



Role of Hospitality Industry a part of Tourism Industry in the Revenue Generation for Indian Economy

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Abstract— As per United Nations World Tourism Organization there has been a moderate but constant growth in the travel and tourism industry worldwide and India is not untouched by this. When there is a discussion about tourism industry on any platform, the discussion would be incomplete without the incorporation of hotel industry which is an integral part like heart to the human body.

Tourism is a leisure activity and in the present scenario when people move out they are a part of either inbound or outbound tourism. This tourist movement from one destination to the other enhances the graph of tourism, revenue and job opportunity which are interrelated. This paper not only focuses on how India is making its presence felt on the International tourism map but as well as the role of hotel industry in the Indian economy. The demand supply gap in India is a reality on ground zero which cannot be ignored. The Indian government E-visa for forty three nations is a step towards promoting India as a tourist hub. The paper also aims to seek those steps and measures being taken by the new government at the centre which will boost up the infrastructure and facilities in the hotel as well as tourism field and as a result more revenue would be generated. For the set objectives secondary data has been collected through newspapers, magazines, website, and research papers. After analyzing the facts and figures it can be said that the role of tourism in GDP contribution is getting large day by day.

Keywords- tourism indiustry; international tourism; hotel industry; revenue generation;

I. Introduction: Hospitality Industry – A Major Revenue Generator

Tourism sector has become an important and a key industry in Indian Economy. According to the World Travel and Tourism Council, the tourism industry of India is likely to generate US \$121.4 billion of economic activity by the end of 2015. Keeping up with the pace the hospitality industry is expected to generate US \$24 billion in foreign exchange. The booming tourism industry will also bring a rapid growth in the hospitality sector by increasing the occupancy ratio as well as the average room rates. In Financial year 2013-2014 the

occupancy ratio was 57% with an increase by 1% as compared to previous financial year. On the other hand a slight negative aspect was seen in terms of Average Room Rate decreasing by 3.4% over a period of one year due to supply pressures and general slowdown in the economy. Overall on the long run the future prospects for the hospitality business are positive from both business and leisure segment point of view as there is a lot of potential in terms of economic growth, increase in disable incomes and the burgeoning middle class.

Government of India has increased its budget of advertisement for activities like 'Incredible India' and 'Athithi Devo Bhava'- Visitors are like Gods, so that more and more inbound and international tourists choose India or places within India as their destination. The newly elected Government of India has clearly mentioned its intentions that tourism including hospitality sector will be given due weightage and importance. According to Cushman and Wakefield(C&W) report hospitality sector of India is expecting to witness a rapid growth in terms of refined infrastructure. On a rough count 4,304 new hotel rooms are expected to be available for guest use by the end of year 2014. Out of these 36% will be of midscale category, 13% in the upper scale category and 20% in the luxury category.

II. METHODOLOGY

A. Objective of the Study

Out of many some facts and figures which are related to hotel industry have been analyzed and to do so certain objectives were down which are as follows:-

- 1. To analyze the increase in the number of visitors as well as increase in the demand of rooms and beds.
- 2. To study the demand supply scenario of hotels in India.
- 3. To ascertain the challenges to be met by the hotel industry.







4. To explore the role of hotel industry in revenue generation.

B. Research Methodology

Research methodology is partly descriptive and partly exploratory. For this purpose fact, figures and information has been called by referring to magazines, books, newspapers, research journal, and research articles of E- journals, UNWTO report, Ministry of Tourism, India, Annual report and statistics available on the website.

C. Analysis and Discussion

The international travel and tourism industry continues to show steady growth according to the United Nations World Tourism Organization (UNWTO). In the year 2012 the tourist arrival worldwide was 1.035 million and in this India's share was 10%. This figure shot up to 1.057 million with an increase of about 5% by the end of year 2013. The positive sign for India is that its share in the International Tourism moved to 1.5% from 0.9% in the year 2012.

