

# Indian Tourism Industry Overview of Indian Tourism

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**Abstract:** The tourism potential of India is vast and it attracts a large number of international tourists. Tourism is the world's largest and fastest growing industry. It is an invisible export, which earns valuable foreign exchange without any significant or tangible loss of internal resources. It is a source of revenue and employment. There are countries in the world whose main source of revenue is tourism. India is a country with a great potential for tourism. In addition to her places of ancient historical and archaeological interests, her varied wild life sanctuaries, beach resorts and winter sports attract tourists from all over the world.

Indian Tourism Development Corporation is a public sector undertaking, whose main task is development of a sound foundation of tourist infrastructure. Founded in 1966, the Corporation has made phenomenal progress during the last 12 years. It provides a unique range of tourist services. There was a marked improvement in the development of tourist facilities also. The number of hotel rooms in approved hotels increased by about 100 to make a total of 15,300 rooms. In order to provide accommodation for young tourists, 14 youth hostels were opened during the year. Seven new tourist bungalows were also commissioned to provide inexpensive accommodation to middle-income tourists. The World Tourism Organisation declared 1975 the South Asia Tourism Year. Taking advantage of this opportunity, the Department of Tourism intensified its efforts overseas to promote South Asia as a destination.

Now one can easily guess why Max Mueller has said these lines about India-

"If we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty that nature can bestow in some parts a very paradise on earth I should point to India."

Such is our India. It is undoubtedly a paradise for the tourists.

**Key Words :** ITDC (Indian Tourism Development Corporation), Athithi devo bhava, Union Minister of State for Tourism, Ministry is the Secretary, Indian Institute of Tourism and Travel Management (IITM) and National Institute of Water Sports (NIWS), National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management. Food Craft Institutes (FCIs),

## 1. Introduction

India is a land of beautiful monuments, of beaches, of temples and mosques, of ash smeared sadhus and above all of wonderful Taj. It is a land of Himalayas which has enveloped all the beauty within itself, giving rise to the mighty rivers like Indus, Ganga and Yamuna and their tributaries.

It is a land whose fame and exotic riches turned travelers from around the world which drew Alexander the Great to its plains besides the great Mughals. It is a land of romance, mysticism and wisdom.

The tourism potential of India is vast and it attracts a large number of international tourists. We can start with Jaipur, the capital of Rajasthan. It is known as the Pink City. Some of the not-to-be missed places of tourist interest are the City Palace Museum, the City Place itself, the Jantar Mantar, an 18th century observatory and the legendary Hawa Mahal, which is really not a palace but an intricate facade of hundreds of airy windows.

India offers a lot more in the caves of Ajanta and Ellora, the temples of Khajuraho, the Qutab Minar, the Red Fort, Fatehpur Sikri, the Victoria Memorial, Lingaraja Temple, the Gateway of India, the magnificent churches and dashing beaches in Goa all are India's unique gift to the world.



Figure 1 Indian Tourism Map

The hill resorts like Ooty and Kodaikanal, Mussoorie, Nainital, Almora, Shimla, Kulu and Manali are other beauties of India. Mussoorie offers some panoramic views of the Himalayas. As popular as Mussoorie is Nainital a sparkling beautiful lake resort in the Kumaon Hills 65 kms. From Nainital is the town Almora. Perched on 5 k.m. ridge this hill station has a majestic view of the snow clad Himalayas. These are the great attractions for the tourists.

But the Taj Mahal, the symbol of Mughal romance, has no parallel. It is such a jewel that attracts a bulk of tourists everyday. Its architectural perfection gave it a place as one of the Seven Wonders of the World. Today, Taj Mahal has become synonymous with India.

And who can forget the Bhool Bhulaiya of Lucknow and the acoustic wonders of Gol Gumbaj? Who can forget Nalanda, a seat of learning in Gupta period? It is still an attraction for tourists due to the ruined complex of the former Nalanda University.

The other attractions include forests and wild life and landscapes for eco tourism, snow, mountain, and peaks for adventure tourism, technological parks and science museums for science tourism, centre of pilgrimage for spiritual tourism, heritage trains and hotels for heritage tourism. Thus, India offers a variety of things to her tourists.

Tourism is the world's largest and fastest growing industry. It is an invisible export, which earns valuable foreign exchange without any significant or tangible loss of internal resources. It is a source of revenue and employment. There are countries in the world whose main source of revenue is tourism. India is a country with a great potential for tourism. In addition to her places of ancient historical and archaeological interests, her varied wild life sanctuaries, beach resorts and winter sports attract tourists from all over the world.

Indian Tourism Development Corporation is a public sector undertaking, whose main task is development of a sound foundation of tourist infrastructure. Founded in 1966, the Corporation has made phenomenal progress during the last 12 years. It provides a unique range of tourist services.

In 1973, an estimated 215 million people crossed international borders, spending the equivalent of US \$ 28 billion. India's share in the world tourist traffic is small but it is increasing continuously.

India received 179,565 tourists in 1967, 280,821 in 1970, 409,895 in 1973 and 423,610 in 1974 and the foreign exchange earnings in terms of rupees for these years were Rs. 25'2 crores, Rs. 38'0 crores, Rs. 67'5 crores and Rs. 69'7 crores respectively. The earning from tourism in 1974 ranked as the 12th largest amount in the country's total foreign exchange packet. Tourism in India made remarkable progress in 1976. Tourist traffic to this country crossed the 500,000 mark, recording an impressive increase of 15 per cent over the tourist arrivals in 1975. Nearly 5'3 lakh foreign tourists visited our country during 1976 as against 4'65 lakh in 1975. There was a corresponding increase in foreign exchange earnings from tourism, which rose to Rs. 120 crores. Tourist arrival showed an increase of 19'9% during 1977 over the previous year, with an estimated 6'4 lakhs (excluding the nationals of Pakistan and Bangla Desh) tourists visiting India. India's gross foreign exchange earnings from tourism in 1977 were estimated at Rs. 283 crores at the then current price level. While emphasis on the development of international tourism 165 as in the past, domestic tourism is going to be developed in coming years. Efforts will be made to provide clean accommodation to suit the capacity of tourists. Efforts are being made to improve facilities of accommodation in Dharmshala for the benefit of low income domestic tourists.

