

INDIAN TOURISM - THE GOVERNMENT ENDEAVOURS RESULTING INTO TOURISM GROWTH AND DEVELOPMENT

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ABSTRACT

India has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions. In India there is a strong base for the development of tourism because of its large geographical area and divisions, heritage, cultural and biodiversity. Since independence, India has placed greater emphasis on the development of tourism and travel related activities. The Government of India itself and with the help of State Governments are developing this sector by allocating huge budget and taking various campaign activities. Any initiative taken by Government for Tourism by way of legislation or direct investment is envisaged within the framework of Tourism Policy. Tourism in India has emerged as the largest net foreign exchange earner. It would also help to earn larger foreign exchange earnings and create conditions for more Foreign Direct Investment. The paper attempts to review the tourism policies, tourism promotional campaigns and initiatives by the government of India and its results.

Keywords: *Tourism, Tourist, Tourism in India, Government Endeavours, Tourism Growth and Development, Socio-Economic Development*

INTRODUCTION

India can always boast of its rich cultural heritage. Travel and Tourism in India is an integral part of Indian tradition and culture. In ancient times, travel was primarily for pilgrimage as the holy places dotting the country attracted people from different parts of the world. In India, a rich cultural tradition was developed where '*Athithi Devo Bhava*' (the guest is god) and '*Vasudhaiva Kutumbakam*' (the world is one family) became bywords of Indian social behaviour.

India boasts one of the oldest, most complex and most fascinating civilizations in the world and a history reaching back 4000 years. The philosophies and religions that have evolved in India are attractive and intriguing (Delgoda, 2002). It is a country of all seasons and all reasons (Seth, 2012). Almost all states of India are rich in luxurious palaces, enchanting gardens, marvellous temples, grand forts, tombs, and memorials. The beauty of India's cultural heritage and the richness of nature's endowments make India tourists' paradise.

Pandit Jawaharlal Nehru often remarked, "*Welcome a Tourist and send back a friend*". That was the essence of India's approach to tourism in the post-Independence era. Tourism was an important instrument for national integration and international understanding.

India being a vast and diverse country has everything to

offer to everybody. Visiting India is an enthralling and memorable experience to one and all. India is a tourist paradise and has all unique features of modernity and traditional hospitality (Iyer, 2006). Travel and tourism in India is an integral part of Indian tradition and culture (George and Swain, 2005). This country where the past and present blend in a systematic manner in the threshold of an exciting future an emerging international market.

Max Muller expressed his views on India as "If we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty which nature can bestow - in some parts a veritable paradise on Earth- I should point to India". He again said that "If I were asked under what sky the human mind has most fully developed some of its choicest gifts-I should point to India" (National Tourism Policy, 2002). According to A.L. Bashyam, "No land on earth has such a long cultural continuity as India. (Ranga, 2003). India is the world's second most populous country and the geography has given the diversity can be seen in language, religion, faith, climate, custom and tradition. Tourism can contribute to positive development, not just negative impacts. It has the potential to promote social development through employment creation, income redistribution and poverty alleviation (Agnihotri, 2007).

OBJECTIVES OF THE STUDY

The objectives of the study are -

- To study the tourism policy formulation and implementation by the government.
- To study the effectiveness of the Government Tourism Campaigns.
- To study the tourism growth and development.
- To study the activities of the tourism organisations.

LITERATURE REVIEW

Tourism in India

The role of tourism was first perceived in India in the year 1945 when a committee was formed under the chairmanship of Sir John Sargeant, Secretary, Department of Education (Menon, 1993), to advise the government on the development of Indian tourism. The main objective of the committee was to survey the potential for development of tourism in India. It was required to examine the scope of both domestic and foreign tourist traffic development and suggest ways and means for motivating such traffic to the various attractions within the country, facilities such as transport and accommodation to be provided by different authorities like the central government and local state governments (Ranga, 2003).

India has been a late starter of tourism and understandably after independence in 1947, the attention of the government and people was focused on key areas like agriculture, irrigation, industry power and the infrastructure and so called “luxury” activities like tourism were left to their own devices. And that year tourism grows on to 15000 tourists' arrivals in 1950; reached a figure of growth during 2015, FTAs were 80.3 lakh (Annual Report 2016-17).

