

Tourism in India: A Magnet To Attract Foreign Exchange

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ABSTRACT

Being an important sector of the economy, Tourism plays the role of an intermediary to make the whole world a global village. It creates the different types of links i.e. forward as well as backward, through all sectors of the economy. Tourism has the prospect not only to improve the economy but also act as a proficient tool for upliftment of the society. Tourism also facilitates the Foreign Exchange Earnings (FEE) in any country. In terms of international tourism revenue wide-reaching, India's percentage share is 1.18% of the world. NITI Aayog in 2018 also said that the focus of the tourism department in the country should not only be limited to tourism and sight-seeing activities but cordiality should be to upturn India's stake in global transnational tourist appearances from 1.18 per cent to 3 per cent in the succeeding five years. Although it is a point that leisure industry is a flaw of origin sector in India, mainly because of the astonishing multiplicity and treasure of its uncountable tourist most recent stop that have not yet been fully browbeaten. It is also an element that almost all the sectors in the country have a marvelous impending fueled by decades of non-liberation. The near to the ground tourist numbers, consequently, do not surprise, despite the delight in the inland openness and tourism sector. The exhilaration is there because of the relatively low level hunkers and the existing infrastructure in the welcome and tourism sectors. From this time, there is a requirement to meditate over and to conclude to find customs to provide the necessary tourist necessities that are reflected as pass-by by the wandering tourists. While India is the country devising abundance of its vacationer terminuses, beliefs and past; it delays overdue in infrastructure and amenity sectors compared to European countries. To touch tourist destinations in India, it calls for long and shattering foldaway unlike in Europe, where last stop are nearby and tourism is pleasurable.

Tourism is evolving as a significant sector for India. Nevertheless, it motionless gets only 0.58% of international explorers and much lower than outbound travels also. This is the right time to level up at a much higher rate. Some of the reasons which are limiting India in attracting potential tourism is low trademark recall of many key destinations, poor infrastructure and lodging gaps, perception of safety in the region, hygiene and sanitation, opponents having further competitively rated correspondences, keen shortage of competent manpower and attitude of tourism industries locally. Due to deficiency of flawless travel, the potential of holiday business commerce is terrific. The numerous steps are required to be undertaken to make it the top most choice of all the tourists. The steps can include making the best plans regarding cities, infrastructure, services, advance manufacturing and production along with its consumption, cyber safety, health and health care services and also on the future of mobility. The need thus, is to understand the key issues that are restraining the level of growth, the Indian tourism industry deserves and undertaking practical measures to tackle with them by indulging all the stakeholders in the process. In this manner, India can become an ideal tourist destination for many foreign tourists. For this paper the secondary data is used to emphasize the various effects of tourism on our country, its relations by means of additional groups of industries, the challenges to be faced and the policies needed to penetrate tourists.

Key Words: Leisure industry, Penetrate, Economy, Foreign exchange, Employment, Tourism

INTRODUCTION

Tourism is the provisional short-period measure of individuals to terminus outside the places where they generally live, making efforts and undertakings during their stay at these endpoints. The World Tourism Organization defines tourism in terms that go "beyond the common perception of tourism as being limited to holiday activity only", as individuals "traveling to and staying in places outside their usual environment for not more than one consecutive year for enjoyment and not less than 24 hours, business and other purposes". Tourism can be within the wanderer's home country usually known as domestic travelling or to travel to another country that consists of both inward and outward effects on a country's balance of payments. It is a part of service industry and is the important source of income for the every economy.

OBJECTIVES OF THE PRESENT PAPER

- To identify the challenges, problems and opportunities in Tourism to advertise India as a target to Foreign Travellers to improve the tourism sector of an economy to earn foreign exchange.
- To meet the mind thoughts of the people of different countries coming from all over the world to enjoy the enormous beauty of the nature throughout the country (India).
- To work for identifying the untapped areas to make our loving India the destination place for every event.

SCOPE OF THE STUDY

The scope of the study is restricted to India where the Government as well as citizens has taken various initiatives over time so as to enhance the number of foreign tourists visits in the country. It will not only promote tourism in the country but also will prove as a magnet to attract foreign exchange to the country. As we all know that Foreign exchange is quite essential for the overall growth and development of any country in the World market. It also acts as a key factor in determining exchange rate for the currency of any country. More foreign exchange in India will

also act as a flourishing agent for Indian Market and India's overall position in World market will improve due to that.

LIMITATIONS OF THE STUDY

- The specified study deals with only formulation of plans and policies; there is no evidence for the proper implementation of schemes, policies.
- It is merely based on the quality because it deals with the Human thinking that varies from one to another.
- The last but not least constraint is the shortage of time.