There are certain basic factors such as comfortable accommodation, travel concessions and new centers of attraction etc., which go a long way towards accelerating the flow of tourist traffic. The main objectives of the Tourism Development Corporation are to provide comfortable accommodation to the tourists, better cars and for sight seeing and special tourist services, including entertainment and publicity.

ITDC (Indian Tourism Development Corporation) is the only agency which provides a wide range of tourist services throughout the country. It operates 12 hotels, 2 beach resorts, 1 motels, 15 travel lodges, 11 restaurants, 14 transport units, 4 duty free shops, 3 light and sound shows, and 200 tourist cars and Batches.

For many years tourism in India was largely restricted to the Northern region. Agra (the Taj and Fatehpur Sikari), Varanasi (Kashi), Bodhi Gaya, Jaipur and Khajuraho were the main tourist destinations. ITDC has opened up a new range of destinations in South India. Hotel Asoka in Bangalore has introduced in southern region to the international



tourists. Inauguration of Valam Grove, stage one of India's first beach resort project, was implemented by a second beach complex at Temple Bay Mahapatlipuram. The Hasan Motel has been established to exploit the tourist potential of Belur and Halebid. As a step to concentrate on 'the vital circuit link in Delhi, Agra, Khajuraho and Varanasi new and restaurants have been built, viz. Akbar and Qutab tals in New Delhi, Kosi and Taj restaurants for visitors to Agra, hotels at Khajuraho and Varanasi. Laxmi Vilas Palace Hotel j. Udaipur has been renovated and Airport Hotel in Calcutta has commissioned for air travelers. Aurangabad Hotel vides facilities to the visitors of Ajanta and Ellora. Gulmarg Kashmir has been established as a centre for winter sports. With the colourful variety of wild life, sanctuaries and national parks for species such as lions, tigers, rhinoceros, elephants and birds are being developed. Sanctuaries like Dandell, inha, Gir, Jalidapara and Kaziranga have been provided with 8t lodges. To enable the tourists to observe wild life from the bty of caged mini-coaches, safari parks have been opened at Mivili (Bombay) and Hyderabad. Ajanta, Ellora and Sanchi have developed.

To encourage people to patronize tourist resorts other than i traditional locations around Bombay and Delhi, the Department of Tourism sponsored special package tours of South India and Gulmarg in Jammu and Kashmir. Among the special tourism promotional measures adopted during the year, was the institution of national awards to travel agencies, that contributed the maximum foreign, exchange earnings through tourism. The awards for 1977 were given to *M/s Travel Corp. of India Pvt. Ltd. Bombay, M/s Sita World Travel Pvt. Ltd. New Delhi, M/s. American Express, New Delhi, M/s. Thomas Cook, Bombay, and M/s. Mercury Travels Ltd., New Delhi.* The 27th Annual Convention of PATA was held in New Delhi in January 1978. It was the biggest tourist conference held in India so far. 1600 delegates attended this conference.

There was a marked improvement in the development of tourist facilities also. The number of hotel rooms in approved hotels increased by about 100 to make a total of 15,300 rooms. In order to provide accommodation for young tourists, 14 youth hostels were opened during the year. Seven new tourist bungalows were also commissioned to provide inexpensive accommodation to middle-income tourists. To develop wild-life tourism, a forest lodge at Bharatpur and a safari park at Borivili, Bombay were opened. Construction work on the Sassangir and Jalpadapara were completed.

The India Tourism Development Corporation opened two new hotels during the year.

- (1) The Kovalam Hotel near Trivandrum which is India's first beach resort built according to international standards,
- (2) The 58-room hotel Pataliputra or Patna which provides facilities to foreign tourists at the gateway of pilgrimage to Buddhist and Jain centres of Rajgir, Nalanda, Bodhgaya and Vaishali.

A major step towards improvement of the surroundings of tourist resorts was taken when a project for the beautification of the area between Taj Mahal and Agra Fort was launched. The project included development of a lake and tourist accommodation at Kosi on the highway from Delhi to Agra.

Tourism in India must provide a window to our life and culture. The ITDC has set new trends in hotel service, including cuisine, entertainment, give the foreign visitors a genuine experience. The World Tourism Organization declared 1975 the South Asia Tourism Year. Taking advantage of this opportunity, the Department of Tourism intensified its efforts overseas to promote South Asia as a destination. The "Operation Europe" and the "Operation U.S.A." have proved successful : plans for Australia and East Asia are under consideration. India has won an enviable reputation in the world for the excellence of its tourist literature, ITDC's first film "Destination India" won the national award in 1973. The films 'Destination Delhi', 'Woven Dream', 'Destination Bombay' and 'High Above the Dust' have completed and prints have been distributed to overseas and in offices. 9 other's films are under production. Prospects of V<sup>th</sup> of tourist traffic in the coming years are bright.

## **2. Importance of Tourism**

The Indian slogan '*Athithi devo bhava*' means that guests are like God. Indians have been highly hospitable and this trend is still present in modern India. A guest is revered. Intricate arrangements are made for a guest who comes home for a holiday. The family plans well for the comfort stay of a guest. Going to a broader picture, the tourist visiting India find our country very enigmatic. They have a quest to watch the villagers walk on the rope, eat the butter with rotis and partake in the ritual dance after sunset.

