

## RECENT DEVELOPMENTS AND PROSPECTS OF INDIA'S TOURISM INDUSTRY

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### ABSTRACT

*As the leading or sunrise industry of the economy, tourism has been the focus of attraction for local policymakers and academics. While international tourist inflow to the country has increased, it's still far from satisfactory. A concentrated effort of the Centre and State government is necessary in this regard. This paper discusses the development background of the industry, some of the niche components that were identified to promote tourism, and its recent progress. After reviewing the existing literature on the link between tourism and economic development, the paper underlines certain strategies for the tourism development in India through the SWOT analysis.*

**Keywords:** *Economy, Niche Tourism, Strategies, SWOT analysis, Tourist Arrivals*

### INTRODUCTION

All most all countries in the world are looking up to tourism as an important contributing factor to-growth and prosperity. The ever-growing size of the tourist market all over the world promises immense possibilities and expectations. With the expanding global affluence, increasing facilities of air transport, and considerable leisure time at people's disposal, the tourist traffic has been rapidly heading northwards over the past several years.

In 2012, international tourist arrivals grew by four percent to surpass the one billion (1,035 million) mark for the first-time. Tourism has already been recognised as a powerful instrument for socio-economic development. The Los Cabos G20 summit of 2012, included tourism for the first time in its declaration, which said: "We recognise the role of travel and tourism as a vehicle for job creation, economic growth and development; while recognizing sovereign right of the state of control the entry of foreign nationals. We will work towards developing travel facilities initiatives in support of job creation, quality work, poverty reduction and global growth". Tourism has been an integral part of Indian tradition and culture. In the past, travel was largely for pilgrimage. People also travelled to visit fairs and festivals in different parts of the country. It led to a cultural tradition where Atithi Devo Bhaba (let the guest be god) and Vasudhaiva Kutumbakam (the whole world is one family) became bywords of Indian social behaviour. It encouraged promoting modern tourism in our country. The organisation for tourism started taking a definite shape after the Sargent Committee report on the potential of tourist traffic in India was published in 1946. Promotion and development of modern tourism at the government level started by setting up of the Tourist Traffic Office with two regional offices in Mumbai (then Bombay) and Delhi in 1949. The tourism ministry has taken the initiative of identifying, diversifying, promoting

and developing niche products of the tourism industry, to overcome the aspect of 'seasonality', and promote India as a 365-day tourist destination, attract tourists with specific interest and to ensure repeat visits for the products in which India has competitive advantage.

The rest of the paper is organised as follows. The next section reviews the literature on the relationship between tourism and economic development. Section 3 presents the niche tourism products of India. Section 4 presents the initiatives taken by the government for the development in tourism. Section 5 presents the overview of the India's tourism development and outlines the role of tourism in the economy. Section 6 applies the SWOT analysis to the Indian tourism industry. Concluding remarks are drawn in the final section.

## **II. LITERATURE REVIEW**

Tourism is one of the largest industries in the world and one of the fastest growing sectors of economic activity. As regards benefits, the prevailing literature (Pearce 1991) classifies the socio-economic impacts on the national or regional economy as follows:

- Balance of payments: for many countries, tourism is often the main source of foreign exchange earnings;
- Regional development: tourism frequently spreads economic activities across the internal border of the particular country;
- Diversification of the economy: because of its multi-faceted nature, tourism may foster solid economic development;
- Income levels: the income effects of tourism may give rise to wide variations in income multiplier;
- Government revenue: the government earns revenues due to tax collections, although it has been acknowledged that significant expenditures for building and construction activities may also be required;
- Employment opportunities: in most countries tourism is an important source of employment, especially for the less-educated and unskilled labour force.

Due to the influx of tourists and the development of tourism infrastructure and facilities, several adverse impacts (pollution, waste, traffic congestion, public order, etc.) may arise and incur social costs. Russo and Van (2000) point out that this is especially true with regard to tourism based on the natural environment as well as historical-cultural heritage.

