

• Tourism: Can this be next big thing for India?

Tourism has become the most common phenomenon & an important industry post the advent of globalization. Tourism can be defined as a person / family / group visiting a foreign place both inside & outside the country for various reasons. Its origin can be traced from ancient ages as well.

Tourism are of many types like adventure tourism, eco-tourism, medical tourism, health tourism. Each have its own benefits with regards to refreshment or nourishment or medical checkups / operations or health reasons.

In ancient times, people used to visit other places / countries to understand cultures / ideas of other countries which in turn led to intermixing of ideas & beliefs & enrichment in knowledge base. In modern times, it has become a great source of leisure & enrichment of global exposure to different groups.

In recent times, India has adopted a number of measures to revamp ~~like~~ its

Economy to become at par with other global powers. Programs like Make in India, Startup India to boost manufacturing sector, initiatives in organic farming & modern farming techniques as also to give more autonomy to service sectors like IT, Transport & Communication have contributions in India's G2DP. In addition to these, Tourism sector, if utilized at its full potential can be next big thing for India in terms of its contribution to G2DP, job generation, establishment of modern infrastructure, modernization of Indian cities, etc.

Let's have a closer look on the above prominent aspects that Tourism industry can achieve.

#### Tourism in Exports:

It can help a lot of people from foreign people entering in our country for purposes of adventure, medical & health check-up. In Economic terms, a foreigner spending in lieu of services in India is termed as Exports.

Thus, it can contribute to make India's exports, influx of US dollar, bridging out the gap in our Current Account Deficit & helping GDP grow.

#### Jobs :

It can lead to employment generation. More number of hotels, restaurants to come

more customers would need more trained staff. In doing that, India can also achieve its goal of skill development of Indian Youth.

This will highly bridge the poverty gap prevailing & further lead to rise in standard of living of our India People.

### Social Aspects :

It will create a more friendly atmosphere for people to exchange cultural values. Help the people in satisfaction of daily needs through increase in their income as a result of income generation. It will bring image of India as a just society in International sphere.

### Political Aspects :

It will help in raising esteem of India at world stage a global soft power. It will enhance our respect globally due to frequent exchange of people visiting & enable better political, economic & cultural ties. Such ties will also avoid any conflicts with other Countries. For e.g. ~~visits~~ visits of Portuguese & French in Indian Territories of Goa & Pondicherry have also helped develop cordial relations with them.

Economically, it will help India to rise as a global economic power. If we take examples of country like Thailand, it is highly dependent on its tourism sector for its revenue. Similar is case with countries like France, Belgium, United Kingdom, Indonesia & many other countries where its revenue by tourism is a greater source of its National Income.

### India as a Destination:

India as a nation has some among destinations for tourism unparalleled with many countries clubbed together. From the World's Ecological Hotspots & Biosphere Reserves of Nilgiris, Sunderbans, Cold Deserts (Ladakh, etc) to iconic cultural places of Amravati, Varanasi, Tirupati, Kanchipuram. From historical monuments of great Taj Mahal, Qutub Minar, palaces of Pink City Jaipur to Cultural temple architecture of southern India like Tirupati Temple, Brihadisvara Temple; Tanjore, Ban Temple; Kanak, etc, the beauty of India remains unique in all aspects. India with such diversity in almost all its iconic possession that it is said

by some great scholars that it is not possible for any person to travel all such places in India in whole lifetime.

Praises by Ancient / medieval scholars like Fabien, Hieun Tseng, Domingo Paes, etc have also presented an exquisite & beautiful view of India at international <sup>stage</sup> which attracts people all over the world.

If we look at government schemes & programmes to revamp Tourism industry, it can be said to be a sincere effort in regaining lost grounds in terms of lack of basic amenities, security & facilities in the past.

HRIDAY is one such scheme aimed at rejuvenating the urban iconic destinations & equipping them with modern infrastructure. Some of cities chosen include Amritsar, Badami, Puri, Varanasi, etc.

Swadesh Darshan Scheme attracts NRIs & people of Indian origin to tour our country & regain understanding of our ancient & dominant Indian Culture & Traditions.

e-Visa facilities have also facilitated easy arrival of tourists for different purposes including Tourism.

Tourism Circuits like Buddhism Circuit,

Ramayana Circuit, Tribal Circuit, Eco-circuit, etc & their development would go a long way in establishing India's stature in tourism sector all over world.

Proposed cruise tourism between Andaman & Nicobar Islands & and Sabang Port, Indonesia can greatly increase revenue & boost tourism sector.

An archaeological survey of India's programme is maintaining the buildings & monuments commendable.

Ministry of Culture facilitating in hosting of global conferences in India along with Ministry of External Affairs & Tourism. Aim to make India a global & preferred destination for global events like those of global entrepreneurship summit in Hyderabad, World Environment Day Conference, etc.

Government initiatives like Project Tiger, Project Elephant, Project Leopard, etc for wild life conservation & nature aesthetics can also contribute in influx of tourism in India.

Recently, Ministry of Culture & Tourism launched Heritage Adoption Scheme to add private sectors in maintenance & better development of tourist destinations is commendable. Dalmia group bagged for Red Fort.

Tourism sector one hand leads to inflow of many tourists & revenue. However, there is also danger of Criminal elements entouring the country in ~~the~~ guise of tourists. ~~Tourism~~ This may also lead to illegal drug trafficking & human trafficking from Poorer Countries in name of tourism. There are also instances where tourists visiting here been robbed, raped & harmed in our country. Such instances may spread hatred towards India at world stage & our government needs to extra cautious in increasing Security surveillance & availability of basic amenities at tourism spots.

Better training to staff & personnel is needed to give a welcome of warmth & gratitude to visits. If not done, It can lead to poor feedbacks & India may be accused of poor hospitality as was done in a case where a German lady was raped. Negative effects such as above can plummet our revenue not just in tourism sphere but also in Political, Economic & Social sphere leading to breakdown of ties & crucial agreements. Online frauds in guise of travel agents need to curbed by better regulations by tourism industry. Ill-preserved monuments & iconic sites may also lead to diversion of tourists to other countries.

In Conclusion, we can say that Tourism is one of great industry that can add immense revenue to our country & unlimited growth prospects. In doing that, it has the potential to revamp the current means of livilihood, Standard of life, status of the population. It can also increase India's status at world arena.

However, we need to make sure that although the sector ~~can~~ has a lot of benefits, government should initiate & implement robust initiatives & programmes with proper responsibility & accountability to enhance peace, harmony, security & safety of visitors. This would also require Joint efforts of Government, Civil Society & Community Participation to make initiative a big hit. Such hospitality would also ensure Indians visiting other countries receives the similar healthy treatment.

Tourism sector has a great potential for us to become global super power & being a fastest growing economy climb up in the list of largest economies of the world. This is both possible & achievable with due efforts in right direction in our Country so called Internationally as 'Incredible India'.