Many new dimensions were added, and tourism was also being given due recognition in the State Tourism Plans and State Governments also started to form Tourism corporations and allocated more fund to tourism sector. The Government has taken several significant steps, such as, A National Policy on tourism was announced in 1982. Later in the year 1988, the National Committee on Tourism formulated a comprehensive plan. In the year 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. Tourism in India has come into its own brand “**Indian Tourism**”. There have been several innovative approaches in the Ministry's policy in 2009-10.

Figure 1: India Tourist Map



Source: www.mapsofindia.com

Figure 2: Major Tourist Centres in India



Source: www.mapsofindia.com

Five Year Planning (FYPs) and Indian Tourism

Since independence, India has placed greater emphasis for the development of tourism. Ministry of Tourism has been set up at the centre and in the states to undertake promotion and development of tourism at various stages. Tourism has been given a distinct

identification and regular allocation of resources based on the plans. Many centres of tourist attraction have been identified for their development and various strategic programmes have been designed for the development of tourism since independence.

The tourism activity had started in a modest way in the early fifties, when the first five-year plan (FYP) (1951-56) did not include any fund allocation. The tourism division was formed in 1949 and functioned under the Ministry of Transport and its outlay included some provision for tourism activities. In the fifties, there was a little awareness in the country about the economic and social importance of tourism development which began from infrastructure facilities and from the 2nd FYP tourism gets active role (Ranga, 2003).

Some important FYPs are highlighted below:

Tourism policy under seventh five-year plan (1985-1989)

Indian tourism planning increased with the seventh five-year plan (Twelfth Five Year Plan, 2012-17). The various policies advocated by the seventh five-year plan for tourism planning in India are:

- To promote aggressively domestic tourism.
- It laid stress on creating more beach resorts.
- To conduct conferences, trekking conventions and winter sports so that various options are available to the foreign tourists.

Tourism policy under eight five-year plan (1992-1997)

The Eighth Five-year plan emphasized that the private sector should increase their participation in the tourism sector. The Union government had provided various facilities for the development of tourism sector. A National Action plan for Tourism was announced in May 1992 (Twelfth Five Year Plan, 2012-17). The objectives of this action plan were:

- To preserve the environment and national heritage.
- To develop the tourist areas socially and economically.
- To increase employment opportunities in tourism sector.
- To develop domestic tourism for the budget or economy category.
- To increase India's share in world tourism.
- To encourage international tourism.
- To diversify tourism product.

The Ninth Five Year Plan (1997-2002)

The government has paid focus on the development of basic infrastructure such as transport facilities and civic amenities and play a facilitating role in the provision of accommodation and other facilities for all classes of tourists, both domestic and international. The major thrust areas of 9th FYP was Indigenous and Natural Health Tourism, Rural and Village Tourism, Pilgrim Tourism, Adventure Tourism, Heritage Tourism and Youth and Senior Citizens Packagers (Twelfth Five Year Plan, 2012-17).

The Tenth Five Year Plan (2002-2007)

In the 10th FYP, where there has been a remarkable growth in the last three years for foreign tourist arrival (FTAs) to India due to the various efforts made. A promotional campaign, '**Incredible India**' implemented for the overseas markets. It has increased about 65% from a level of 2.38 million in 2002 to 3.92 million in 2005, while the foreign exchange earnings have grown about 96% during the same period. The tourism satellite accounting for India has brought out that tourism's contribution to GDP of the country has been 5.9% in 2003-04, while employments in tourism sector both direct and indirect has been 41.8 million in the same year which accounts for 8.78% of total employment in the country (Twelfth Five Year Plan, 2012-17).

The Eleventh Five Year Plan (2007 - 2012)

During 11th FYP, The Ministry of Tourism propose to continue supporting creation of world class infrastructure in the country as the existing tourism products can be further improved and expanded to meet new market requirements. During the current financial year, the Ministry has sanctioned Rs.323.00 Crores for various projects throughout the country. This is an all-time record and will facilitate timely execution of projects during the working season (11th Five Year Plan, 2007-12).

Tourism Policy Under 12th FYP (2012-2017)

The 12th FYP introduced a new dimension to the contribution of tourism. The plan highlights the need to adopt a "pro-poor tourism" approach aimed at increasing the net benefits to the poor communities from tourism and ensure that tourism growth contributes to poverty reduction. The approach paper also underpins the need to develop a comprehensive set of strategies for a diverse set of actions, from macro to micro level, including product and infrastructure development, marketing, branding and promotion,

planning, policy and investment (12th Five Year Plan, 2012-17).