Based on a panel data approach, Martin-Eugenio *et al.* (2004) study the relationship between tourism and economic growth in Latin American countries between 1985 and 1998. It is concluded that the tourism sector is adequate for the economic growth of medium or low-income countries, though not necessarily for developed countries. Furthermore, the results provide evidence that low-income countries seem to need adequate levels of infrastructures, education and development to attract tourists. Medium-income countries need high levels of social development like health services and high per capita GDP levels.

Similarly, Brau *et al.* (2003) examine and compare the relative growth performance of 14 "tourism countries" within a sample of 143 countries during the period 1980-1995. By using standard OLS cross-country growth regression, the study concludes that the tourism countries grow significantly faster than all the other countries, including OECD and less-developed countries. The reason why they are growing faster is neither that they are

poorer than the average; nor that they have particularly high saving or investment propensities; nor that they are very open to trade.

### III. NICHE TOURISM PRODUCTS

Following are some of the niche components that were identified to promote tourism.

#### 3.1 Cruise tourism

Cruise shipping is one of the most dynamic and fastest growing components of the global travel industry. India, with its vast and beautiful coastline, virgin forests and undistributed idyllic islands and rich historical and cultural heritage, can emerge as an attractive tourist destination for cruise tourists. In fact, it is emerging as a fast marketable product. The government sanctioned 22.43 crore and 17.25 crore for the development of the Cochin and Chennai ports respectively. Besides 4.62 crore was sanctioned in March 2013, for developing the Alappuzha backwater circuit in Kerala. Financial assistance was provided to construct jetties, cruise vessels, boats, and others as a part of river cruise development.

#### 3.2 Adventure tourism

Adventure tourism involves travel to remote, exotic areas, to explore and undertake activities that test human endurance. It is rapidly growing in popularity as tourists seek different kinds of vacations. The Centre is extending financial assistance to state governments and union territories to develop tourism infrastructure. The tourism ministry has also formulated a set of safety and quality guidelines to ensure the basic minimum standard for adventure tourism. It also provides funds to the Indian Institute of Skiing and Mountaineering (IISM), Gulmarg to conduct adventure courses. In 2013-2014, the amount 149.10 lakh was sanctioned to IISM. A Task Force on Adventure Tourism has been formed in October, 2016 to resolve the issues related to Adventure Tourism which includes Safety and Security of Tourists.

**Table 1: Amount sanctioned to IISM by the Centre**

<b>Courses</b>	<b>No. of Courses</b>	<b>No. of Trainees</b>	<b>Total expenditure (' lakh)</b>
Snow Skiing	6	480	42.10
Water Skiing	5	150	43.50
Trekking	5	100	15.65
Parasailing	6	96	15.60
Hot Air Balloon	4	40	32.25
<b>Total</b>	<b>26</b>	<b>866</b>	<b>149.10</b>

### **3.3 Medical tourism**

Also known as medical travel, health tourism or global healthcare, medical tourism is used to describe the rapidly growing practice of international 'travel for healthcare. Services typically sought by the travellers include cardiac, dental and cosmetic surgeries, joint replacement, and others. Besides India, several Asian countries like Singapore, Malaysia and Thailand are offering healthcare and promoting medical tourism. India excels among its peers because of state of the art medical facilities, reputed healthcare professionals, quality nursing facilities, less waiting time for availing services and the country's traditional healthcare therapies like ayurveda and yoga. In order to tap the potential and advantages that India has in the field of medical and wellness tourism, the Ministry has setup a National Medical and Wellness Tourism Promotion Board to work as an umbrella organisation to govern and promote medical tourism in India.

### **3.4 Golf Tourism**

Sports tourism is increasingly gaining popularity in India. Golf, for one, is attracting growing interest. India hosts several international golf competitions that attract foreign tourists. The tourism ministry has formed the India Golf Tourism Committee (IGTC), which is the nodal body for golf tourism in the country. The IGTC approved 23 golf events during the year 2012-13 and disbursed Rs. 4,31,16,488/- in this regard.

### **3.5 Polo tourism**

Polo originated in India and it is one of the few countries where this game is still preserved and practiced. The game has been granted a heritage sport status by the government. The tourism ministry plans to encourage the game in collaboration with the Indian Polo Association and has formulated guidelines.

