



Tourism: A Source of Development

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ABSTRACT

Tourism has a prominent share in the world economy, in view of the succulent benefits, the developed and developing countries have given due importance to the tourism industry in their national development plans. Today, tourism has become a white collar profession, environment friendly and one of the largest and fastest growing industry is providing employment to the largest number of labour force. According to the World Trade Organization (WTO), more than 700 million tourists travel internationally every year spending more than 300 billion US dollars, constituting 8 per cent of the total world exports, 30 per cent of international trade in services and more than one billion jobs.

Keywords: World Trade Organisation, Foreign Exchange, Earnings Gross Domestic Product, Environment, Employment.

Introduction

“Tourism in India growing rapidly and playing an important role in national economy. It generated 9.2 per cent of nations GDP in 2018 and supported 42,613 million jobs. India was ranked 7th among 184 countries in terms of travel and tourism industry in contributing to GDP in 2017. Travel and Tourism is the third largest foreign exchange earner for India. During 2018 FEE’s from Tourism increased 4.7 per cent year-on-year to US \$ 28.59 billion.

“Tourism is staying away from home for holidays enjoying get together celebrations with friends or relative besides business conferences or some purpose. Other than routine work/job “Tourism is the sum total of activities which are economic in nature, which directly relate to the entry, stay and movement of foreigners, inside and outside of a certain country, city or region.”

“Tourism is a phenomenon arising from travel and stay of strangers, and that the stay does not imply the establishment of a permanent residence and is not connected with the remunerated activities”.

“Tourism is a study of the demand and supply of accommodation and supportive for those staying away from home and the resultant patterns of expenditure, income creation and employment.”

- Tourism provides 40 million jobs to the global workforce;
- Tourism contributed 6 per cent of India’s total GDP in 2015.
- Tourism generates the revenues of \$ 655 billion;
- Tourism is the largest contributor \$3.4 trillion to the gross output;
- Tourism accounts for 10.9 per cent of capital investment in the world; and
- Government is spending 6.9 per cent on tourism per annum.

Need for the study

Growth of Tourism growth at global level shows that tourism has become the world’s largest and fastest growing industry. Its contribution in the field of foreign exchange earning, employment generation and in the developing better understanding at international level is highly recognised. In spite of its greater role in the economy, it suffers from certain problems. Hence, there is need to solve the problems the country will gain more earnings to the exchequer find remedies to those problems and so then.

Incredible India

As a result of large number of campaigns and wide publicity in India the foreign tourist arrivals increased to 44,29,915 in 2006 as against 39,18,610 in 2005 and 34,50,477 in 2004. The foreign exchange earnings have also increased to Rs.29,603 crore in 2006 from that of Rs.25,172 crore in 2005 and Rs.21,603 crore in 2004. In 2007 January, as many as 5,14,453 foreign tourists visited India.¹

In spite of this growth, the total arrival of tourism travellers/tourists represents only about 7 per cent of the world’s population. As per the projections given by the World Tourism Organization and the World Tourism and Travel Council are extremely impressive. There will be 1.6 billion international tourist arrivals worldwide and they will be spending about \$ 2,000 billion by 2020.

According to A.K. Bhatia explains the tourism phenomenon is an important human



activity of great significance. In addition to economic importance it has socio-cultural, educational and political significance. The tourism can no longer be viewed as fringe activity.²

V.P. Buell focused in his study mainly on marketing aspects of tourism. Butler explains in his studies that no one can overlook the fact that tourism also provides the impetus for development of facilities which in fact improves the living conditions of the people. He further opines that the physical presence of tourists in large numbers creates pressures, both on the natural and built environment, resulting in social stress among the local people.³

A.K. Biswas's study focuses on the requirements of environment impact assessments, such as impact identification, impact prediction and measurement impact interpretation and evaluation and impact monitoring⁴ G.S. Batra in his study provides suggestion for an integrated approach towards development of tourism which is necessary for proper growth and development of tourism industry in India,⁵ In his conclusion, A.K. Bhatia opines that cultural resources have another specific feature which can help to promote tourism in developing countries like India.⁶

Reddy, A.K.V.S. (2008)⁷ opined that properly planned tourism will be a positive factor in national development, creating challenging employment and distributing wealth to all sectors of economy. If the development of tourism is properly planned and strategically coordinated on a regional basis, the positive effects of tourism could be enhanced.