TOURISM POLICY OF INDIA

Major Initiatives Taken by Indian Government

The Ministry of Tourism headed by the “Union Minister for Tourism” is the nodal agency for the making of the national tourism policies and programs. It also coordinates all the activities of the central government agencies, state government undertakings and the private sector for the development and promotion of tourism. The administrative head of the ministry is the secretary (tourism) who also acts as the Directorate General (DG) tourism. Directorate General of tourism has twenty offices within India and thirty offices overseas.

The first ever Tourism Policy was announced by the Indian Government in 1982 (November). Then in 1988, the National Committee on tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. The National Action Plan was prepared in 1992 and the National Strategy for Promotion of Tourism was drafted in 1996 (Iyer, 2006).

Tourism Policy (1982)

The First Tourism policy (The Tourism Policy, 1982) was more an aggressive statement in marketing than a perspective plan for development. Its main thrust was aimed at presenting India to the foreigners as the ultimate holiday resort. The Planning Commission recognized tourism as an industry in June 1982. Policies to achieve this will be evolved around six broad areas (Six Ss) such as Welcome (Swagat), Information (Suchana), Facilitation (Savidha), Safety (Suraksha), Cooperation (Sahyog) and Infrastructure Development (Samrachana) (Iyer, 2006).

National Committee on Tourism (1986)

The Planning Commission of India set up the National Committee on Tourism in June 1986 to prepare perspective plan for tourism sector. The Committee headed by Mr. Mohammed Yunus, submitted its recommendation in November 1987. Mr. Yunus's report recommended that the existing Department of Tourism would be replaced by a National Tourism Board (NTB) and create separate cadre on Indian Tourism Service for looking after the functioning of the NTB.

The National Action Plan for Tourism (1992)

The National Action Plan for Tourism (1992) gives major 7 objectives as central concerns of the Ministry such as:

- Socio-economic development of areas.
- Developing domestic tourism for the budget category.
- Development of international tourism.
- Increasing employment opportunities.
- Preserving national heritage and environment.
- Diversification of the tourism product.
- Increase India's share in world tourism (from present 0.4% to 1 % during next 5 years).

National Tourism Policy (NTP, 2002)

This tourism policy is made based on a multi faced approach, which includes faster or speedy implementation of tourism project development of integrated tourism circuits, capacity building in the hospitality sector and new marketing strategies (Tourism Policy of India, 1992). The main aim of National tourism policy (2002) is to place tourism as a major driver of economic growth. The Government tries to achieve this aim by promoting domestic and international inbound tourism, promoting of agro-rural tourism, new tourist circuits, developing tourist infrastructure, developing new destinations and involvement of public private partnership (PPP) (Iyer, 2006).

Infrastructure Development

Ministry of Tourism has been making efforts for the development in the quality of tourism infrastructure at tourist destinations and circuits. The Ministry has launched a scheme for development of nationally and internationally important destinations and circuits based on some Mega Projects.

Marketing and Promotion Initiatives

Government of India initiated number of measures to promote tourism marketing and the important marketing and promotion initiatives are:

(A) Incredible India Campaign (2002)

Incredible India Campaign was introduced by the Government of India in 2002 to promote India as an ultimate tourist destination on the world tourism map.

Incredible India campaign was conducted globally to attract tourists to the country. It projected India as an attractive tourist destination by showcasing Indian culture, history, spirituality, yoga etc. (Raina and Raina, 2005).

Table 1: Major Tourism Promotion Campaign and Initiatives at a Glance

YEAR	PARTICULARS
1946	Sir John Sarjant Committee on Tourism
1947	Report of Sir John Committee
1949	Sir John Committee Suggestions, Govt. started branches of Tourism in Delhi, Calcutta, Bombay and Madras
1951-55	First Five-Year Plan, No allotment for tourism development
1956-60	Allotment for tourism with name of transportation Division
1957	Establishment of Department of Tourism
1958	Establishment of Tourism Department Council
1960	Establishment of Indian Tourism Development Corporation (ITDC)
1966	Establishment of Department of Aviation
1966	Establishment of Department of Aviation and Tourism
1967	Establishment of Ministry of Tourism and civil Aviation
1982	Declared First Time Tourism Policy
1986	Establishment of National Committee on Tourism
1986	Separate Department of Tourism
1986	Tourism as an industry declared by Government
1986	Separate department with cabinet minister
1988	Establishment of Ministry of civil Aviation Tourism
1991	Tourism as a source of Foreign Investment
1992	Nation action plan for tourism
1992	Tourism Year
1995	Establishment of Tourism cell
1988-99	Tourism with export businesses
1999-2000	Visit India Year
2002	The concept of highway tourism, agricultural tourism, and rural tourism. A campaign titled as 'Incredible India' was launched.
2009	Another campaign titled as 'Atithi Devo Bhavah' was introduced.