### **3.6 Eco-tourism**

Eco-Tourism in India is still at a very nascent stage, but there are conscious efforts to save the fragile Himalayan eco-system and the culture and heritage of indigenous people, which is probably the largest concentration in the world. Eco-tourism broadly includes the following points:

- Involvement of the local community, leading to overall economic development of the destination area.
- Identifying the likely conflicts between the use of resources for eco-tourism and the livelihood of the local inhabitants.
- Compatibility with the environment and socio-cultural characteristics.

### **3.7 Film tourism**

The tourism ministry has recognised films as a powerful tool for the development and promotion of destinations. It has taken the following initiatives:

- Signing of memorandum of understanding with the Ministry of Information and broadcasting in 2012.
- Joint participation with Cannes Film Festival, Inter National Film Festival of India (IFFI) and the European Film Market, Berlin.

- Encouraging state governments and union territories to facilitate filming in their region.
- Formulation of guidelines for extending financial support to state governments and union territories for promotion of film tourism.

### **3.8 Sustainable tourism**

The tourism ministry has constituted a steering committee with representatives from all the 14 sectors of the tourism and hospitality industry of India. The committee has finalised the sustainable tourism criteria and indicators for the accommodation and tour operator sector.

### **3.9 Meetings Incentives Conferences and Expositions (MICE)**

Today, 'Conventions and Conferences' are been acknowledged as a significant segment of the tourism industry. In order to promote India more effectively as a convention destination, the travel industry, under the patronage of the Ministry of Tourism, set up the India Convention Promotion Bureau (ICPB) in 1988.

## **IV. GOVERNMENT INITIATIVES**

### **4.1 The Hunar Se Rozgar Programme**

This was a special initiative launched in 2009-10 to create employable skills among the economically weaker sections of the society in the age group of 18-25 years, to reduce the skill gap affecting the hospitality and tourism and to ensure the spread of economic benefit of tourism to the poor. Short duration courses offered under this programme include Food and Beverage Services and Food Production, courses in Housekeeping, Utility and Bakery. Patisserie was added later. With the growing acceptability of the initiative, more trade/training areas were added.

### **4.2 E-Visa**

In order to boost tourism, the Indian Government implemented a new visa policy in November 2014 that allows visitors to obtain a visa on arrival at 16 designated international airports by acquiring an Electronic Travel Authorisation online before arrival without having to visit an Indian consulate or visa centre. As on 31st December, 2016 the 'e-visa' facility is available under 3 sub-categories i.e. 'e- Tourist Visa', e – Business Visa' and 'e – Medical Visa'. As a result, 56,477 tourists arrived on an e-Tourist Visa during the October 2015 compared to 2,705 during October 2014, an increase of 1987.9%. During January–October 2015 a total of 2,58,182 tourists arrived on an e-Tourist Visa as compared with 21,995 during January–October 2014, an increase of 1073.8%.

### **4.3 24x7 Toll Free Multi-Lingual Tourist Info Line**

The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Info Line on 8.2.2016. Besides English and Hindi, the languages handled by the contact centers include ten International languages namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. The multi-lingual helpdesk in the designated languages provides support service in terms of providing information

relating to Travel & Tourism in India and assist the callers with advice on action to be taken during times of distress while travelling in India and if need be alert the concerned authorities. Since its launch, the tourist helpline has received 24523 calls as on 27.4.2016.

#### **4.4 Transport Connectivity**

IRCTC (Indian Railway Catering and Tourism Corporation) organizes budget and deluxe package tours for domestic and foreign tourists. A popular tourism package for budget tourists covering important tourist destination across India is Bharat Darshan. Luxury tourism packages are also available, that involve special luxury trains such as Palace on Wheels, Royal Orient Express, Golden Chariot, Deccan Odyssey, Royal Rajasthan on Wheels, Buddhist Circuit Train.