Foreigners love India as it is a storehouse for art, culture, dance and drama. The ethnic culture is present in clothing which attracts several shoppers who love to collect trinkets and serious artifacts. Responsible tourism is conducted by way of giving the tourist the right concept in tours. Their accommodation in government lodges and private hotels is always a luxury. The importance to tourism is essential as they carry the picture of our culture and hospitality. Our courteous attitude reflects our inner self.

On the economic context, foreign currency in India can be gathered via tourism. Several tourist spots do well all throughout the year and special seasons do exceptionally well as the foreign through the place for sight seeing trips. A trip for any visitor has to be trouble free. With telecommunication network so strong it has become easy for a foreign visitor to have a pleasurable stay. Taxi cabs, translation books and a dependable guide make the trip interesting. The hygiene conditions in the areas are improving and the well maintained hotels and tourist sports are an all around attraction.

The Ministry of tourism is looking for new ways to encourage tourism in India. It is very much essential for a visitor to enjoy the stay and this is enhanced by facilities like road transport, guides and good hotels. Many hotels have multi cuisine to accommodate the choices of foreigners who generally kind the Indian food very spicy. Tour operators are very systematic with their plans. Complete details about weather conditions, clothes required and facilities are given to the tourists to help them prepare for a holiday.

### **3. Ministry of Tourism, Govt. of India**

#### **3.1 The Organization**

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 Tourism (Independent Charge).

The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism {now merged with the office of Secretary (Tourism)} provides executive directions for the implementation of various policies and programs. Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one sub-ordinate office/project i.e. Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service to tourists and to monitor the progress of field projects. The activities of IISM/GWSP have now been revived and various Ski and other courses are being conducted in the J&K valley.

The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation and the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

#### **3.2 Role and Functions of the Ministry of Tourism**

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. The functions of the Ministry in this regard mainly consist of the following:

##### **3.2.2 All Policy Matters, including:**

- Development Policies.
- Incentives.
- External Assistance.
- Manpower Development.

- Promotion & Marketing.
- Investment Facilitation.

### **3.2.3 Planning.**

- Co-ordination with other Ministries, Departments, State/UT Governments.

### **3.2.4 Regulation:**

- Standards.
- Guidelines

### **3.2.5 Infrastructure & Product Development.**

- Guidelines

### **3.2.6 Human Resource Development**

- Institutions.
- Setting Standards and Guidelines.

### **3.2.7 Publicity & Marketing:**

- Policy.
- Strategies.
- Co-ordination.

## **4. Divisions**

The work of the Ministry is divided into ten Divisions which are headed by either a Director or Deputy Secretary level officer as follows:

- Administration I
- Administration II
- Administration IV (Transport Bhawan)
- Administration IV (C-1 Hutments)
- HRD
- RTI Cell
- Domestic Offices
- Market Research Division
- Overseas Marketing Division
- Hotels & Restaurants Division
- Travel Trade Division
- Integrated Finance Division
- Official Language Division
- Publicity, Events and Information Technology
- Planning & Coordination (P&C)
- Parliament Section
- Program Division North & Central (PNC)
- Program Division South & West (PSW)
- Program Division Eastern & North East (ENE)
- International Cooperation Division
- Niche Tourism
- Vigilance Cell
- Monitoring Division
- Budget & Accounts Section

- Public Sector Undertaking
- National Informatics Centre (NIC Cell)

#### **4.1 Tourism Infrastructure Development**

Augmentation of quality tourism infrastructure throughout the country is a key area of functioning of the Ministry. More than fifty per cent of the Ministry's expenditure on Plan schemes is incurred for development of quality tourism infrastructure at various tourist destinations and circuits in the States/ UTs.

##### **4.1.1 Agencies of Tourism Infrastructures Development**

1. Planning & Coordination (P&C)
  - All coordination function of Ministry of Tourism including plan coordination and matter concerning to Planning Commission.
2. Program Division North & Central (PNC)
  - All matter pertaining to projects of Northern & Central state
3. Program Division South & West (PSW)
  - All matter pertaining to projects of South & West state
4. Program Division Eastern & North East (ENE)
  - All matter pertaining to projects of Eastern & North-East States
5. Niche Tourism
  - Work of Eco & Wildlife Tourism, MICE Tourism, Sustainable Tourism, Cruise Tourism, Golf Tourism, Polo Tourism, Medical Tourism, Wellness Tourism.

##### **4.1.2 Human Resource Development**

It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education with necessary infrastructural support capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 29 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 8 State IHMs, and 5 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with specific mandate to impart / conduct hospitality education / training in hospitality skills.

###### **4.1.2.1 Training Programmes**

Training programs in the field of Hotel Management, Catering and Nutrition were initiated by Government of India in the year 1962 under the Department of Food, Ministry of Agriculture. To begin with, four Institutes of Hotel Management, Catering Technology and Applied Nutrition were set up at New Delhi, Mumbai, Chennai and Kolkatta. For imparting training in hospitality related craft disciplines, 12 Food Craft Institutes were also set up at different places in the country. Consequent to transfer of the program to the Ministry of Tourism in October 1982, format of the various training programs was reoriented and remodeled keeping in view the professional workforce requirements of the country's fast expanding accommodation and catering industry. In order to harness the resources and also to provide a central thrust to the program, Ministry of Tourism also established the National Council for Hotel Management and Catering Technology (NCHMCT) in the year 1982. Main objectives for setting up the Council at the apex level were:

- To advise the Government on coordinated development of hotel management and catering education.
- To collect, collate and implement international development in the area of human resource development for the hospitality sector.
- To affiliate institutes and prescribe courses of study and instructions leading to examinations conducted by it.
- To standardize courses and infrastructure requirements for institutes imparting education and training in hospitality management.

