

Role of Tourism towards Vision Viksit Bharat @ 2047

Dr. Rama Raman Pandey

Assistant Professor,

Department of Business Administration

Buddha Institute of Management, GIDA, Gorakhpur

Email. Id. ramaraman1504@bimgkp.ac.in

Dr. Abhishek Kumar Tripathi

Professor and Director

Buddha Institute of Management

GIDA, Gorakhpur

Email. Id. director@bimgkp.ac.in

Introduction

Bharat is a diverse country where the people of different religion, culture and tradition living together. Bharat is the second largest populated country of the world and is facing unemployment problem. In Bharat lot of tourist place available that attracts visitors of domestic and foreign country. The tourism industry is now a rapidly growing, global phenomenon, which is driven by the needs for cultural, spiritual, educational and social experiences, and corporate anxiety of the people. Intrinsic desires of people to explore new places are also helps in the contribution of tourism. Tourism industry not only helps in increasing the GDP, it encourages the growth of corporate, cultural exchange, and well-being of confined communities, and making it a commanding accelerator for the development of nation.

Tourism is a business started with attracting, entertaining and accommodating the tourist and operating the tour. Tourism gives pleasure to tourist. It is human tendency that people want to make memorable experience through adventurous activities and learning.

For a nation with thirty heritage sites of the world, a rich culture, there is great potential for tourism and hospitality sector to enhance the flow of tourist and to accelerate the economic growth and job creation.

Literature Review:

Chakravarty B. et all (2024) found in their study that the substantial growth of foreign travelers in Bharat setting a stage of continuous growth in the coming years which leads to increase not only foreign reserve but helps to create the demand for transportation, food, accommodation, travel agencies, entertainment, job opportunity, production of art and craft product etc., which make economy faster growing and it enhance the image of the nation.

Singh P. (2018) reveals in the study that tourism sector stimulates the opportunities of investment and employment and transforms the economic structure of nation and also makes favorable input towards social change. She found it her study that tourism in healthcare is one of the trends which covers an extensive spectrum of services. When combining it with the wellness, holiday or recreation, it will bring new opportunities in the tourism of Bharat and boosting the economy.

Banerjee S. (2023), stated in her study that the tourism of India holds massive potential as a driver of the economic development of country, contributing to the growth of infrastructure; creation of jobs and long-term prosperity of economy. The diverse offerings of the tourism sector from cultural heritage to the niche tourism,

give emphasis to its task in stimulating the growth of economy and ornamental livelihoods.

The Objectives of the study

- 1. To know the contribution of tourism for the economy of Bharat.
- 2. To know the growth of tourism in Bharat.

Research Methodology

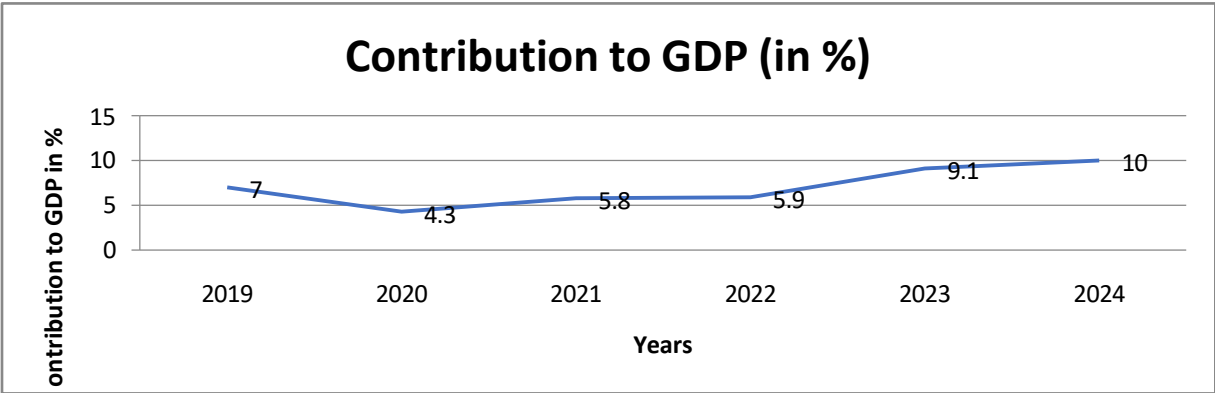
Secondary data is used for the present study which is published by different organizations and agencies. The secondary data is obtained from different articles, research papers, blogs, and ministry of tourism website, newspapers, magazines, journals and Internet etc. Descriptive research technique is used for the study.

Data Analysis:

Table-1

Year	2019	2020	2021	2022	2023	2024
Contribution to GDP (in %)	7	4.3	5.8	5.9	9.1	10

(Source: Statista.com)