Source: Website - Ministry of Tourism, Government of India

(B) Atithi Devo Bhavah

Atithi Devo Bhavah (the guest is like god) is a programme conducted by the Government of India to complement the Incredible India Campaign. The main aim of this initiative is to create awareness about the effect of tourism and sensitize people about our country's tourism attractions and warm hospitality.

'Atithi Devo Bhavah' is a seven-point's programme of hospitality and training. Components of campaign are:

- Samvedan sheelth or Sensitization.
- Prashikshan or Training induction.
- Preran or Motivation.
- Pramani karan or Certification.

- Pratipusthi or Feedback.
- Samanya Bodh or General awareness.
- Swamitwa or Ownership.

(C) Visit India 2009 (VI 2009)

Visit India 2009 campaign was to boost the inflow of visitors and tourists after the terror attacks in Mumbai in 2008 as well as global economic crises. This programme was jointly announced by the Ministry of Tourism and World Travel and Tourism Council (WTTC). This scheme was valid from April to December 2009 and had the support of the hospitality sector, tour operators, and travel and airlines companies.

(D) Different Tourism Products

Government of India introduced several tourism products such as rural tourism, cruise tourism, adventure tourism, medical tourism, open sky policy etc.

(E) Foreign Direct Investment (FDI)

Government of India allowed 100% FDI in hotels and tourism industry. Hotels refer to restaurants, beach resorts and other tourist complexes providing accommodation and catering facilities to the tourists. Tourism industry includes travel agencies, tour operating agencies, tourist transport operating agencies and facilities for cultural, adventure and wild life experience, surface, air and water transport facilities, leisure, entertainment, sports, health and convention etc.

ORGANIZATIONS INVOLVED IN TOURISM Organizations for International Tourism

Eighteen offices are established in USA, American countries, Canada and other Gulf countries for positioning India as a preferred destination in the global market.

Indian Institute of Tourism and Travel Management (ITTM)

ITTM was set up in January 1983 with registered office at New Delhi. It offers different level academic courses in tourism and travel management and related areas.

Department of Tourism

The Department of Tourism formulate and implement of policies and programmes for the development of tourism within the country and for attracting foreign

tourists to India by developing tourism infrastructure, publicity and promotion, dissemination of information, coordination and supervision of various activities of industry such as travel agencies, tour operators, hotels etc.

India Tourism Development Corporation (ITDC)

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country.

National Council for Hotel Management and Catering Technology (NCHMCT)

The hotel and catering sector is now highly personalized, and no amount of automation can substitute for personal service providers. Human resource development in the tourism industry normally includes manpower training in two main areas:

- The hospitality and catering sector and
- The travel trade and tourism sector.

Tourism Finance Corporation of India Ltd. (TFCI)

This Corporation is sponsored by the Industrial Finance Corporation of India (IFCI), was set up in April 1988 with Initial seed capital of Rs. 50 Crores to provide institutional assistance for tourism projects.

India Institute of Skiing and Mountaineering (IISM)

In 1968, India Institute of Skiing and Mountaineering (IISM) and Gulmarg Winter Sports Project set up as pioneering institutes of the Department of Tourism for developing adventures sports activities like skiing, mountaineering and trekking (Iyer, 2006).

Tourism Boards in India (1966)

Most states of India have a Tourism Development Board (TDB) which provides information and infrastructure to the tourists visiting the state.