- To prescribe educational and other qualifications, experience, etc. for members of staff in the affiliated institutes and organize faculty development programs.
- To award Certificates and Diplomas in Hospitality and Hotel Administration.

As a result of vast expansion and modernization of the country's hospitality industry, hotel management and catering education programs gained tremendous popularity and the profile of students seeking admission to these courses also underwent a transformation. As a result, courses offered by the National Council are of international standard which have been recognized by the hospitality industry. At present, there are 41 **Institutes of Hotel Management** comprising of 21 Central IHMs, 8 State IHMs and 12 Private IHMs and 5 **Food Craft Institutes** following National Council's course curriculum.

#### **4.1.2.2 Publicity and Marketing**

- All matters pertaining to printing of posters, brochures, banners etc. and release of advertisement (print as well as electronic).
- All matters pertaining to organizing events.
- All matters pertaining to information technology up gradation thereof.

#### **4.1.2.3 Publicity Information Material**

As part of its marketing / publicity activities, the Ministry of Tourism brings out brochures, leaflets, maps, films, CDs, etc. on various topics. Each heading given below details the theme on an all India basis, based on availability of the respective products. In case of the destination folders, the leaflet / folder / brochure gives the information about the place or the destination with various facets of the facilities available, sight seeing around the place, important telephone numbers and the contact points of India tourism officers. Similarly, the films deal with the subject in its entirety covering all destinations of the country.

- **Incredible India Theme Brochures**
  - Museums & Art Galleries
  - Dance & Music
  - Nature & Wildlife
  - Golf Adventure Sports
  - Body Mind & Soul
  - Arts & Crafts
  - Shopping
- **Destination Leaflets**
  - Ladakh- Lahaul-Spiti
  - Tirumala- Tirupati
  - Belur- Halebid
  - Madurai-Tirucharapalli- Rameswaram
  - Thiruvananthapuram-Kollam-Alappuzha
  - Aurangabad-Ajanta-Ellora
- **Heritage Destination Leaflets**

The Ministry has brought a number of Heritage Destination Leaflets for distribution amongst the tourists through its network of India tourism offices in India and abroad. These leaflets contain details of the States where these are situated, history & culture of the destinations, connectivity of the destinations through various means of transport, general information about temperature, rainfall, languages spoken there, clothing requirements, STD code, accommodations, map of the area, etc, and places to see with photographs. The leaflets brought are:

- Aurangabad, Ajanta, Ellora
- Ladakh, Lahaul Spiti
- Shimla, Dhramshala, Kullu, Manali
- Orchha, Khajuraho
- Amritsar, Anandpur Sahib
- Palitana Temples, Gujarat
- Madurai, Tiruchirapalli, Rameshwaram
- Belur, Halebid
- Puri, Bhubneswar, Konark
- Bhimbetka, Madhya Pradesh
- Chardham

● **Posters on Different Subjects & Themes**

- Timeless India
- The Great Indian Camel Band
- Raghurajpur Village- A rural tourism project in Orissa
- The Himalayan orchids of Sikkim
- The mask dance, Hemis Monastery, Ladakh
- The floating vegetables market at Dal lake, Kashmir
- The Toy train of Ooty
- The Mahabodhi Tree at Bothgaya
- Hola Mohalla celebration at Anandpursahib, Punjab
- Festivals & celebration
- Tea tourism with Mr. Pico Iyer
- Gourmet tourism with Mr. Mati Small
- Wildlife with Mr. Romulus Whitaker
- Festival with Mr. Steve McCurry
- Backwater with Mr. Ayesha Dharkar
- Yoga and wellness with Mr. Shiva Rea
- International TVC-2007-08
- Sare Jehan Se Achcha commercial
- Atithi Devo Bhavah
- Adventure tourism TVC
- Wildlife TVC
- Northeast TVC
- Jammu & Kashmir TVC
- Rural Tourism TVC

● **Maps**

- New Delhi
- Mumbai
- Kolkata
- Chennai
- Hyderabad
- Bangalore
- Agra
- Jaipur
- Thiruvananthapuram
  - Regional Maps
    - North
    - South
    - East
    - West
    - North East



- **Films**
  - Timeless India
  - Jewel in The Ages Of Time
  - Jewel in the Lotus
  - Eastern Himalayas
  - India's Northeast
  - India Destination Films
  - North East TVC
  - Incredible India TVC I
  - Incredible India TVC II

## 5. Reasons to Visit India

There are several reasons for which most of the foreigners visits India, here are the some depiction regarding reasons :



Figure 3 Reasons to Visit India

Apart from the above depictions there are several other reasons as India is an appealing travel destination that's growing in popularity all the time. So if you are thinking of visiting India? Here are 10 reasons why you should.

### 5.1. India is a Huge Country

India is a vast country that's just over one-third of the size of the United States. Much of it is rural, and there are some incredible sights to be seen and discovered. To the north, there are the Himalayas. To the south, beaches. To the west, desert. and to the east, tribal territory.

### 5.2. India is a Great Value Destination

India is often thought of as a backpacker destination with grotty hotel rooms and dirt everywhere. Let me assure you that this definitely isn't the reality. You can travel as cheaply or as lavishly as you want in India, and that's definitely part of its appeal as a tourist destination. The luxury segment of the market offers some mesmerizing accommodations, such as authentic palace hotels. Alternatively you might prefer a quaint guesthouse or homestay. Options, such as these top budget hotels in India, abound.

### 5.3. Indian Hospitality

There's a saying in India, "Athithi Devo Bhava", which means "the guest is God". Indians consider it a huge honor to have guests in their home, and go out of their way to please them. There's nothing like Indian hospitality. And, as

a result of the growing popularity of home stays in India, there are plenty of opportunities to experience it. Many home stays are far from the humble abodes you may expect too!