India has seen developments in aviation too. In 2014, the Airport Authority of India announced a plan to develop 200 low-cost, energy-efficient airports in tier II and tier III cities across the country over the next 20 years. Recently, Indian aviation gave approval to a project for developing 5 regional airports including two in Karnataka, one in Rajasthan, one in Arunachal Pradesh and one in Odisha in order to leverage the tourism potential of remote regions through extension of domestic air connectivity.

#### **4.5 Security Developments**

Developments in India are taking place to ensure security of women travellers. Women-only cab service for women is one of the developments that Goa and Kerala have witnessed recently. The female drivers of the cabs under this initiative in interest of female tourists' safety are trained in self-defense techniques, soft skills, customer relations and first aid. Kerala and Goa's women-only cab service is equipped with GPS system and panic alert system.

#### **4.6 Tourism Infrastructure**

The Ministry of Tourism has two major plan schemes viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASAD- Pilgrimage Rejuvenation and Spiritual Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities. Swadesh Darshan scheme has a vision to develop theme based tourist circuits to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme thirteen thematic circuits have been identified for development, 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. Under PRASAD scheme, 25 sites of religious significance have been identified for development in India namely Amaravati (Andhra Pradesh), Amritsar (Punjab), Ajmer (Rajasthan), Ayodhya (Uttar Pradesh), Badrinath (Uttarakhand), Dwarka (Gujarat), Deoghar (Jharkhand), Belur (West Bengal), Gaya (Bihar), Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Katra (Jammu & Kashmir), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Srisailem (Andhra Pradesh), Somnath (Gujarat), Tirupati (Andhra Pradesh), Trimbakeshwar (Maharashtra), Ujjain (Madhya Pradesh), Varanasi (Uttar Pradesh) and Vellankani (Tamil Nadu).

#### **4.7 New Tourism Policy 2002**

A New Tourism Policy approved in 2002 in order to replace the first tourism policy of 1982 considering tourism sector as an engine of growth. It suggested that tourism not only generates government revenue, foreign currency, but also provides an optimal use of India's scarce resources, sustainable development, high quality employment (especially to youngsters, women and disabled people), and finally peace, understanding, national unity and stability. The policy aimed at increasing the number of domestic and 135 international tourists.

#### **4.8 Publicity and Marketing**

As part of its marketing / publicity activities, the Ministry of Tourism runs campaigns "Incredible India" and "Atithi Devo Bhavah" Campaign launched in to promote tourism in the domestic and overseas market and a "Clean India" Campaign has been launched to make tourist destinations attractive by promoting cleanliness. It also organizes events, brings out brochures, leaflets, maps, films, CDs, etc. on various topics, provides financial assistance to tourism service providers for undertaking promotional activities and so on.

#### **4.9 Foreign Direct Investment (FDI)**

The Government has also been making serious efforts to boost investments in tourism sector. In the hotel and tourism sector, 100 per cent FDI is allowed through the automatic route. A five-year tax holiday has been offered for 2, 3 and 4 star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai). The investment in tourism sector is expected to be US\$ 12.4 billion in the 12th Five Year Plan; of these, private investments are likely to total US\$ 9.2 billion. Total FDI received by Indian hotel & tourism sector was US\$ 10.6 billion between April 2000 and September 2017.

### **V. PERFORMANCE APPRAISAL OF INDIA**

Despite immense possibilities, India is yet to find its rightful place in the world tourism map. Although the sector has been growing in terms of tourist arrival with a growth rate of around 2.4 percent between 2000 and 2013 at international level, India's performance in the last decade has been much better with an overall growth rate of over 12 percent. India's rank with respect to foreign tourist arrivals was 50 and 25 in 2000 and 2016 respectively.

#### **5.1 Foreign Tourist Traffic to India**

The number of foreign tourists visiting India vis-a-vis the rest of the world, between 2000 and 2016, is revealed in Table 2. Foreign tourist arrivals in India in 2000 were 2.65 million, which significantly increased to 8.80 million in 2016. The foreign tourist arrival numbers was only 0.39 percent of world tourism as recorded in 2000. It increased a mere 1.18 percent in 2016, a less than impressive performance indeed.