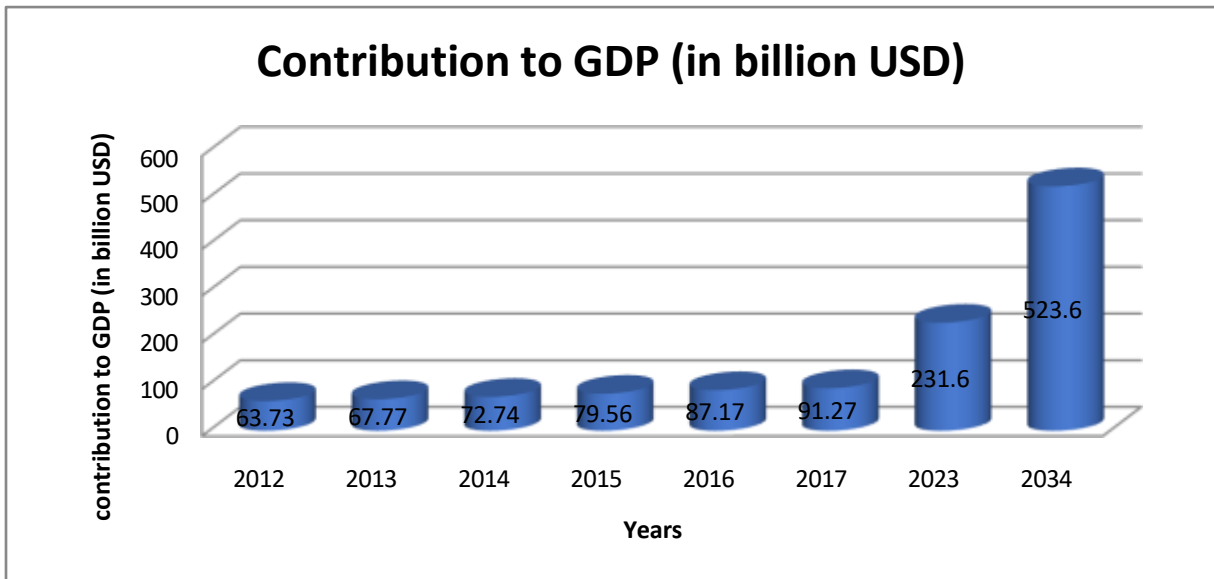
Source: Statista.com

The above table and chart show that after 2020 the contribution of tourism sector in Indian GDP continuously rising and the trend represent the bright future of tourism in Bharat as growth rate of tourism contribution in GDP from 2022 to 2024 is approx 66 percent.

Direct contribution of tourism and hospitality to GDP in India from 2012 to 2023, with an estimate until 2034 (in billion USD)

Table-2 (Source: statista.com)

Year	2012	2013	2014	2015	2016	2017	2023	2034
Contribution to GDP (in billion USD)	63.73	67.77	72.74	79.56	87.17	91.27	231.6	523.6



Source: statista.com

As per above data it is seen that from 2012 to 2023 the contribution of GDP continuously risen. In 2012 as per data 63.73 billion USD was direct contribution in GDP by tourism sector was recorded. In the year 2023, the direct contribution to the GDP of Bharat was about 231 billion USD by tourism and hospitality industry. The data show that it is estimated to be 523 billion USD by the year 2034. Bharat had the second largest tourism GDP contribution in Asia-Pacific.

Following are the some forecast and facts obtained from statista website:

- The Tourism and Travel market in Bharat is anticipated to produce revenue of 25.01bn USD in 2025.
- The projected annual growth rate (CAGR 2025-2029) of 8.06% is expected to result in a market volume of US\$34.11bn by 2029.
- The largest market in India is the Package Holidays market, which is expected to reach a market volume of US\$11.23bn in 2025.
- It is also forecasted that the number of users in the Package Holidays market is anticipated to amount to 118.12 million users by 2029

- The penetration of users is expected to be 8.0% in 2025 that is expected to rise to 11.8 percent by 2029.
- Per user average revenue is expected to be 215.97 USD.
- The online sales are projected to generate 60 percent of the total revenue in the Travel and Tourism market in Bharat by 2029.
- The tourism industry in Bharat is presently focusing on promoting eco-friendly and sustainable travel options to attract cognizant and responsible travelers.

As per drishtias.com/blog estimation tourism sector provides around 12 percent of overall employment each year in Bharat.

For financial year 2024-25, the Union Budget presenting various promises for tourism industry and budget aims to support the growing tourism sector in Bharat, and focus on targeted interventions may be augmented to achieve vision ‘Viksit Bharat 2047’.

As per kpmg.com/in/en/blogs, The contribution of Tourism in India is 6.5 percent to GDP which is INR 1,936,291 crores and it supports 4.3 crore jobs.

1. Domestic tourist visits in 2023 reached to 2,510 crores,
2. Arrivals of foreign tourist recorded 9.2 crores.
3. The estimation for 2024-25 is positive with the contribution of total tourism to GDP forecasted to make 7.6 percent by 2034, and approximately create 6.3 crores jobs.

As per India Press Information Bureau, during 2023, 9.24 million foreign tourist arrivals is recorded in Bharat, a growth of 43.5 percent as compared to 6.44 million in 2022. Foreign tourist arrivals contributed Foreign Exchange Earnings of Rs 2.3 lakh crores (Provisional estimates), a growth of approximately 65percent in the year 2023 compared to Rs. 1.39 lakh crores in 2022.

To increase foreign tourist arrivals, the steps like promoting adventure and niche tourism, making simple e-visas availability, and launching 24X7multilingual helpline for tourists have been taken. On the day of World Tourism 2024, ‘Paryatan Mitra and Paryatan Didi’ were launched to form a hospitable and memorable incident for tourists in India.,

The Government of India initiated to promote home tourism, like PRASHAD, Dekho Apna Desh, Vibrant Village Program, Regional Connectivity Scheme–Udaan, and SWADESH 2.0.

Over the last few years, India has built extensive tourism infrastructure worth approximately \$1 billion (Rs. 7,000 Crores) to improve the tourist experience. The tourism products of nation are being promoted holistically inside the boundary and overseas markets to make Bharat a global travel destination.

Conclusion:

From the above data and information it can be said that Bharat is a growing country for tourism. In Bharat, the government has taken many initiatives to promote the tourism in our country in this regard the budgetary provisions have been made. Tourism sector's contributes in DGP growth is very good and is increasing rapidly. This sector also helps to create job opportunities to domestic and foreign people as well. This sector is raising the living standards of the people of India.

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