RESULT AND DISCUSSION

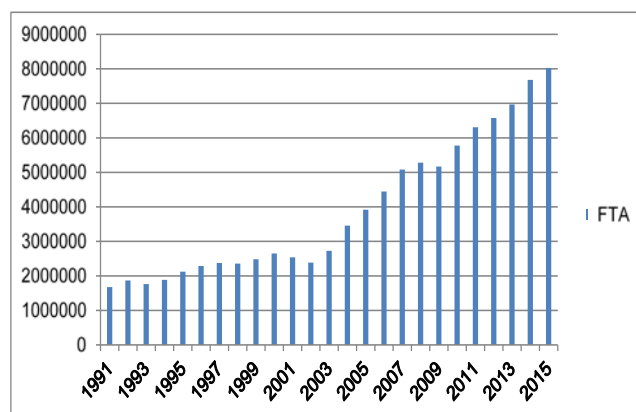
Indian economy is expected to grow at the rate of 9%. To achieve this, service sector as well as the tourism sector must grow at the rate of 12% per annum. Targets have been fixed for Foreign Tourist Arrivals (FTAs) as well as Domestic Tourism. Increase in India's share of International Tourist arrivals to at least by 1% by the end of 12th Plan - requiring an annual growth of 12.38% during 2011- 2016. Providing adequate facilities for

domestic tourism to sustain the growth of 12.16% during 12th FYP. Using the data on share of tourism in the total jobs in the country available from Tourism Satellite Accounts (TSA) for 2002-03. It was estimated that the total number of jobs both in direct and indirect in the tourism sector in 2016 is going to be 77.5 million as compared to 53 million in 2010. 24.5 million (Direct and Indirect) employment is likely to be created during 2010 to 2016. Based on the study commissioned by ministry of tourism the estimated employment in 2012-13 was 43.84 lakh and could reach 63.79 lakh in 2016-17 (Annual Report, 2016-17). The growth and development of tourism in India can be discussed on the following grounds:

Foreign Tourist Arrivals (FTAs)

The large number of tourists visiting India from various countries as are shown with the help of the following figure. It is clear from the figure 3 that since 1991 the number of foreign tourist arrivals in India is constantly on a rise. The FTAs in India continued to grow from 1.68 million in 1991, 2.54 million in 2001, to reach 8.03 million in 2015 (27th Annual Report, 2015-16). During the year 2015, FTAs in India registered a growth of 4.5% over 2014. The Compound Annual Growth Rate (CAGR) in FTAs in India during 2001 to 2015 was 8.6%. The figure gives the number of FTAs in India for the years 1991 to 2015 along with the corresponding growth rate over previous year. Though there was a little drop in the year 2009 as foreign tourist arrivals were 5.16 million as against 5.28 million in 2008 but again in the year 2010 the number of foreign tourist

Figure 3: FTAs (1991-2015)



Source: India Tourism Statistics 2015

Table 2: FTAs and FEEs (1991- 2015)

Year	FTAs	Annual Growth (%)	FEE in Rs. Term (Crore)	% Change over previous year	FEE in US \$ Term (Million)	% Change over previous year
1991	1677508	NA	4318	NA	1861	NA
1992	1867651	11.3	5951	37.8	2126	14.2
1993	1764830	-5.5	6611	11.1	2124	-0.1
1994	1886433	6.9	7129	7.8	2272	7.0
1995	2123683	12.6	8430	18.2	2583	13.7
1996	2287860	7.7	10046	19.2	2832	9.6
1997	2374094	3.8	10511	4.6	2889	2.0
1998	2358629	-0.7	12150	15.6	2948	2.0
1999	2481928	5.2	12951	6.6	3009	2.1
2000	2649378	6.7	15626	20.6	3460	15.0
2001	2537282	-4.2	15083	-3.5	3198	-7.6
2002	2384364	-6	15064	-0.1	3103	-3
2003	2726214	14.3	20729	37.6	4463	43.8
2004	3457477	26.8	27944	34.8	6170	38.2
2005	3918610	13.3	33123	18.5	7493	21.4
2006	4447167	13.5	39025	17.8	8634	15.2
2007	5081504	14.3	44360	13.7	10729	24.3
2008	5282603	4.0	51294	15.6	11832	10.3
2009	5167699	-2.2	53700	4.7	11136	-5.9
2010	5775692	11.8	64889 #1	20.8	14193	27.5
2011	6309222	9.2	77591 #1	19.6	16564	16.7
2012	6577745	4.3	94487 #1	21.8	17737	7.1
2013	6967601	5.9	107671 #2	14	18445	4.0
2014	7679099	10.2	123320 #2	14.5	20236	9.7
2015	8027133	4.5	135193 #2	9.6	21071	4.1

Source: India Tourism Statistics 2015 & Bureau of Immigration, India
 #1 Provisional estimate, #2 Revised estimates
 NA: % Change is Not Applicable (NA)

The growth in FTAs in India during the 80s and 90s did not follow any consistent pattern. While the years, viz. 1992, 1995, 2003 to 2007, 2010 and 2014 saw double-digit growth, there were negative growth in the years 1984, 1990, 1991, 1993, 1998, 2001, 2002 and 2009. The FTAs from USA during 2013, 2014 and 2015 were the highest with the percentage share of 15.58%, 14.57% and 15.12%, respectively. The top 10 countries for FTAs in India during 2015 are USA, Bangladesh, UK, Sri Lanka, Canada, Malaysia, Australia, Germany, France and Japan.