According to the World Travel and Tourism Council (WTTC) the tourism sectors contribution to the global economy continued to enhance in the fourth consecutive year and in the case of India it is for the third consecutive year starting from the year 2010. The economy contribution by the tourism sector either from direct or indirect activities was US \$7 trillion in Gross Domestic Product (GDP) and 266 million jobs. In short Travel and Tourism sector accounts for 9.5% of global GDP, one in eleven jobs, 5% of investment and 55 of export.

When we look to the Indian scenario the picture is very pleasing as according to WTTC the total direct as well as indirect economy impact of the travel and tourism industry was US \$128 billion by 2013, which means exactly 6.7% of the GDP and over 39.4 million jobs. According to the Statistics updated by the Ministry of Tourism, India the foreign tourist arrival in India has remained steady. Even though there has been a considerable slowdown in the growth rate in the year 2013, yet it is at par with the global scenario and can be expected to pick ever since the formation of new government at the center and the economy getting stronger. India earned nearly about US \$21.9 billion from its tourism sector experts. This comprises of 13% of all exports from the service sector.

Month-wise Foreign Tourist Arrivals (FTAs) in India, 2012-2014

	Foreign Tourist Arrivals (FTAs) in India					
Month	2012	2013	Percentag Cl	ge(%) hange		
Wionth	2012	2013	(P)	2013/20 12	2014/20 13	
January Februar		720321 688569	719965 737870	5.8 1.1	0.0 7.2	

y					
March	606456	639530	668896	5.5	4.6
April	447581	450580	504211	0.7	11.9
May	374476	417453	420976	11.5	0.8
June	433390	451223	491833	4.1	9.0
July	485808	506427		4.2	
August	445632	486338		9.1	
Septemb					
er	411562	453561		10.2	
October	556488	598095		7.5	
Novemb					
er	701185	733923		4.7	
Decembe					
r	752972	821581		9.1	
	65777	69676	35437		
Total	45	01	51	5.9	
Sub-Total		33676	35437		
(Jan-June)	98	76	51	4.5 @	5.2 @

P: Provisional, @ Growth rate over January-June of previous year.

S ource: (i) Bureau of Immigration, Govt. of India, for 2012 & 2013

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

Foreign Exchange Earnings (FEE), in US\$ Million, from Tourism

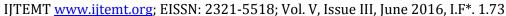
in India, 1997-2014

	111 111	uia, 1997-2014
Year	FEE from Tourism in India	Percentage (%) change over the previous year
1997	2889	2.0
1998	2948	2.0
1999	3009	2.1
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010	14193	27.5
2011	16564	16.7
2012	17737	7.1
2013#2	18445	4.0
Jan-June,	9334	-0.8 @



 4^{-3}







Advance estimates, @ Growth Rate over Jan-June, 2013
Ministry of tourism India 2011, 2012, 2013 &2014

Foreign Exchange Earnings (FEE), in `Crore, from
Tourism in India, 1997-2014

10u115m m maia, 1777 2011					
	FEE from	Percentage (%)			
Year	Tourism	change over			
1 cai		the previous			
	in India	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#2	107671	14.0			
Jan-June,					
2014 #1	56760	10.0 @			

Advance estimates, @ Growth rate over Jan-June, 2013 Ist revised estimates.

Source: (i) Reserve Bank of India, for 1997 to 2010. (ii) Ministry of Tourism, Govt. of India, for 2011, 2012, 2013 & 2014

Month-wise Foreign Exchange Earnings (FEE), in US\$ Million,

from Tourism in India, 2012-2014

	FEE from Tourism in India	Percentage (%) change
Month		

	2012	2013#2	2014#1	2013/2012	2014/2013
January	1681	1984	1786	18.0	-10.0
February	1729	1906	1805	10.2	-5.3
March	1559	1755	1662	12.6	-5.3
April	1305	1329	1431	1.8	7.7
May	1023	1207	1210	18.0	0.2
June	1158	1227	1440	6.0	17.4
July	1512	1442		-4.6	
August	1306	1328		1.7	
September	r 1219	1224		0.4	
October	1538	1404		-8.7	
November	1776	1703		-4.1	
December	1931	1936		0.3	
Total	17737	18445		4.0	
Sub Total (Jan-June)	8455	9408	9334	11.3 @	-0.8 @

Advance estimates and @
Growth rate over Jan-June

1 of previous year.