#### **5.4. Your Perspective Will Be Broadened**

India is place that everyone should visit once in their lives to get out of their comfort zones and get a different perspective on life. The culture shock in India can be hard to deal with. However, you'll quickly come to appreciate what you have back home and how fortunate you really are.

#### **5.5. Explore Spirituality**

India can be very inspiring and refreshing for the soul. Many people come to India to learn yoga, meditate, or spend time at an ashram. Another moving experience is to take part in an evening *aarti* (fire worship) along the Ganges river at either Rishikesh, Haridwar, or Varanasi.

#### **5.6. The Food**

Indian food can take a bit of getting used to for some people, but it really is worth it. You may be surprised to find that Indian cuisine is vastly different to the standard fare served up in most Indian restaurants, which is in fact predominantly north Indian cuisine.

#### **5.7. Be of Service**

India is a very popular destination for volunteerism, and there's no shortage of organizations that need your help! Many agencies charge volunteers large sums for placement, but quite a few organizations directly take volunteers.

#### **5.8. History and Architecture**

One of the things I always marvel at in India is the magnificent architecture found all over the country, and it varies so much where ever you go. Where to see it? Check out these historical and architectural sites in India.

#### **5.9. Shopping**

Of course, I LOVE shopping like most females do. But items in India are so irresistible! The handicrafts are particularly eye catching and well made. Each region tends to specialize in a particular industry that's been handed down over generations.

#### **5.10. You'll Be Helping the Economy**

India is mostly a poor country, and people in the tourism industry depend on revenue generated from the peak season to sustain themselves throughout the rest of the year. By traveling to India, you'll be helping people keep their businesses alive and families properly fed. Indians are generally friendly and curious people, so you'll be welcome!

## 6. Statistics Regarding Tourism in India

### 6.1. Top 10 States Of India In Tourism (Table 1)

Share of top 10 states/UTs of India in number of foreign tourist visits in 2011 (provisional)			
Rank	State/Union Territory	Number	Share in %
1	Maharashtra	4,815,421	24.7
2	Tamil Nadu	3,373,870	17.3
3	Delhi	2,159,925	11.1
4	Uttar Pradesh	1,887,095	9.7
5	Rajasthan	1,351,974	6.9
6	West Bengal	1,213,270	6.2
7	Bihar	972,487	5.0
8	Kerala	732,985	3.8
9	Karnataka	574,005	2.9
10	Himachal Pradesh	484,518	2.5
<b>Total of top 10 states</b>		<b>17,565,550</b>	<b>90.1</b>
<b>Others</b>		<b>1,929,329</b>	<b>9.9</b>
<b>Total</b>		<b>19,494,879</b>	<b>100</b>

Table 1

\*\* Source Indian Tourist Statistic Report 2011-12

### 6.2. Share of top 10 states/UTs of India in number of domestic tourist visits in 2011 (Table 2)

Share of top 10 states/UTs of India in number of domestic tourist visits in 2011 (provisional)			
Rank	State/Union Territory	Number	Share in %
1	Uttar Pradesh	155,430,364	18.3
2	Andhra Pradesh	153,119,816	18.0
3	Tamil Nadu	137,512,991	16.2
4	Karnataka	84,107,390	9.9
5	Maharashtra	55,333,467	6.5
6	Madhya Pradesh	44,119,820	5.2
7	Rajasthan	27,137,323	3.2
8	Uttarakhand	25,946,254	3.0
9	West Bengal	22,256,968	2.6
10	Gujarat	21,017,478	2.5
<b>Total of top 10 states</b>		<b>725,981,871</b>	<b>85.3</b>
<b>Others</b>		<b>124,874,769</b>	<b>14.7</b>

Table 2

\*\* Source Indian Tourist Statistic Report 2011-12

### 6.3. Nationality-Wise Foreign Tourist Arrivals In India, 2010-2012 (Table 3)

NATIONALITY-WISE FOREIGN TOURIST ARRIVALS IN INDIA, 2010-2012								
Country of Nationality		Number of Arrivals		% Share		% Change		
2010	2011	2012	2010	2011	2012	2011/10	2012/11	
<b>North America</b>								
Canada	242372	259017	256021	4.20	4.11	3.89	6.9	-1.2
U.S.A	931292	980688	1039947	16.12	15.54	15.81	5.3	6.0
Total	1173664	1239705	1295968	20.32	19.65	19.70	5.6	4.5
<b>Central and South America</b>								
Argentina	7626	9391	9831	0.13	0.15	0.15	23.1	4.7
Brazil	15219	17268	18440	0.26	0.27	0.28	13.5	6.8