The number of Foreign Tourist Arrivals (FTAs) in India during 2015 increased to 8.03 million as compared to 7.68 million in 2014. The growth rate in FTAs during 2015 over 2014 was 4.5% as compared to 10.2% during 2014 over 2013. The growth of 10.2% in 2014 for India was better than the growth rate of 4.4% for the International Tourist Arrivals around the world in 2015. The share of India in international tourist arrivals in 2015 was 0.68%. India accounted for 2.88% of tourist

arrivals in Asia Pacific Region in 2015, with the rank of 11th. Domestic tourism continues to be an important contributor to the sector. The domestic tourist visits during the year 2015 were 1432 million as compared to 1282.8 million in 2014 registering a growth of 11.63% over 2014 (Indian Tourism Statistics, 2015).

Foreign Exchange Earnings (FEEs)

As per the monthly estimates prepared by Ministry of Tourism, FEEs from tourism in India in 2015 in terms of INR were Rs.135193 crore as compared to Rs.123320 crore in 2014 registering a growth of 9.6% in 2015 over 2014. In terms of US dollar, FEEs from tourism in 2015 were US\$ 21.071 billion as compared to US\$ 20.236 billion in 2014 with a growth rate of 4.1%. The table indicates that in India the contribution of foreign exchange earnings from tourism have increased manifold since 1991 and have reached 21071 million US dollars in 2015 with 4.1% growth over the year 2014. The tourism industry in India generated about US\$ 100 billion in 2008 and that is expected to increase to US\$ 275.5 billion by 2018 at a 9.4% annual growth rate. Tourism continues to play an important role as a foreign exchange earner for the country. In 2015, foreign exchange earnings (FEEs) from tourism were US\$ 21.07 billion as compared to US\$ 20.24 billion in 2014, registering a growth of 9.6% (Indian Tourism Statistics, 2015).

SUGGESTIONS AND RECOMMENDATIONS

The recommendations from the researcher are:

- Government should increase budget for tourism campaigns.
- The government should arrange training for the people concerned with tourism.
- The government should make feasible tourism policies.
- Airport facilities at domestic and International level should be developed.
- Accommodation, shopping and recreational capacities, poor transport system and other support facilities should be increased.
- The scarcity of hotel and high cost of hotel accommodation should get solution.
- Number of priced hotel accommodation should be increased.
- Visa restrictions need to be liberalized to ensure larger flow of tourists to the country.
- The government should take care for the negative factors like by poverty, disease, political instability

etc.

- The government should take care about the promotional budgets by comparing to other countries for growth and development of tourism in India.
- Some rules should be simplified regarding the grant of approval to travel agents, tour operators and tourist transport operators etc.
- The government should provide incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty.

CONCLUSION

In the Nineteenth century, India did not become a prime destination for the overseas travellers. It had mainly a domestic tourism with focus on pilgrimage tourism. Even after independence, it did not get the momentum and it always remained as a low priority sector. But actual role of tourism came into existence after 80's where the government of India has framed various tourism policies and action plan for the development of tourism in India and government takes measures to increase the role of Central and State governments, public and private sector undertakings and non-governmental organizations in the development of tourism. Tourism development and Tourism policy are closely interrelated aspects. Tourism development of India largely depends on Indian tourism policies. India has formulated number of tourism policies for the development of tourism sector. Indian Government also has undertaken number of initiatives to attract both domestic and foreign tourists. To speed up the development of tourism in the country's several thrust areas have been identified for the accomplishment during the Ninth FYP.

Tourism was recognized as an industry by the Planning Commission of India and was included in the Concurrent List of Indian constitution to provide Constitutional recognition to the tourism sector and help in channelizing development of tourism in a systematic manner by enabling the Central Government to bring in legislation governing the activities of various service providers in the tourism sector. As a result, tourism sector is increasing rapidly attracting large number of visitors towards India and generating large employment and income earning opportunities.

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