

## TRAVEL AND TOURISM IN INDIA

### INTRODUCTION:

#### Overview :

As tourism is one of the fastest growing industries today, thus within the tourism industry events are getting more and more important. People have become more interested in events of all kinds, and will travel far away to participate in events that they find interesting. Events can offer various economical and social benefits for destinations, and therefore destination managers can and should employ events effectively in a tourism role.

Tourism boosts our economy, employs thousands of people, enriches our businesses and pays for important public services, such as education and law enforcement. Tourism works for each of us, every day. Tourism funds operating expenses and infrastructure in our local public education system.

If properly used, tourism generated income can be tremendously beneficial to the host country and its local communities. Tourism generated income can be used on a national and local level to better education, improve infrastructure, to fund conservation efforts, and to promote more responsible tourism.

The number of jobs created by tourism in many different areas is significant. These jobs are not only a part of the tourism sector but may also include the agricultural sector, communication sector, health sector, and the educational sector. Many tourists travel to experience the hosting destination's culture, different traditions, and gastronomy. This is very profitable to local restaurants, shopping centers, and stores

India ranks **34th in** Travel & Tourism Competitiveness Index. Government is committed to make policies and programmes for the development and promotion of tourism

Tourism creates a **cultural exchange** between tourists and local citizens. Exhibitions, conferences, and events usually attract foreigners. Organizing authorities usually gain profits from registration fees, gift sales, exhibition spaces, and sales of media copyright. Furthermore, foreign tourists bring diversity and cultural enrichment to the hosting country. Tourism is a great opportunity for foreigners to learn about a new culture, but it also creates many opportunities for local citizens. It allows young entrepreneurs to establish new products and services that would not be sustainable on the local population of residents alone. Moreover, residents experience the benefits that come with tourism occurring in their own country.

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### Purpose:

The plurality and multiplicity of the Indian Culture is evident to the whole World as India has one of the world's largest collections of songs, music, dance, theatre, folk traditions, performing arts, rites and rituals, languages, dialects, paintings and writings that are known, as the 'Intangible Cultural Heritage'

Indian leisure travel can be sub-divided into several areas like beach or hill station tourism, heritage tourism, religious tourism, spiritual tourism, cultural tourism, historical tourism, adventure tourism and wild life tourism. Tourism sector offers great opportunities and poses several challenges.

Heritage Tourism is one of the branch of tourism in India towards the cultural heritage of the location and historic places, heritage historical tourism can also include cultural, historic and natural resources. World Heritage Site, Heritage railways and historical monuments are the part of heritage tourism in India, Most famous historical monuments of India includes Humayun's Tomb Delhi, Red Fort New Delhi, Jama Masjid Delhi, Pattadakal Group of Monuments, Sanchi Stupa, Jantar Mantar Jaipur, Fatehpur Sikri, Amer Fort Jaipur, Chittorgarh Fort and Kumbhalgarh Fort of Udaipur.