Ist
Revised

2 estimates.

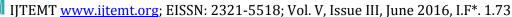
Source: Ministry of Tourism, Govt. of India

Month-wise Foreign Exchange Earnings (FEE), in ` Crore, from Tourism in India, 2012-2014

Month		FEE Tourism in	from India	Percentage (%) change	
	2012	2013#2	2014#1	2013/2012	2014/2013
January	8623	10785	11082	25.1	2.8
February	8502	10255	11239	20.6	9.6
March	7843	9545	10152	21.7	6.4









	April	6745	7226	8645	7.1	19.6		Million)	year
	May	5562	6627	7184	19.1	8.4	1997	3.73	7.6
	June	6485	7149	8458	10.2	18.3	1998	3.81	2.3
	July	8389	i	İ	2.8		1999	4.11	8.0
	August	7260	8351		15.0		2000	4.42	7.3
	September	i	i	İ	17.4		2001	4.56	3.4
	October	8154			6.0		2002	4.94	8.2
	November	i	i		9.7		2003	5.35	8.3
					13.7		2004	6.21	16.1
	December	:	i				2005	7.18	15.6
C.		9448/	107671		14.0		2006	8.34	16.1
31	ub Total (Jan- June)	43760	51587	56760	17.9@	10.0 @	2007	9.78	17.3
,, 1			-	•			2008	10.87	11.1
# 1	#1 Advance estimates and @ Growth rate over Jan-June				2009	11.07	1.8		
			of previou	•			2010	12.99	17.4
		#4:	I st Revis <mark>ed</mark>	estimate	S.		2011	13 99	7.7

Source:- Bureau of Immigration, Govt. of India

14.92

16.63

2012

2013

Source: Ministry of Tourism, Govt. of India.

Top 10 Source Countries for Foreign
Tourist Arrivals (FTAs) in

India in 2013

S.No	Source Country	FTAs (in Million)	Percentage % Share
1.	USA	1085309	15.58
2.	United Kingdom	809444	11.62
3.	Bangladesh	524923	7.53
4.	Sri Lanka	262345	3.77
5.	Russian Fed.	259120	3.72
6.	Canada	255222	3.66
7.	Germany	252003	3.62
8.	France	248379	3.56
9.	Malaysia	242649	3.48
10.	Japan	220283	3.16
Total of Top 10 Countries		4159677	59.70
Others		2807924	40.30
G.Total		6967601	100.0

Source:- Bureau of Immigration, Govt. of India
Number of Indian Nationals
Departures (INDs) from
India, 1997-2013

	No. of Indian	Percentage (%)
*7	Nationals	change over
Year	Danautuwaa (in	the previous

Number of Domestic Tourist Visits (DTVs) to all States/UTs in India, 1997-2013

6.7

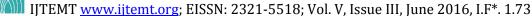
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Year	No. of Domestic Tourist Visits to States/UTs (in Million)	
1997	159.88	14.1
1998	168.20	5.2
1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.01	7.0
2006	462.32	17.9
2007	526.56	13.9
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 revise
Number of Domestic Tourist Visits









(DTVs) to all States/UTs in India, 1997-2013

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

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

	No. of Foreign	Percentage (%)
	Tourist	change over
Year	Visits to States/UTs	
	(in Million)	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/ UT Tourism Departments . (P):
Provisional
\$: FTV figure for 2012 has been revised.

Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2013

		Domestic Tourist Visit in 2013 (P)		
Rank	State/UT	Number	Percentage Share %	
1.	Tamil Nadu	244232487	21.3	
2.	Uttar Pradesh	226531091	19.8	
3.	Andhra Pradesh	152102150	13.3	
4.	Karnataka	98010140	8.6	
5.	Maharashtra	82700556	7.2	
6.	Madhya Pradesh	63110709	5.5	
7.	Rajasthan	30298150	2.6	
8.	Gujarat	27412517	2.4	
9.	West Bengal	25547300	2.2	
10.	Chhattisgarh	22801031	2.0	
Total	of Top 10 States	972746131	84.9	
Others		172534312	15.1	
Total		1145280443	100.0	

Source: State/ UT Tourism Departments. (P): Provisional.

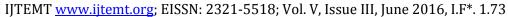
Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2013

		Foreign Tourist Visit in 2013 (P)		
Rank	State/UT	Number	Percentage Share %	
1.	Maharashtra	4156343	20.8	
2.	Tamil Nadu	3990490	20.0	
3.	Delhi	2301395	11.5	
4.	Uttar Pradesh	2054420	10.3	
5.	Rajasthan	1437162	7.2	



 $^{\circ}_{
m age} 20$







6.	West Bengal	1245230	6.2
7.	Kerala	858143	4.3
8.	Bihar	765835	3.8
9.	Karnataka	636378	3.2
10.	Goa	492322	2.5
Tota	al of Top 10 States	17937718	89.9
Others	s	2013308	10.1
Total		19951026	100.0

P: Provisional, - NA
Source:-(i) UNWTO Tourism Market Trends 2007
Edition, for the years upto 2005. (ii) UNWTO
Barometer June 2010 for 2006 and January
2011 for 2007

Source: State/ UT Tourism Departments. (P): Provisional

(iii) UNWTO Tourism Highlights 2011 Edition for 2008 and 2012 Edition for 2009. (iv) UNWTO Barometer April 2014 for 2010, 2011, 2012 & 2013

Share of India in International
Tourist Arrivals in World
and Asia & the Pacific
Region,1997-2013

Percentage Percentage

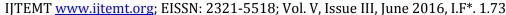
				Per	centage	Per	centage			
	Interna	ational			(%)	(%	(%) share			
	international			sha	re and	and	rank of			
	Tourist Arrivals			ra	nk of]	India in			
	Tourist Arrivals					FTAs	In	dia in	A	sia and
	(in mi	llion)	in	V	Vorld	the	Pacific			
Year	, i	ĺ	India							
			(in							
		Asia and	Million)							
		zisia ana	141111011)	%		%				
	World	the		Share	Rank		Rank			
	,, oliu			Simic						
		Pacific								
1997	593.0	89.0	2.37	0.40	-	2.67	-			
1998	(11.0	00.2	2.26	0.20	47th	2 (7				
1998	611.0	88.3	2.36	0.39	4/tn	2.67	-			
1999	633.8	97.6	2.48	0.39	46th	2.54	-			
2000	683.3	109.3	2.65	0.39	50th	2.42	11th			
2001	683.4	114.5	2.54	0.37	51st	2.22	12th			
2002	703.2	123.4	2.38	0.34	54th	1.93	12th			
2003	691.0	111.9	2.73	0.39	51st	2.44	11th			
2004	762.0	143.4	3.46	0.45	44th	2.41	11th			
2005	803.4	154.6	3.92	0.49	43rd	2.53	11th			
2006	846.0	166.0	4.45	0.53	44th	2.68	11th			
2007	894.0	182.0	5.08	0.57	41st	2.79	11th			
2008	917.0	184.1	5.28	0.58	41st	2.87	11th			
2009	883.0	181.1	5.17	0.59	41st	2.85	11th			
2010	948.0	204.9	5.78	0.61	42nd	2.82	11th			
2011	995.0	218.5	6.31	0.63	38th	2.89	9th			

