locations should be clean and well maintained. Finally, a tourist-friendly attitude must be developed; tourists should always be extended hospitable and helpful treatment.

Accordingly, the Government will act to create the environment and services required. It will encourage the creation of small businesses in the Special Tourism Areas (STAs) to serve tourists. These will include Internet access centres, fast food joints etc. The State will also develop and launch an awareness campaign to help create an environment favourable to tourism. Finally, the Government will encourage the creation of appropriate vocational training institutions to provide State residents with the skills to serve the tourism industry.

The above Tourism Policy emphasizes fostering of the development of Tourism in the State, with one of the main aims to develop the Buddhist Sites in the State as a Circuit by itself; also, to link it up to the Northern Buddhist Circuits; and also to serve as a Gateway for the tourists from abroad. The Tourism Policy, 1998 and Vision 2020 clearly highlight the importance of the heritage/Cultural Tourism and Religious/Pilgrimage Tourism in Andhra Pradesh. The Ministry of Tourism, Government of India also identified the Buddhist sites in India as an important segment under Special Interest Tourism. In this context, an attempt is made, in the subsequent Chapters, to discuss the history of Buddhism in Andhra Pradesh and the important Buddhist Sites and Monuments having potential for growing as tourist destinations.