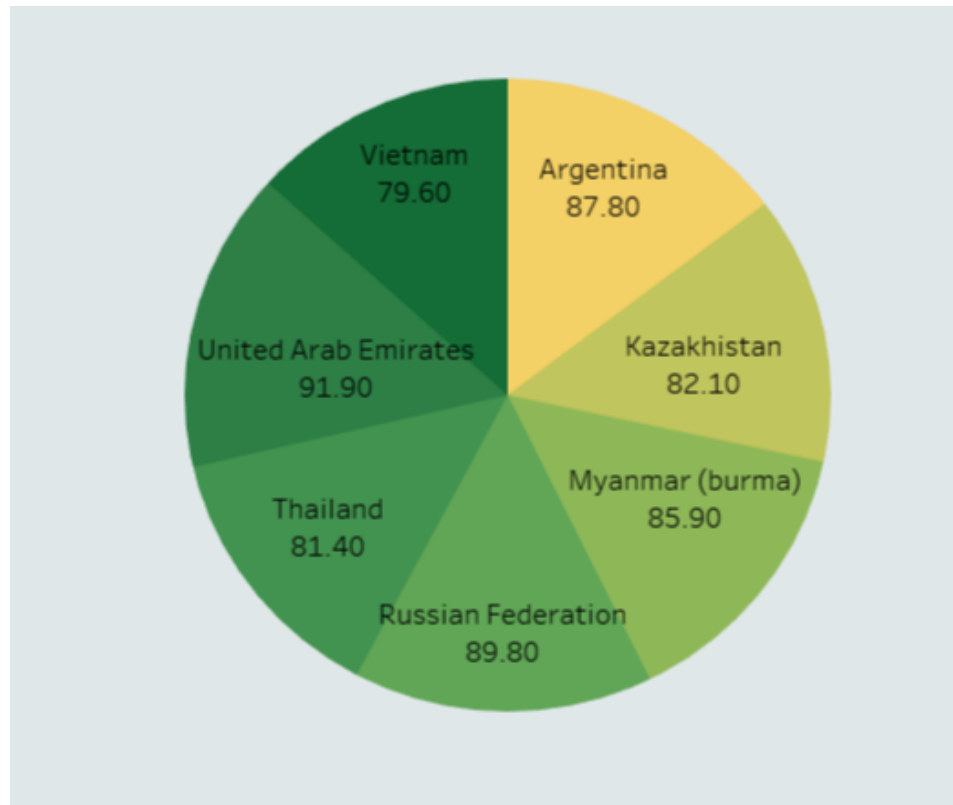
In this project , I aim to find out the top reason for the visits or arrivals in india , and also look at the top countries visiting India for the reasons and publicize the sector more in such regions to gain benefit from tourism

### RESULT :

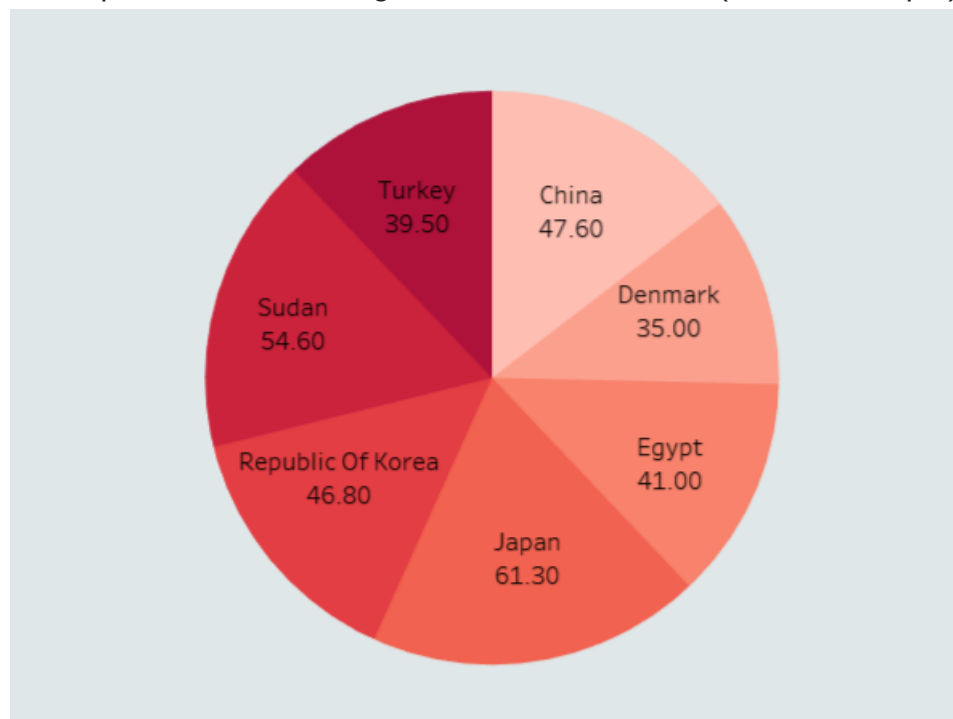
By analyzing the data , we find that the highest reason quoted to visit India is leisure and holiday followed by business and indian diaspora