Share of India 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	sha ra Ii	rcentage (%) are and ank of andia in World	an	entage (%) share ad rank of India in ia and the Pacific
	World	Asia and the Pacific	\$ Million)	% 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 an
2010	931.0	255.3	14193	1.52	17th	5.56	
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(P) 1159.0 358.9 18445 1.59 16th 5.14 8th

P: Provisional, -NA Source: (i) UNWTO Tourism Market Trends 2007

Edition, for the years upto 2005 UNWTO Barometer June 2009 for 2006 & 2007

(ii) UNWTO Barometer June 2009 for 2006 & 2007
 (iii) UNWTO Tourism Highlights 2011 Edition for 2008 and 2012 Edition for 2009 .

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

Share of Top 10 Countries of the World (v) and India in International Tourist Arrivals in 2013

Rank	Country	International Tourist Arrivals (P) (in million)	Percentage Share %
1.	France	NA	NA
2.	USA	69.8	6.74
3.	Spain	60.7	5.86
4.	China	55.7	5.38
5.	Italy	47.7	4.61
6.	Turkey	37.8	3.65
7.	Germany	31.5	3.04
8.	UK	31.2	3.01
9.	Russian Federation	28.4	2.74
10.	Thailand	26.5	2.56
Total	Top 10		
of	Countries	389.3	37.59
India #		6.97	0.67
Others		638.7	61.74
Total		1035.0	100.00

 (P): Provisional. N.A.: Not Available
 # Excludes nationals of the country residing abroad.
 Source: UNWTO Barometer April 2014 and Bureau of Immigration (BOI)

Share of Top 10 Countries of the World and India in International Tourism Receipts in 2013

Rank	Country	International Tourist Receipts (P) (in US \$ billion)	Percentage % Share
1.	USA	139.6	12.04
2.	Spain	60.4	5.21
3.	France	56.1	4.84
4.	China	51.7	4.46
5.	Macao (China)	51.6	4.45
6.	Italy	43.9	3.79
7.	Thailand	42.1	3.63
8.	Germany	41.2	3.55
9.	United Kingdom	40.6	3.50
10.	Hong Kong(China)	38.9	3.36
	al of Top 10		40.02
	Countries	566.1	48.83
India		18.4	1.59
Others		574.5	49.58
Total		1159.0	100.00

P: Provisional.

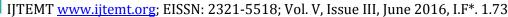
Source: UNWTO Barometer April 2014 and Ministry of Tourism (MOT).

Nationality - wise Visa on Arrivals (VoAs) in India during 2011 -2013

S.No.	Source Country		Visa on Arrivals		
		2011	2012	2013	
1.	Cambodia	149	157	120	
2.	Finland	1335	914	1030	ì
3.	Indonesia	2063	2426	2758	
4.	Japan	2344	4604	6448	









5.	Laos	14	10	19	1	Travel Agent	288	
6.	Luxemburg	74	110	145		ð		
7.	Myanmar	71	109	148	2	Inbound Tour Operator	444	
8.	New Zealand	2762	3150	3968		Tourist Transport		
9.	Philippines	1956	2444	2967	3	Operator	131	
10.	Singapore	1848	1974	2486	4	Adventure Tour	32	
11.	Vietnam	145	186	205	4	Operator	34	
	Total	12761	16084	20294	5	Domestic Tour Operator	76	
					· ·	o per utor	, 0	
	Source: Bureau of Immigration (BOI),					Total	971	

Availability of Hotel Rooms in the Country, as on 31st December, 2013.

S. No.	Category of Hotels	No. of Hotels (P)	No.of Rooms(P)
1	One Star	86	2253
2	Two Star	122	3160
3	Three Star	634	26463
4	Four Star	114	8250
5	Five Star	86	10033
6	Five Star Deluxe	108	22173
7	Apartment Hotels	3	249
8	Time Share Resorts	1	31
9	Heritage Hotels	49	1394
10	Silver Bed & Breakfast Establishment	6	23
11	Unclassified	33	2829
	Total	1242	76858

Number of Operators Approved by the Ministry of Tourism in the Country, as on 31st December, 2013.