RESEARCH METHODOLOGY

Research methodology is meant to be the method of collection of data and to use this data for drawing inferences. In this study, for the purpose of studying the specified problem, secondary data was used from the various Government reports, journals, books, articles, etc. to collect the required data.

REVIEW OF LITERATURE

Roy Ballantyne, Jan Packera and Megan Axelsena, 2009 analyzed in their paper the recent trends related to Tourism to promote the travelling to the various parts of the world. The results of this study provide qualified support for cumulating status of examine the travellers and their travelling experiences; the shortfall in economic and generosity studies; the rise in advertising and controlling topics; the continuing wearing down of the dominance of North America.

Mudasir Majid Malik and Asima Nusrath, 2014 in their paper analyzed The Indian tourism sector needs the serious image makeover and innovative arrangements in expansion, enlargement and groundwork together through Public-Private Partnership (PPP) mode to take advantage of on chances delivered by all-round growth in world visitor entrances. The Survey tabled in Parliament also said that there is also a requirement to report problems like high Superfluity Taxes on lodging house by states and and security for tourists, guarantee superior sanitation which can help in giving a big shot in the arm up to this sector.

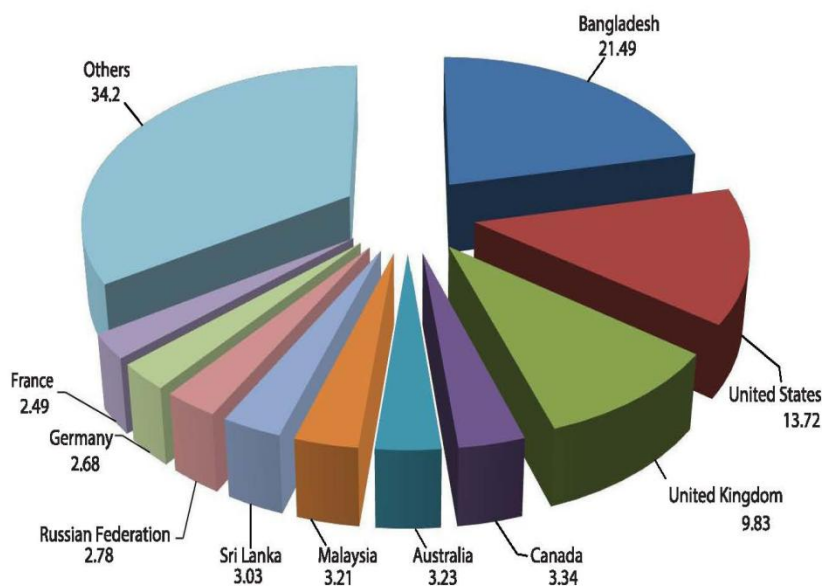
Vijay M. Kumbhar, 2015 focused in his paper on tourism industry that has been giving number of benefits to India. The number of foreign tourist visited to India which has given foreign exchange earning to the Country, the growth and performance of the Indian tourism industry,

analyzed the causal analysis of the Indian tourism industry for overall development of the Indian economy.

PRESENT SCENARIO OF TOURISM IN INDIA

In every year, 25th January is a day marked by the Indian government as the National Tourism Day to hoist attentiveness on the significance of tourism for the country's economy. There are some attention-grabbing details about Indian tourism:-

- Foreign Tourist Arrivals in April 2019 were 7, 71,353 as compared to 7, and 45,051 in April 2018 that shows the boost up of 3.5%.
- Foreign Tourist Arrivals for the period of the January-April 2019 were 39, 35,293 as compared to 38,60,871 in January- April 2018 recorded an evolution of 1.9%.
- The percentage share of Foreign Tourist Entrances in our country during April 2019 among the best 15 basic countries was maximum from Bangladesh (25.28%) followed by UK (10.79%), USA (10.52%), Australia (3.57%), Germany (3.16%), China (3.08%), Malaysia (2.83%), Sri Lanka (2.81%), Canada (2.52%), Japan (2.36%), France (2.19%), Singapore (1.61%), Thailand (1.61%), Russian Federation (1.45%)
- In India it provides 40 million employment. The sector is anticipated to nurture at an yearly ordinary growth level of 7.9% till 2023, to position India as the third fastest growing tourism friendly place over the next decade.
- Before their visit to India travellers from outer boundaries require holding a valid passport and can contact at their local Indian embassy or consulate to apply for a travel visa . Tourists can demand through their local travel services company or mailing directly. India has in recent times executed the virtual scheme for inhabitants of 168 nations to apply for an e-Tourist Visa.
- ✓ The **e-Tourist Visa** is an online facility available on the site of Government of India. One has to take approval online at least 04 to 30 days before they want to travel. If sanctioned, the incoming must carry the print of approved visa along with their travel documents. Later the visa allows holders of an ETA to come in and stay somewhere in India for the ninety days excluding for citizens of US, UK, Japan and Canada. Residents of mentioned countries can visit for up to 180 days. While ETA can be obtained twice in a single calendar year.
- The given diagram shows the data of **Top 10 countries coming as tourists** in India-