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The top 7 countries visiting India for leisure are (as shown in pie)

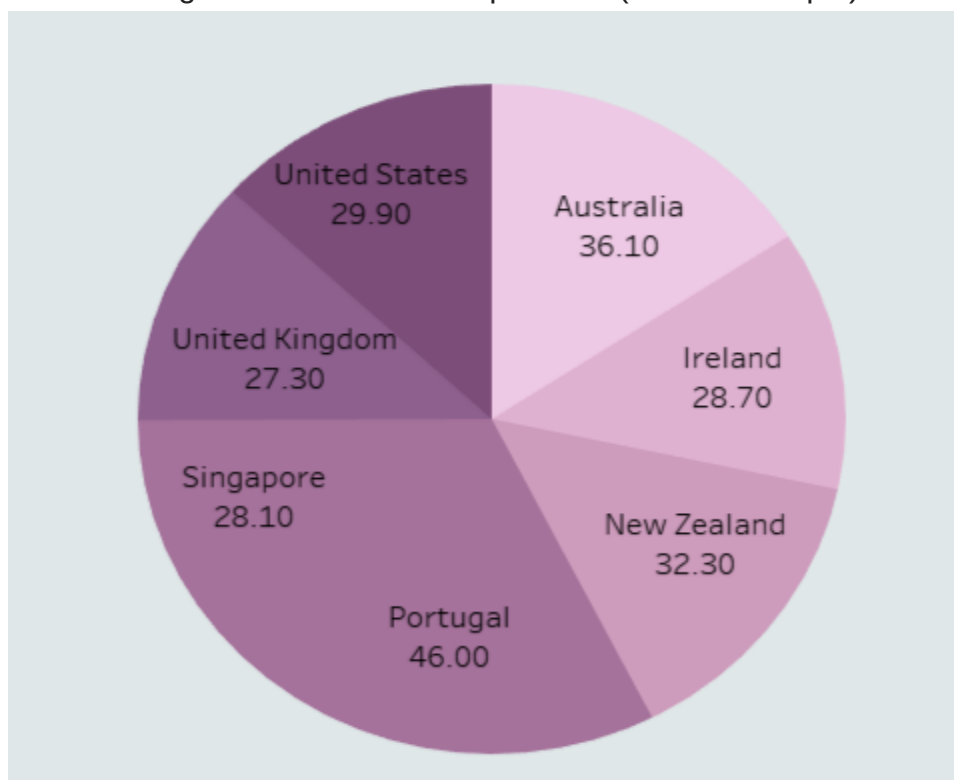


The top 7 countries visiting India for Business are (as shown in pie)