Indian government has also recognized the economic and other benefits of tourism. So, it is encouraging the private sector investments also. The progress of international tourist arrivals in India has been encouraging when compared to that of 1950. But the present figures are still far below the expectations. The domestic tourism promotion,

however, has been the foundation of India's, tourism policy right from the beginning. The domestic sector has shown a phenomenal growth year by year. The former Finance Minister, Mr. P. Chidambaram, in his budget speech, announced that the provision for building tourist infrastructure will be increased from Rs.423 crore in 2006-2007 to Rs.520 crore in 2007-2008. Various scholars have differentiated the attention of tourists by destination. They are:

1. Nature tourism
2. Eco-tourism
3. Urban tourism
4. Pilgrimage tourism
5. Historical tourism
6. Cultural tourism
7. Adventure tourism
8. Health tourism
9. Space tourism
10. Business tourism
11. Event tourism
12. Ethics tourism

With this brief back ground this paper attempts to study:

1. The gains from tourism, and income earned
2. The problems faced by the tourism industry in Andhra Pradesh the less development of tourism in Andhra Pradesh.

Table 1 explains the foreign tourist arrivals in India and earning to the government. In 1997, the tourist arrivals were 2.37 millions, and increased to 10.55 million in 2018. The foreign exchange earnings in 1997 was Rs.10,511 crores and it has increased to Rs.1,77,874 crores.

Table 1 Foreign Tourist arrivals and earnings in India (1997-2017)

Year	Arrivals (Millions)	% change of percentage over the previous year	Earnings (Rs. in crores)	% over the previous year
1997	2.37	3.8	10,511	4.6
1998	2.36	-0.7	12,150	15.6
1999	2.48	5.2	12,951	6.6
2000	2.65	6.7	15,626	20.7
2001	2.54	-4.2	15,063	-3.5
2002	2.38	-6.0	15,064	-0.1
2003	2.73	14.3	20,729	37.6



Year	Arrivals (Millions)	% change of percentage over the previous year	Earnings (Rs. in crores)	% over the previous year
2004	3.37	26.8	27,944	34.8
2005	3.92	13.3	33,123	18.5
2006	4.45	13.5	39,025	17.8
2007	5.08	14.3	44,360	13.7
2008	5.28	4.0	51,294	15.6
2009	5.17	-2.2	53,700	4.7
2010	5.78	11.8	64,889	20.8
2011	6.31	9.2	77,591	19.6
2012	6.58	4.3	94,487	21.8
2013	6.97	6.31	1,07,671	14.0
2014	7.68	6.58	1,23,320	14.5
2015	8.03	6.97	1,35,193	8.8
2016	8.03	7.68	1,54,146	14.3
2017	10.04	14.0	1,77,874	15.4
2018	10.55	5.2	-	-

Source: Department of Tourism, Government of India.

Table 2
Statement of Domestic Tourist Visits (DTV) to all States in India during 1991-2015

Year	Visitors in Millions	Percentage change
1991	66.7	-
1992	81.5	22.2
1993	105.8	29.8
1994	127.1	20.1
1995	136.6	7.5
1996	140.1	2.6
1997	159.9	2.6
1998	168.2	14.1
1999	190.7	5.2
2000	220.1	13.4
2001	236.5	15.4
2002	269.6	7.5
2003	309.0	14.0
2004	367.6	14.6
2005	392.04	7.0
2006	462.44	18.0
2007	526.70	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	1142.53	9.3
2014	1262.80	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017	1652.49	2.3

Source: 1) State Tourism Department.

2) Department of Tourism, Govt. of India, New Delhi.

Table 2 projects illustrates the domestic tourist visits (DTV) to all the states in India during 1991-2015. The visitors in 1991 were 66.7 millions and it increased to 1652.49 millions in 2017.

The Important aspect is that guest will have an opportunity to participate and interact in the service process. Therefore, any organization in order to succeeded in its venture should improve quality to service which is the result of intelligent and continuous efforts. Modern tourism requires all facilities that are available at comparative rates elsewhere in the world with the ushering of super fast trains, jet planes, high tech buses, the distance between two places has been drastically narrowed down global village in the new concept and catch world in the annals of word business with the help of telecommunications, satellites, cellular phones have come into mainstream, now the entire world in the finger tips of the subscriber. Both international and Indian credit cards issued by Bankers and equally acceptable to shops, establishments, hostels and restaurants and also traveller cheques are can be issued by any national banks.