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Mexico	10458	10876	11254	0.18	0.17	0.17	4.0	3.5
Others	29425	23453	24174	0.51	0.37	0.37	-20.3	3.1
<b>Total</b>	<b>62728</b>	<b>60988</b>	<b>63699</b>	<b>1.09</b>	<b>0.97</b>	<b>0.97</b>	<b>-2.8</b>	<b>4.4</b>
<b>Western Europe</b>								
Austria	32620	36483	38585	0.56	0.58	0.59	11.8	5.8
Belgium	37709	40478	42604	0.65	0.64	0.65	7.3	5.3
Denmark	35541	34683	33084	0.62	0.55	0.50	-2.4	-4.6
Finland	24089	23730	22416	0.42	0.38	0.34	-1.5	-5.5
France	225232	231423	240674	3.90	3.67	3.66	2.7	4.0
Germany	227720	240235	254783	3.94	3.81	3.87	5.5	6.1
Greece	7441	7253	7493	0.13	0.11	0.11	-2.5	3.3
Ireland	20329	22089	24546	0.35	0.35	0.37	8.7	11.1
Italy	94100	100889	98743	1.63	1.60	1.50	7.2	-2.1
Netherlands	70756	75153	74800	1.23	1.19	1.14	6.2	-0.5
Norway	22229	24578	23569	0.38	0.39	0.36	10.6	-4.1
Portugal	21038	24061	24670	0.36	0.38	0.38	14.4	2.5
Spain	72591	71405	67044	1.26	1.13	1.02	-1.6	-6.1
Sweden	45028	48690	51058	0.78	0.77	0.78	8.1	4.9
Switzerland	43134	46332	48388	0.75	0.73	0.74	7.4	4.4
U.K.	759494	798249	788170	13.15	12.65	11.98	5.1	-1.3
Others	11291	12964	12439	0.20	0.21	0.19	14.8	-4.0
<b>Total</b>	<b>1750342</b>	<b>1838695</b>	<b>1853066</b>	<b>30.31</b>	<b>29.14</b>	<b>28.17</b>	<b>5.0</b>	<b>0.8</b>
<b>Eastern Europe</b>								
Czech Rep.	9918	11256	11129	0.17	0.18	0.17	13.5	-1.1
Hungary	6022	6900	6507	0.10	0.11	0.10	14.6	-5.7
Kazakhstan	8786	9810	11653	0.15	0.16	0.18	11.7	18.8
Poland	25424	28499	25030	0.44	0.45	0.38	12.1	-12.2
Russian Fed.	122048	144312	177526	2.11	2.29	2.70	18.2	23.0
Ukraine	16462	23467	29033	0.29	0.37	0.44	42.6	23.7
Others	38990	50354	51808	0.68	0.80	0.79	29.1	2.9
<b>Total</b>	<b>227650</b>	<b>274598</b>	<b>312686</b>	<b>3.94</b>	<b>4.35</b>	<b>4.75</b>	<b>20.6</b>	<b>13.9</b>
<b>Africa</b>								
Egypt	8017	8791	10571	0.14	0.14	0.16	9.7	20.2
Kenya	29223	30045	34037	0.51	0.48	0.52	2.8	13.3
Mauritius	21672	22091	25013	0.38	0.35	0.38	1.9	13.2
Nigeria	23893	33537	36762	0.41	0.53	0.56	40.4	9.6
South Africa	55688	58430	50161	0.96	0.93	0.76	4.9	-14.2
Sudan	7418	8414	9626	0.13	0.13	0.15	13.4	14.4
Tanzania	17645	19470	21862	0.31	0.31	0.33	10.3	12.3
Others	40969	51608	73396	0.71	0.82	1.12	26.0	42.2
<b>Total</b>	<b>204525</b>	<b>232386</b>	<b>261428</b>	<b>3.54</b>	<b>3.68</b>	<b>3.97</b>	<b>13.6</b>	<b>12.5</b>
<b>West Asia</b>								
Bahrain	7766	9587	10045	0.13	0.15	0.15	23.4	4.8
Iraq	28221	30808	38826	0.49	0.49	0.59	9.2	26.0
Israel	43456	48089	47649	0.75	0.76	0.72	10.7	-0.9
Oman	35485	40577	49759	0.61	0.64	0.76	14.3	22.6
Saudi Arabia	21599	26268	32127	0.37	0.42	0.49	21.6	22.3
Turkey	15483	17359	22986	0.27	0.28	0.35	12.1	32.4
U.A.E.	45482	66383	41664	0.79	1.05	0.63	46.0	-37.2
Yemen Arab Rep.	14931	14955	18654	0.26	0.24	0.28	0.2	24.7
Others	22894	24747	29286	0.40	0.39	0.45	8.1	18.3
<b>Total</b>	<b>235317</b>	<b>278773</b>	<b>290996</b>	<b>4.07</b>	<b>4.42</b>	<b>4.42</b>	<b>18.5</b>	<b>4.4</b>

<b>South Asia</b>								
Afghanistan	73389	89605	95231	1.27	1.42	1.45	22.1	6.3
Iran	49265	43399	40973	0.85	0.69	0.62	-11.9	-5.6
Maldives	58152	53999	50428	1.01	0.86	0.77	-7.1	-6.6
Nepal	104374	119131	125375	1.81	1.89	1.91	14.1	5.2
Pakistan	51739	48640	59846	0.90	0.77	0.91	-6.0	23.0
Bangladesh	431962	463543	487397	7.48	7.35	7.41	7.3	5.1
Sri Lanka	266515	305853	296983	4.61	4.85	4.51	14.8	-2.9
Bhutan	12048	15489	15266	0.21	0.25	0.23	28.6	-1.4
<b>Total</b>	<b>1047444</b>	<b>1139659</b>	<b>1171499</b>	<b>18.14</b>	<b>18.06</b>	<b>17.81</b>	<b>8.8</b>	<b>2.8</b>
<b>South East Asia</b>								
Indonesia	26171	32530	29559	0.45	0.52	0.45	24.3	-9.1
Malaysia	179077	208196	195853	3.10	3.30	2.98	16.3	-5.9
Myanmar	14719	25043	30588	0.25	0.40	0.47	70.1	22.1
Philippines	24534	31151	33323	0.42	0.49	0.51	27.0	7.0
Singapore	107487	119022	131452	1.86	1.89	2.00	10.7	10.4
Thailand	76617	92404	105141	1.33	1.46	1.60	20.6	13.8
Vietnam	7458	9809	11332	0.13	0.16	0.17	31.5	15.5
Others	2980	3600	3666	0.05	0.06	0.06	20.8	1.8
<b>Total</b>	<b>439043</b>	<b>521755</b>	<b>540914</b>	<b>7.60</b>	<b>8.27</b>	<b>8.22</b>	<b>18.8</b>	<b>3.7</b>
<b>East Asia</b>								
China(Main)	119530	142218	168952	2.07	2.25	2.57	19.0	18.8
China(Taiwan)	23915	25916	31639	0.41	0.41	0.48	8.4	22.1
Japan	168019	193525	220015	2.91	3.07	3.34	15.2	13.7
Rep.of Korea	95587	108680	109469	1.65	1.72	1.66	13.7	0.7
Others	4896	5612	5547	0.08	0.09	0.08	14.6	-1.2
<b>Total</b>	<b>411947</b>	<b>475951</b>	<b>535622</b>	<b>7.13</b>	<b>7.54</b>	<b>8.14</b>	<b>15.5</b>	<b>12.5</b>
<b>Australasia</b>								
Australia	169647	192592	202105	2.94	3.05	3.07	13.5	4.9
New Zealand	37024	36839	38917	0.64	0.58	0.59	-0.5	5.6
Others	3604	3734	3489	0.06	0.06	0.05	3.6	-6.6
<b>Total</b>	<b>210275</b>	<b>233165</b>	<b>244511</b>	<b>3.64</b>	<b>3.70</b>	<b>3.72</b>	<b>10.9</b>	<b>4.9</b>
Stateless	670	1144	1426	0.01	0.02	0.02	70.7	24.7
Others	12087	12403	5930	0.21	0.20	0.09	2.6	-52.2
<b>Grand Total</b>	<b>5775692</b>	<b>6309222</b>	<b>6577745</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>9.2</b>	<b>4.3</b>