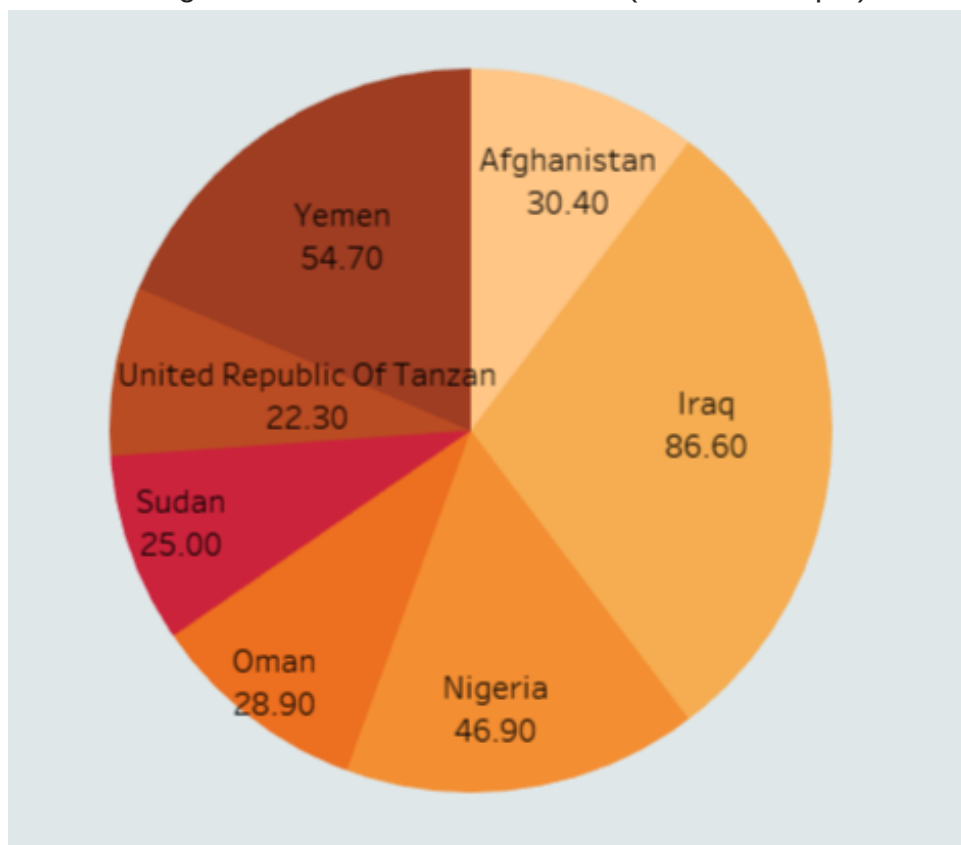


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The top 7 countries visiting India for Indian Diaspora are (as shown in pie)