Andhra Pradesh Tourism

The government of Andhra Pradesh more has shown keen interest and special drive to tap tourism potentialities of the state and there by develop the state. To achieve this in development the government has taken effective steps to develop the tourism.



The Andhra Pradesh Tourism has always been the frontrunner in attracting greatest number of tourists in land and foreign as it boasts of a naturally, ecologically, culturally and religiously rich and driven variety of tourist destinations that are treasurers of visual treat. Where one can continuously explore new experiences of visitor gratification and delight.

Table 3**Gross Income to A.P. State from Business, Hotels and Restaurant**

(Rs. in crores)

Year	Income from Hotels and Restaurant	Gross State Income	%
1960-61	131	1,372	9.5
1982-83	1,504	12,050	12.5
1983-84	1,872	13,953	13.4
1989-90	3,775	31,673	11.9
1994-95	9,578	71,410	13.4
1995-96	11,072	82,673	13.4
2003-04	25,346	1,90,880	13.5
2004-05	28,014	2,08,148	13.5
2005-06	31,306	2,32,331	13.5
2006-07	35,601	2,60,734	13.7

Source: A.P. Economy Year Book 2008, p.550.

The table 3 reveals that the gross income from Tourism sector is Rs.131 crores in 1960-61. It increased to 35,601 crores in 2006 07. An increase of 13.7 per cent. This clearly says that Tourism has playing an important role in generating income to the government.

The tourist arrivals in Andhra Pradesh witnessed were 153.50 millions in 2016. Under Budget 2017-18, the Government of Andhra Pradesh announced an allocation of Rs.265 crore for the development of tourism in the state. The state government achieved 26 per cent growth in tourist arrivals in 2016.

Table 4**Tourist arrival in Andhra Pradesh for the years from 1999-2017**

(in Number)

Year	Tourists arrivals in Andhra Pradesh		Total
	Domestic	Foreign	
1999	4,23,15,882	86,370	4,24,02,252
2000	3,47,40,890	82,180	3,48,23,070
2001	5,28,71,853	57,992	5,29,29,845
2002	6,33,00,579	2,10,310	6,35,10,889
2003	7,41,38,731	4,79,321	7,46,18,052
2004	8,94,40,272	5,01,019	8,99,41,291
2005	6,14,16,745	80,843	6,14,97,588
2006	6,86,96,042	95,796	6,87,91,838
2007	7,72,89,000	61,536	7,73,50,536
2008	8,20,92,260	60,616	8,21,52,876

Year	Tourists arrivals in Andhra Pradesh		Total
	Domestic	Foreign	
2009	10,42,45,301	40,736	10,42,86,037
2010	10,70,57,722	27,106	10,70,84,828
2011	10,36,45,032	35,816	10,36,80,848
2012	11,57,45,988	66,843	11,58,12,831
2013	9,80,17,783	69,552	9,80,87,335
2014	9,33,06,974	66,323	9,33,73,297
2015	12,15,91,054	2,37,854	12,18,28,908
2016	15,31,63,354	3,41,764	15,35,05,118
2017	16,54,33,698	2,71,362	16,57,05,260

Source: Directorate of Tourism, Hyderabad, A.P.

Table 4 reveals the tourists arrivals in Andhra Pradesh both domestic and foreign during 1999-2017. The total tourists in 1999 has 4,24,02,252 which increased to 16,57,05,260 in 2017. This shows the number of tourists to Andhra Pradesh has increased to a greater extent.

Problems

Lack of professionalism, unhygienic conditions, poor infrastructure, lack of easily accessible information, law and order problem, lack of safety, poor visitor experience, inadequate facilitation services, multiplicity of taxes and above all. Low priority accorded to tourism etc., are responsible for the poor performance of Indian Tourism at global level. The Indian Government is concentrations on key areas of tourism on priority for its development.

Conclusion

Today tourism is the second largest net foreign exchange earner in the country. India has been ranked as the 4th country in attracting tourism, above South Africa and Switzerland which is the largest net foreign. Apart from employment generation, there are some other benefits. They are.

- It is a multi-dimensional activity which it covers a large number of economic activities.
- The return on investment in tourism from the point of view of employment generation is much higher compared to agriculture and manufacturing sector.
- Tourism helps development of backward regions wherever tourism attraction exists.
- Tourism also helps promotion of handicrafts and handlooms.

Suggestions

- The State government should support in all aspects to tourism industry must be increased.
- New places and aspects of tourism must be explored and developed.
- Domestic tourism should be given a major boost to support the industry.



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