Table 2: International tourist arrival in India vis-a-vis the world

Year	International tourist arrivals (in millions)		% change over the previous year	% share of India in World Tourism (2/1x100)	India's rank in World Tourism
	World (1)	FTA in India (2)			
2000	683.3	2.65	--	0.39	50
2001	683.4	2.54	-4.2	0.39	51
2002	703.2	2.38	-6.0	0.37	54
2003	691.0	2.73	14.3	0.34	51
2004	762.0	3.46	26.8	0.39	44
2005	803.4	3.92	13.3	0.45	43
2006	846.0	4.45	13.5	0.49	44
2007	894.0	5.08	14.3	0.53	41
2008	917.0	5.28	4.0	0.54	41
2009	883.0	5.17	-2.2	0.58	41
2010	948.0	5.78	11.8	0.59	42
2011	995.0	6.31	9.2	0.61	38
2012	1035.0	6.58	4.3	0.64	41
2013	1087.0	6.97	5.9	0.64	41
2014	1134.0	7.68	10.2	1.15	24
2015	1184.0	8.03	4.5	1.12	24
2016	1235.0	8.80	9.7	1.18	25

Source: India Tourism Statistics at a Glance, 2017

## 5.2 Foreign Exchange Earnings

One of the major economic benefits of promoting international tourism is the scope of earning valuable foreign exchange by serving international guests. The tourism sector of India earned \$3460 million FEEs in 2000 which rose considerably to \$22,923 million in 2016, representing a 662 percent increase (table 3). India's share of international tourism receipts was a meager 0.73 percent in 2000 which more than doubled to 1.88 percent in

2016.

**Table 3: International tourism receipts in India and its share in world (2000-2016)**

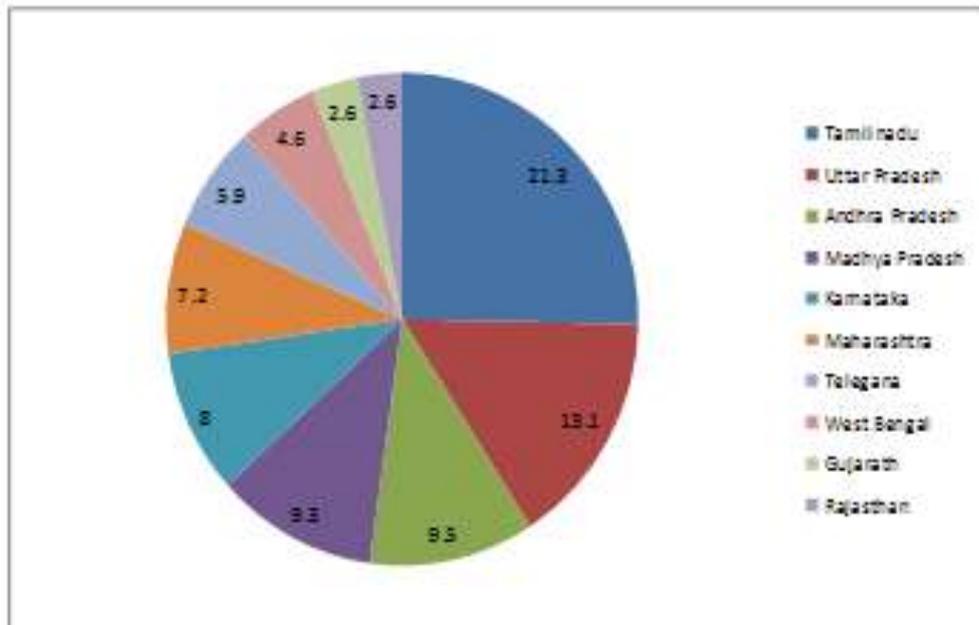
Year	International Tourism Receipts		% change over the previous year	% share of India in World Tourism (2/1x100)	India's Rank in World Tourism
	World (in \$ billions) (1)	FTA in India (in \$ millions) (2)			
2000	475.3	3460	--	0.73	36
2001	463.8	3198	-7.6	0.79	36
2002	481.9	3103	-3.0	0.64	37
2003	529.3	4463	43.8	0.84	37
2004	633.2	6170	38.2	0.97	26
2005	679.6	7493	21.4	1.10	22
2006	744.0	8634	15.2	1.16	22
2007	857.0	10729	24.3	1.35	22
2008	939.0	11832	10.3	1.26	22
2009	853.0	11136	-5.9	1.31	20
2010	931.0	14193	27.5	1.52	17
2011	1042.0	16564	16.7	1.59	17
2012	1117.0	17737	7.1	1.59	16
2013	1198.0	18445	4.0	1.54	16
2014	1252.0	20236	9.7	1.62	15
2015	1196.0	21071	4.1	1.76	14
2016	1220.0	22923	8.8	1.88	13