**Table 3**

\*\* Source Indian Tourist Statistic Report 2011-12, Bureau of Immigration, India

#### 6.4. Foreign Tourist Arrivals and Foreign Exchange Earnings (Table 4)

<b>Foreign Tourist Arrivals and Foreign Exchange Earnings During the years 2000-2012</b>						
Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings in Crore	Percentage Change Over Previous Year	Foreign Exchange Earnings (Million US\$)	Percentage Change Over Previous Year
2000	26,49,378	6.7	15,626,	20.6	3,460	15.0
2001	25,37,282	-4.2	15,083	-3.5	3,198	(-7.6)
2002	23,84,364	-6.0	15,064	-0.1	3,103	3.0
2003	27,26,214	14.3	20,729,	37.6	4,463	43.8

2004	34,57,477	26.8	27,944	34.8	6,170	38.2
2005	39,18,610	13.3	33,123,	18.5	7,493	21.4
2006	44,47,167	13.5	39,025	17.8	8,634	15.2
2007	50,81,504	14.3	44,360	13.7	10,729	24.3
2008	52,82,603	4.0	51,294	15.6	11,832	10.3
2009	51,67,699	-2.2	53,700*	4.7	11,136*	(-)5.9
2010	57,75,692	11.8	64,889#	20.8	14,193#	27.5
2011	63,09,222	9.2	77,591#	19.6	16,564#	16.7
2012	66,48,318	5.4	94,487#	21.8	17,737#	7.1
# Advance Estimates *Revised Estimates						

**Table 4**

\*\* Source Indian Tourist Statistic Report 2011-12, Bureau of Immigration, India

### 6.5. Important Highlights of Indian Tourism

- The number of Foreign Tourist Arrivals (FTAs) in India during 2012 increased to 6.58 million from 6.31 million in 2011. The growth rate in FTAs during 2012 over 2011 was 4.3% as compared to 9.2% during 2011 over 2010. The growth rate of 4.3% in 2012 for India was better than the growth rate of 4% for the International Tourist Arrivals in 2012.
- The share of India in international tourist arrivals in 2012 was 0.64%, India's rank in international tourist arrivals declined to 41<sup>st</sup>, in 2012, from 38<sup>th</sup> in 2011. India accounted for 2.82% of tourist arrivals in Asia and the Pacific Region in 2012, with the rank of 11.
- About 91.7% of the FTAs entered India through air routes followed by 7.6% by land routes and 0.7% by sea routes. Delhi and Mumbai airports accounted for about 54.9% of the total FTAs in India. The top 15 source markets for FTAs in India in 2012 were USA, UK, Bangladesh, Sri Lanka, Canada, Germany, France, Japan, Australia, Malaysia, Russian Fed., China(Main), Singapore, Nepal and Republic of Korea. These 15 countries accounted for about 71.37% of total FTAs in India in 2012.
- Tourism continues to play an important role as the foreign exchange earner for the country. In 2012, foreign exchange earnings (FEE) from tourism were US\$ 17.74 billion as compared to US\$ 16.56 billion in 2011, registering a growth of 7.1%.
- Number of domestic tourist visits in India during 2012 was 1036.3 million(Provisional) as compared to 864.53 million in 2011, with a growth rate of 19.9 %.
- Number of Indian national departures from India during 2012 was 14.92 million as compared to 13.99 million in 2011, registering a growth rate of 6.7%.