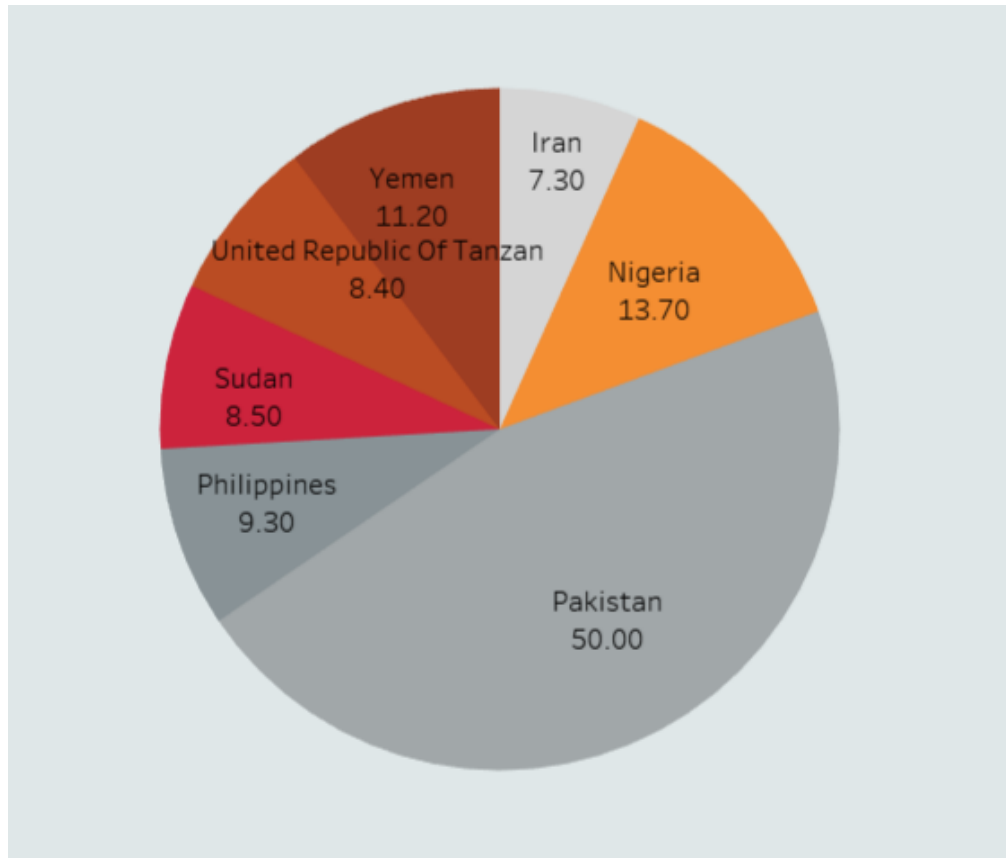


The top 7 countries visiting India for Medical reasons are (as shown in pie)



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The top 7 countries visiting India for other reasons are (as shown in pie)



### ADVANTAGES:

- **Economic.** It brings in money. This is probably the main advantage of tourism and the reason why it has been promoted so much, especially in developing countries. The income generated can make up a significant proportion of both private, local, and national incomes.
- **Opportunistic.** It provides jobs. Hotels, bars, transport, activities, shops, and restaurants all need staffing. Tourism can provide much-needed employment for people.
- **Infrastructural.** It provides a means and an incentive for investment in

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infrastructure such as roads, rail networks, and local medical and education facilities.

- **Environmental.** It can provide economic incentives for a place to preserve, maintain, and regenerate the environment in both urban and rural settings.
- **Cross-Cultural.** It promotes international connections which can bring more business and cultural collaborations in the long term. It also promotes cross-cultural awareness for both locals and tourists and builds bridges of understanding between cultures.
- **Promotional.** It "puts a place on the map": Tourism gives the locality a chance to show itself off and raise its profile in the world.

### DISADVANTAGES

- **Environmental.** Tourism can often cause environmental damage with risks like erosion, pollution, the loss of natural habitats, and forest fires. Even if tourists behave responsibly, the sheer number of them can cause damage. Ancient buildings, monuments, and temples often struggle to cope with increased traffic and suffer inevitable wear-and-tear. Reefs and other natural tourist attractions can suffer permanent damage.
- **Cultural.** The commercialization of culture can undermine the soul of a tourist destination. Local traditions that have a rich cultural heritage are reduced to wearing costumes and putting on acts for the tourists in return for money.
- **Culture Clashes.** Tourists often lack respect for local traditions and culture, refuse to follow local dress standards, get drunk in public, or behave rudely or inappropriately towards locals.
- **Service Economy.** Although jobs are created by tourism, most are relatively

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low-level such as bar work, hotel service, restaurant serving, and so forth. These low-wage, low-skill workers have little prospect for advancement or promotion.

- **Seasonal Fluctuations.** Tourism jobs are quite commonly seasonal and insecure, with no extra benefits such as pensions, sick pay, or healthcare. Some areas can be inundated with visitors during busy times, and then virtually deserted for many months.
- **Imbalanced Funding.** Money can end up being directed to tourist areas when it could be used more effectively elsewhere in a country. The locals who don't live in specific tourist areas miss out and suffer relative decline.
- **Foreign Poaching.** Oftentimes, most of the tourism industry in a developing country is owned by big foreign companies. They make the major profits, leaving local businesses with relatively little benefit.
- **Tourism Dependence.** Sometimes, tourism becomes so focal that other forms of income-generation are neglected and an economic dependence on tourism forms. This is fine in good times, but it can leave the country vulnerable to economic ruin in the long run and can contribute to political upheaval or natural disasters.

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### CONCLUSION:

Any tourism destination (be it a country, region, or municipality) or any tourism company needs to leverage its managerial and marketing strategies, tactics, and tools to achieve and maintain sustained competitive advantage.

This is a wonderful economic contribution to today's economy. It is a great way for people to spend their money and for cities to attract other people

Tourism is not all bad. The education that can come about when travelling and interacting can be greater than that gained from any textbook. Travelling does have its' downfalls which need to be made known so a solution can be found. Tourism commodifies cultures and their associated businesses and goods.

THANK YOU

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