Source: India Tourism Statistics at a Glance, 2017

### 5.3 Domestic tourism

Domestic tourism, for the most part, remained a neglected area and relatively less-developed. While domestic tourists may not bring FEEs, they are nonetheless responsible for employment generation in the peripheral region, and also sustaining the industry during lean period and fostering peace, national integration and mutual understanding. Pie-chart 1 reveals domestic tourism trends in 2016.

**Pie Chart 1: Percentage share of top 10 states in number of**



**Domestic Tourists visited, 2016 (in crore)**

**Table 3: Number of domestic tourist visits to all states and UTs in India (2000-2016)**

Year	Domestic tourists (in millions)	% change over the previous year
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	462.44	18.0
2007	526.70	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	1142.53	9.3
2014	1282.80	12.3
2015	1431.97	11.6
2016	1613.55	12.7

Source: State/Union Territory Tourism Departments

#### 5.4 Position of the accommodation sector

With the passage of time, the accommodation sector has developed a lot with the pace of increase in tourism sector of India. According to latest available statistics (Table 4), there are 1,903 approved hotels with 1,04,289 number of hotel rooms in India as on 31 December, 2016. This includes different categories of star hotels, apartment hotels, time share resorts, heritage hotels and unclassified hotels. A Ministry of Tourism study has estimated that India will have 6.6 million hotel rooms in 2020.

**Table 4: Number of approved hotels and availability of rooms as on 31.12.2016**

Category	No. of Hotels	No. of Rooms
One Star	13	530
Two Star	53	1149
Three star	419	17618
Four star	208	9847
Five star	128	15043
Five star Deluxe	138	30032
Apartment hotel	1	126
Guest House	6	110
Heritage Hotels	36	1163
Bed and Breakfast Establishment	481	2415
Unclassified	420	26256
<b>Total</b>	<b>1903</b>	<b>104289</b>

Source: India Tourism Statistics at a Glance, 2017

## 5.5 Tourism and employment generation

Tourism is a labour intensive industry. It is one of the biggest sectors that provide employment to various categories of manpower. The return of investment in tourism, from the point of view of employment generation, is much higher compared to agriculture, manufacturing and even the transport sector. According to Tourism Satellite Account, 2009-10, total employment in terms of jobs in tourism industries was estimated at 2 3.42 million. Out of the total estimated employment, 10.28 million was direct employment equivalent to 1.9 percent in the total employment. This low share of direct employment in tourism was because of the large share of agriculture 5.5 percent in the employment, in which tourism had no direct share.

## VI. SWOT ANALYSIS OF INDIAN TOURISM INDUSTRY

After its establishment, the Ministry of Tourism, has headed towards the direction of promoting cultural, leisure as well as business travel, with the objective to develop India into a broad-based tourism hub. With the support from the Central and State Government and the determined policy, the tourism industry of India has undergone significant changes, and at the same time, achieved remarkable performance. The following list the strengths, weaknesses, opportunities and threats (SWOT) of Indian tourism, which could serve as the basis for strategic planning for the industry.