As is quite evident from the figure that most tourists who visit India belong to Bangladesh i.e. 21.49%. The second country whose residents visit India the most is United States i.e. 13.72%. The least visiting is from France residents. Hence it becomes imperative to take solid steps to enhance more tourism in India.

FUTURE SUGGESTIONS TO IMPROVE TOURISM IN INDIA

Creation of world class tourism related infrastructure

The infrastructure of any economy is considered as its backbone. So there arises a need of constructing the more and more buildings, power houses, and internet facilities to attract the number of foreign tourists across the country.

Ease of doing business

The another initiative that one has to take is to make the environment more friendly and help handing so that it can encourage the number of businessmen to do trade in our resourceful country India by undertaking the following steps-

i) Introduction of a Mobile App

It is the special kind of facility that helps the layman to understand, operate, control and manage the different services online by just installing the simple apps developed for the desired purpose.

ii) Multilingual Tourist Helpline

It is the unique step required to be taken to open the helpline centre for dealing in the various linguistic barriers that acts as the hindrance for the growth of Indian tourism. Here they can easily exchange their information and can provide them solutions.

Growth in tourist's footfalls

The another initial step that requires to take is to find the ways through which we can encourage the tourists from all over the world to visit our mother India that ultimately brings the foreign exchange to our country too.

Skill development

Tourism is also a potentially vast creator of employment along with earning considerable amount of foreign exchange for the nation. The growth of the tourism sector is supplementary supported by the NEEM sector, an initiative taken by the government in association with AICTE. It is a working out scheme meant for providing specialized job training and the accurate skill sets required by the fretful industry.

Celebrations as an attraction:**Government should arrange different events like**

- Bharat Parv
- PrayatanParv
- National Tourism Awards
- Promotional Films on Yoga, Wildlife, wellness, luxury
- More awards like International Golden City Gate Tourism Awards as held in Berlin in March 2019.

Such celebrations attract more tourists to put India on their priority list of tourism destinations.

BARRIERS OF TOURISM IN INDIA

- **International Card Acceptance**
 - The major constraint lies of acceptance of the different kind of currency either paper currency or plastic country by the different sectors of the economy.
- **Touts or frauds**
 - As India is famous for the different varieties of the crimes either in electric or manual form that discourages the tourists to stop coming to India.
- **Hygiene Problems**

- The polluted environment and the presence of different kind of insects affect the quality level of food and there is also the hindrance of presence of washrooms.
- **Security Problems**
- The numbers of crime cases related to kidnapping, rapes, theft, murder; etc raises the question of their own safety that stops their steps to come to India.
- **Language Problem**
- In India, people of different states have their own regional languages throughout the India and it becomes typical for them to understand the number of languages so it establishes the communication issues.
- **Costly Travel**
- Being the air transportation is the only means available to travel from the one place to another and it's the costly means of transport so no everyone can afford to pay the funds of the tickets.
- **Taxation**
- The last but not the least barrier for its growth is the role of the taxation policies of the Indian Taxation Authorities that makes the income of the tourists taxable in one and the other form. So they avoided to visit India as the tourist place.

CONCLUSION AND SUGGESTIONS

So, we can conclude from the above discussion that the tourism industry is the main industry for the growth of any economy. It helps country to enhance the source of income by allowing the funds from the other countries. Hence the following efforts can be made by Government to promote tourism in India in order to attract foreign exchange. There should be a

- ✕ Scheme for Tourism Infrastructure Development
- ✕ Scheme for standard quality services offered by Hotels and Restaurants
- ✕ Scheme for granting approval to Hotel Projects
- ✕ Scheme for approving Travel Agents
- ✕ System of training and educational qualification
- ✕ Global Media Campaigns on different medias to attract foreign tourists
- ✕ Launch Incredible India 2.0 campaign
- ✕ Consultation and Negotiations with International Organizations.

All these schemes and aforesaid steps can help the Government of India and various other stakeholders in achieving its targets of attracting foreign exchange to a great extent and boost its economy.

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