S.No.	Operator	Nos.

III. COMPARISION OF DEMAND AND SUPPLY IN TERMS OF FOREIGN AND DOMESTIC TOURIST ARRIVAL

After the

According to the Annual Report of Indian Tourism Ministry, the number of foreign tourist arrival (FTA's) in India during the year 2013 was 6.97 million. This was about 5.9% higher as compared to FTA'S of 6.58 million during the year 2012. The year 2012 registered a growth of 4.3% as compared to year 2011.

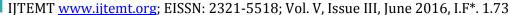
tourism sector produced foreign exchange earnings(FEEs) of US \$18.445 billion .In terms of Hospitality industry's performance in India, the rates occupancies and RevPar(Revenue Per Room) having not risen much due to increase in supply in the market and the recession in the tourism environment. If we see the future the gap between the demand and supply is very real and there is a desperate need within the budget and the mid market hotel in the country. Whether the tourist is an inbound or international, tourist safety is the first priority, either in budget or luxury category accommodation. Many domestic and international brands have made significant progress into this empty segment. Still there lies tremendous scope for these segments of hotels to bloom and occupy the empty space.

On an optimistic note the United Nations World Tourist Organization (UNWTO) expect the growth in the year 2014 at 4% in line with its long term forecast. If we analyze one year back picture where Indian rupee against a dollar was declining day by day it had a positive impact on the travel plan of foreign tourist coming to India due to depreciation of Indian currency, which meant they would have to spend less from their pocket..

A. Findings of the Research

1. With the increase in the tourism activities whether inbound or outbound has led to the growth and expansion of the hotel industry. There are altogether 1.242 approved hotels which add up to a total of 76,858 rooms as on 31st December 2013.







- 2. Though there were many hiccups and fluctuations still the share of India in international Tourism Receipts rose from US \$442.8 billion in the year 1997 to US \$ 1159.0 in the year 2013.
- 3. Sports events like IPL, Commonwealth game; ICC Cricket World Cup provides an opportunity for expansion to tourism and hospitality industry.
- 4. Slowly but steadily the number of foreign Tourist Arrival (FTA's) in India has shot up from 2.37 million to 6.97 million in the year 2013.
- 5. As there is lot of potential for budget tourists the government of Indian in collaboration with the private sector has given encouragement to budget category hotels like Ginger, Lemon Tree etc.

B. Challenges in the Near Future

Hospitality is expanding due to factors like more and more tourists are travelling from one destination to the other. This fact cannot be denied that India's share in international tourism is less than 2% but the figures over the past 10 years reveal a positive story and if, efforts are well channelized that day is not far when India will have a major share of the International tourism.

CONCLUSION

Though, there is a lot to be done and India needs to pull up its socks and focus in the field of infrastructural development which matches with the international level. There is no shortage of tourist attraction spots across India but the accessibility of these spots remains a major concern which leads to unsatisfied tourist. If an unsatisfied tourist returns he will take a bad image about the country as well as his bad experience will force him not to return and at the same time he will share knight mare with other people known to him and ultimately others will also be discouraged to choose India as their vacation destination. With the entry of international chains the competition as well as the standard of the service has risen up which is a positive sign and this competition will get intense with the passage of time.

The good sign is that the current government is taking lot of forward steps in the field of tourism, recently the centre minister Mr. Mahesh Sharma has been given the Independent charge of Ministry of Tourism, India with different key result areas and High Tec action plan.

There are a lot of expectations from him for improving the Indian tourism and hospitality Economy.

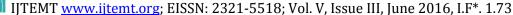
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AUTHORS PROFILE

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