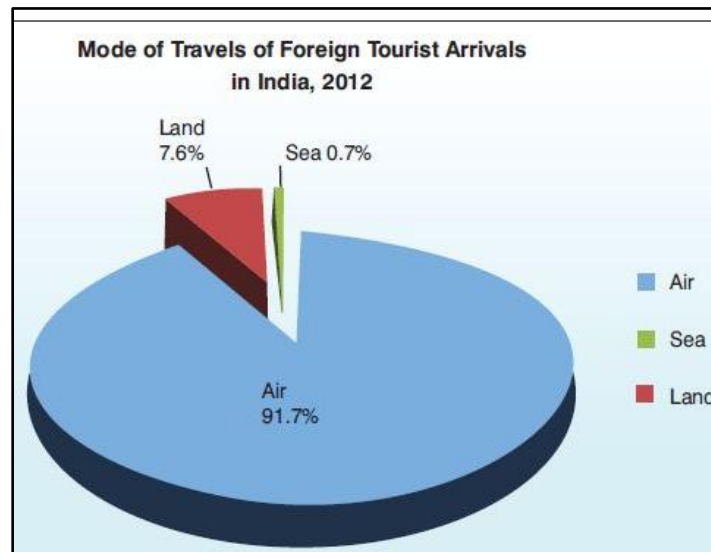
### 6.6. Gender Distribution of FTAS In India



**Figure 4 Gender Distribution**

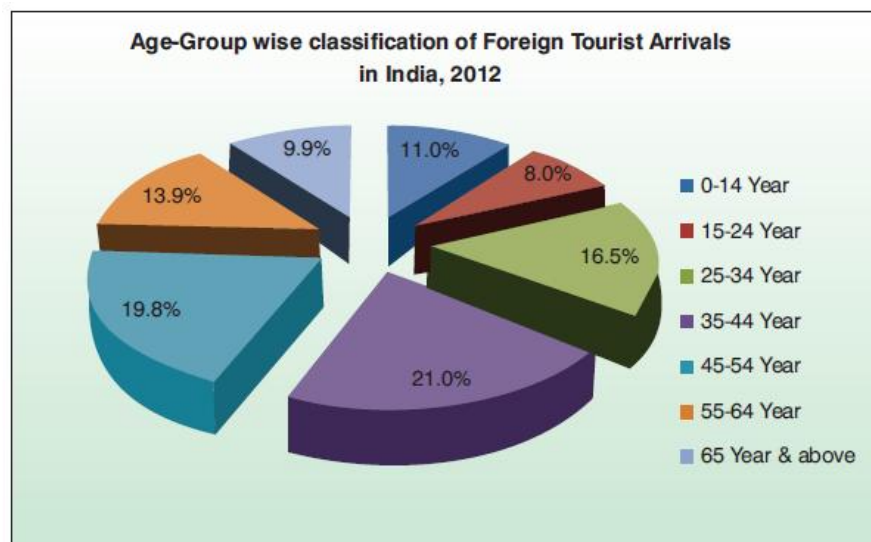
\*\* Source Indian Tourism Static (2012)

### 6.7. Mode of Travel :



**Figure 5 Mode of Travel**  
\*\* Source Indian Tourism Static (2012)

### 6.8. Age Distribution of FTAs in India



**Figure 6 Age Distribution**  
\*\* Source Indian Tourism Static (2012)

### 6.9. United States Of America With Max Number

The USA having largest number of FTAs in India since 1990 to 2012, as following depiction shows that more than 10 Lacks people travel every year in India leading to other countries followed by UK (800 K), Bangladesh (500 K), Sri Lanka (300 K), Canada (250 K), Germany (250 K), France (175 K).

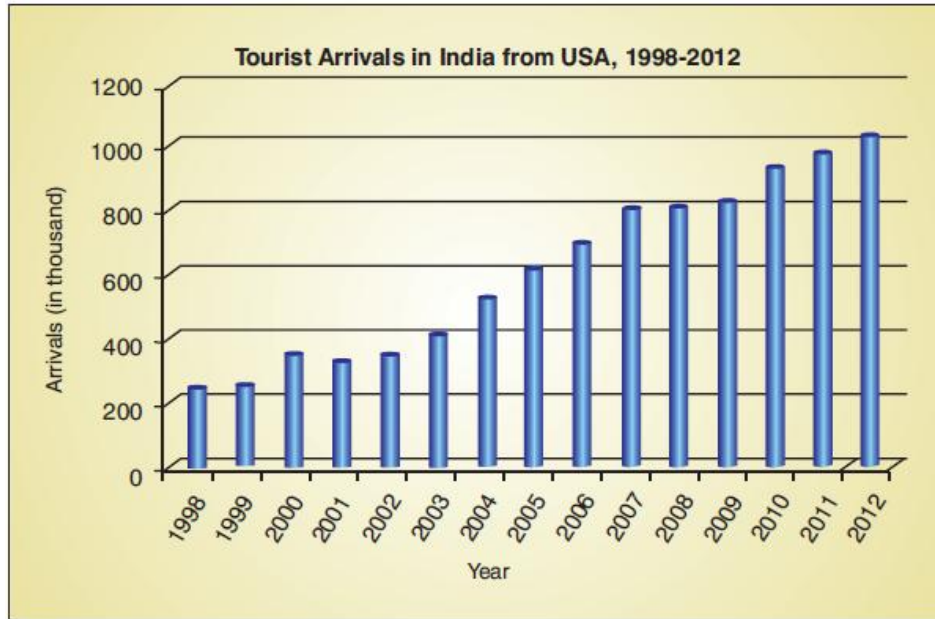


Figure 7 USA Status

\*\* Source Indian Tourism Static (2012)

## 7. Conclusion

India is a land of beautiful monuments, of beaches, of temples and mosques, of ash smeared sadhus and above all of wonderful Taj. It is a land of Himalayas which has enveloped all the beauty within itself, giving rise to the mighty rivers like Indus, Ganga and Yamuna and their tributaries. The tourism potential of India is vast and it attracts a large number of international tourists. Attractions include for Tourists are forests and wild life and landscapes for eco tourism, snow, mountain, and peaks for adventure tourism, technological parks and science museums for science tourism, centre of pilgrimage for spiritual tourism, heritage trains and hotels for heritage tourism. Thus, India offers a variety of things to her tourists. Tourism in India must provide a window to our life and culture. The ITDC has set new trends in hotel service, including cuisine, entertainment, give the foreign visitors a genuine experience.

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