### 6.1 Strengths

1. Vast Geography
2. Rich heritage and traditions.
3. Unity in Diversity
4. Cordial relationship with other countries
7. Adequate manpower resources
8. Powerful spiritual strength (AYUSH)

### 6.2 Weaknesses

1. Lack of sufficient infrastructure.
2. No appropriate marketing of India's tourism in a foreign country.
3. Loss of local culture as well as the loss of traditional environmental awareness is one of the negative impacts of uncontrolled tourism (Nyaupane and Thapa 2004).
4. Costly travel elevated fuel prices resulting in the increase of fares of flight and trains which are the major means of transport for the tourists.
5. Lapses in security and safety incidents of flaunt and harassment of tourists in some places.
6. Gap between requirement and supply of manpower. Insufficient standard hotels in the country leading to the

crisis of accommodation for the visiting tourists.

7. Lack of proper infrastructure.

8. Poor health, lack of hygiene and proper sanitation among common people especially in the rural parts of the country.

### **6.3 Opportunities**

1. There are many places to be explored as a tourist destination.

2. Demand between the national and the inbound tourists can be easily managed due to difference in the period of holidays. For International tourists the peak season for arrival is between Septembers to march when the climate conditions are suitable where as the national tourists waits for school holidays, generally the summer months.

3. Unique experiences in heritage hotels and luxury tourist trains.

4. The organization and arrangements of the International games in India will motivate the people from other countries to visit India like Commonwealth Games in 2010.

5. Increased privatization.

6. Availability of high quality human resource.

7. Potential for private sector's investment in tourism projects.

8. Asian development bank is preparing a sub-regional plan for development of tourism in India.

### **6.4 Threats**

1. Terrorism has an impact on the psyche of the visiting tourists.

2. The increasing Naxalite activities and constant Maoist attack in the country is not helping the cause either.

3. Crime rates increasing in the country ranging from petty thefts to serious murder cases.

4. Diseases in recent years such as dengue, chikungunya and Swine Flu are causing the tourist to stay away from visiting different parts of the country.

5. Increasing competition from other exotic countries e.g. Singapore, Hongkong etc.

6. Economic slowdown.

7. Disorganized tourism development.

8. Environmental factors have imposed a threat.

### **6.5 Development strategies for the Indian tourism industry**

Based on current observations, tourism would remain India's development priorities. The time is now favourable for positioning India as a well established tourism destination and improving its related services, thus enhancing the industry's overall competitiveness and the dominant role it plays in India's economy. Concrete measures for discussion are highlighted as follows:

1. Tourism is labour intensive and requires skilled workforce. The contribution of tourism in employment in India is tourism industry is 12.36% in 2013, the Government should place great importance in training adequate workforce for the development of the industry;
2. MICE tourism brings in high consumption tourists and enhances the average length of stay. The promotion of the MICE industry will help to strengthen the position of India as a major tourism city in the region;
3. Regional or joint marketing programmes should be launched. Emphasis should be made between states of various destinations, complementing one another;
4. Artificial landscapes should be constructed to complement the natural ones, in order to realise an ingenious combination of nature and craftsmanship. By developing diversified, multilevel recreational activities, India can be shaped as a comprehensive recreational land;
5. India should aim to develop into a comprehensive and relaxing holiday destination, luring different kinds of tourists with large varieties of leisure activities and entertainment.

## **VII.CONCLUSION**

Despite having huge prospects, tourism in India remained a neglected subject over a long period. The Sixth Five Year Plan (1980-85), for the first time, highlighted the importance of the sector. The three basic components of a tourism system in a destination area are attractions, facilities and accessibility. Attractions are those elements that ultimately determine the choice of a particular tourist to visit it rather than others. India is enriched with various attractive tourism resources spread all over the country. It has natural attractions like flora and fauna, a beach resort, scenic beauty of a mountain area, historical attractions like old monuments, palaces, buildings with architectural excellence, or even the cultural elements like fairs, festivals, games and sports, music, dance, cuisine, folk items. But it is a fact that adequate investment is needed to make such beauties presentable and attractive as per the perception of tourists.

Looking forward, the tourism industry of India is facing both opportunities and challenges. The continuous surge in visitor arrivals has put the supporting facilities and carrier capacity of India to a test. The industry and the Government should place great emphasis on enhancing the service standards, as service quality and hospitality received plays a key role in travellers' impression about a tourism destination, and hence its sustainable success.

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