Tourism in India

Importance of tourism

India is a spectrum of history, culture, cuisine, traditions, etc. Due to its huge variety of geographical variance, colorful traditions, and cultural aspects, India is one of the major attractions for tourists all across the world. Over the past decade, the tourism industry in India flourished and established itself among one of the major pillars of the Indian economy. The World Travel and Tourism Council calculated that around 9.2% of India’s GDP in 2018 was due to tourism. The amount of people traveling keeps increasing every year, providing an enormous field to compete amongst one another, and subsequently improve the overall standards.

Major tourist spots

Covering nearly all habitats like deserts, beaches, mountains, freshwater rivers, India stands proudly on top of divergence in ecosystem availability. Not only geographical beauty, but India is also the home of many ancient temples and mindboggling palaces spread throughout the country. Taj Mahal in Agra, one of the 7 wonders of the world, is one of the top destinations to visit in India. The Golden Temple in Amritsar, the divine city of Varanasi, the Mecca Masjid in Hyderabad, etc, are all treats for religious believers. The Gateway of India in Mumbai, the Red Fort in New Delhi, the Golden city: Jaisalmer, the Ellora Caves in Aurangabad, etc, are all ultimate delight for the eyes of architectural beauty seekers. The exotic beaches in Andaman and Nicobar, Goa, etc, are a paradise for beach lovers. The list doesn’t end here, rather it keeps on increasing every year, and with the discovery of new places. The adventure in discovering is incomparable.

How to boost tourism

The Ministry of Tourism in India keeps a close track of the whereabouts of Indian tourism. An international campaign was launched in 2002 to promote tourism in India, named ‘Incredible India’. Famous personalities have been assigned as brand ambassadors of tourism across different parts of India. However, India’s true potential of being on the top of tourism could be possible only with the help of some intelligent maneuvers and strategic planning. One of the major problems faced by foreigners is the language barrier. Communication hurdles hamper the experience of tourists, and they can’t understand and enjoy a location to its fullest. So tour guides should pay utmost attention to be considered good in whatever language they are communicating with. It is a common habit of shopkeepers and transportation services to increase the price of a certain material or service for tourists. This policy is totally incorrect and should be avoided. People residing in the locality should be encouraged and made aware of the possibilities and opportunities related to tourism of their local places. Proper advertisement can also boost tourism possibilities. Promotion of Indian culture, Ayurveda, yoga, and other unique features should be highly encouraged.

Reasons for the lack of tourism

One of the major reasons resulting in lack of tourism is an improper advertisement. Each and every aspect and advantage of traveling should be properly demonstrated to the tourists as well as the local residents. The attitude of local residents towards tourists should be cautiously monitored and should be improved. Many tourists, especially female tourists face harassment, which brings dishonor to the country in totality. It is the responsibility of the tour guides, and every individual of the country to respect the dignity and be polite in every possible way.

Conclusion

Tourism is one of the major aspects of the Indian economy, if planned and executed in the correct way. Huge opportunities should be used wisely to expand the reach of tourism throughout the world. India is blessed with all sorts of beauty, starting from beaches to mountains, and covering amazing monuments. With a clearer strategy and vision, tourism can reach newer heights.

(WROTE THIS ARTICLE WHILE WORKING UNDER LEARNOUS INTENSHIP.)