



## Tourism industry in India

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### Abstract

The growth in the tourism industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists. Tourists from Africa, Australia, Latin America, Europe, Southeast Asia and the like are visiting India and there are growing by the thousands every year. Indian Tourism offers a potpourri of different cultures, traditions, festivals, and places of interest. There are a lot of options for the tourists. India is a country with rich cultural and traditional diversity. This aspect is even reflected in its tourism. The different parts of the country offer wide variety of interesting places to visit. While the international tourism is experiencing a decelerated growth, the Indian counterpart is not affected.

**Keywords:** tourism, GDP, hospitality

### Introduction

The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. FEEs during the period January-November 2019 were US\$ 26.78 billion registering a growth of 3.7 per cent year-on-year.

According to WTTC, India ranked third among 185 countries in terms of travel & tourism's total contribution to GDP in 2018. India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum<sup>[1]</sup>.

India has been promoting tourism under the Incredible India 2.0 campaign and has been conducting road shows and other marketing campaigns, while the states have also been promoting tourism state-wise under separate campaigns similar to the Incredible India campaign. Also, due to the continuous growth in number of tourists from both domestic and international markets, and an increasing demand for unique experiences by different tourist segments, especially millennial tourists, the industry is seeing a shift from destination-based tourism to experience-based tourism and development of niche tourism products and services for tourists.

A few key tourism offerings that majorly attract tourists to India are medical tourism, business tourism, adventure tourism, spiritual tourism, heritage tourism, cultural tourism, eco-tourism and rural tourism. This has been possible due to India's diverse geography and cultural heritage. Amongst the states, Tamil Nadu, Maharashtra, and Uttar Pradesh have been attracting a large number of tourists compared to the other states.

The Government also plans to develop tourism infrastructure across the country to provide a better tourism experience for tourists. Schemes such as Swadesh Darshan, PRASHAD, and Adopt a Heritage are expected to gain

momentum and boost overall tourism growth. In order to project India as a 365-day tourist destination globally, the Ministry of Tourism is exploring newer destinations and also actively promoting under-developed tourism destinations through development of infrastructure and better connectivity. This is expected to create growth opportunities for different stakeholders such as hotels, restaurants, tour operators and the like.

### Description of tourism

Tourism is one of the most flourishing industries in the world, making a significant contribution to the world's GDP. Every year, millions of people from across the globe travel miles and miles away from their homes, in order to see the distant lands and experience their culture. The tourism industry exists in some form or the other in every part of the world, and tourists are seen traveling to some of the seemingly most inaccessible places. The tourism infrastructure has also developed to a great extent over the years, thus, making it possible to reach and explore the difficult parts of the world. According to the *International Association of Scientific Experts in Tourism (AIEST)*, tourism comprises three distinct elements, viz<sup>[2]</sup>

- Involvement in travel of non-residents,
- Stay of temporary nature in the area visited, and
- Stay not connected with any activity involving earnings.

AIEST's definition makes the meaning of the term clear; however, the aim of carrying out a particular tourism activity is also of considerable importance. Broadly, based on the aim, tourism can be divided into two categories—educational and leisure. Nevertheless, the line of distinction between the two seems to go on diminishing when a visit to an unknown place makes a person learn and enjoy, both at the same time.

According to the United Nations World Tourism Organisation (UNWTO), tourism entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors. Generally speaking, a

visitor is classified as a (same-) day visitor if their trip does not include an overnight stay and a tourist if it does include an overnight stay. The purpose of their trip can be for business, leisure or personal reasons, other than to be employed by a resident entity in the country or place visited. If a trip's main purpose is business/professional, it is often subdivided into two further categories - 'attending meetings, conferences or congresses, trade fairs and exhibitions' and 'other business and professional purposes'.

## **Tourism Encompasses**

### **Outbound Tourism**

Outbound tourism is what you may be most familiar with. It involves the people going from British Columbia to other provinces, territories or countries. For example, going to Hawaii for a holiday is considered outbound tourism.

### **Inbound Tourism**

The tourists coming to BC from other places are called inbound tourists. BC competes in a global market to attract tourists from the United States, Japan, Germany and many other countries. The industry also implements marketing campaigns aimed at attracting travellers from other parts of Canada, as well as from within British Columbia.

### **Domestic Tourism**

Approximately half of the tourists in BC each year are actually from within the province. BC Stats and Destination BC consider those travelling beyond their usual environment (typically more than 80 km from home) for business or for pleasure to be tourists.

## **Tourism Sectors**

There are different ways to measure the size of the tourism industry, as tourism does not conform to the usual ways that industries are defined, such as manufacturing, forestry and other industries. Tourism constitutes a wide variety of sectors that provide diverse products and services to visitors. However, these businesses also provide products and services to local residents<sup>[3]</sup>.

## **Sectors of tourism industry**

### **1. Natural Tourist Attractions**

Natural attractions are the very base and the driving factor for tourism industry. The scenic beauty of place; the sunrise or sunset in a particular city; beaches like the famous beaches of Hawaii, Philippines or Goa; rivers like the Nile, the Ganges, Amazon River; mountains like the Himalayas. All these are natural attractions for which millions and millions of tourists and people travel across the world.

### **2. Man-Made Tourist Attractions**

Then there man-made tourist attractions which also attract scores of tourism. The firsts in this would be the 7 wonders of the world. Beyond these also there could be many types of attractions like museums, gardens, Zoos, water parks, amusement parks, casinos, etc. we would also include various entertainment events or activities like theatres, concerts, shows, launches and the like.

### **3. Cultural and Other Festival and Events**

Cultural, religious or other type of events keep taking place

everywhere in the world. There are many such recurring events or festivals or gatherings which attract countless enthusiastic tourism and travelers from across the world.

The Tomatina festival is one such festival that has global following and attendance. Another such event just happened in India in February 2019 was the Kumbh Mela which saw around 20 million people attend it and take a Holi dip at the confluence of three Holi rivers: the Ganga, Yamuna and Saraswati in the city of Allahabad in India.

### **4. Sports and Recreational Sector and Activities**

People travel around the world to attend various sports events or activities at different famous places. People to cities famous for their winters and snow for sports like skiing.

### **5. Tourism and Travel Trade Service**

This is the core services sector of tourism industry. This sector covers organizations which provide various travel and tourism services like complete tour packages, travel and transportations bookings, hotel reservations, destination search and bookings and the like.

### **6. Transportation Sector**

Transportation sector is the very base and means of tourism. Covering air, water, road and railways, transport sectors provides the means to travel to various destinations.

### **7. Accommodation or Hospitality Industry**

Accommodation or Hospitality is another key sector to tourism. While travelling anywhere, tourists need to stay there and therefore need proper hotels or other type of accommodations. They also need all related services to make their stay and travel pleasant and convenient.

### **8. Food and Beverages Industry**

Food and Beverages sector plays unique role in tourism. Just like hotels and accommodation, tourists also need the wide ranging services of food and beverages industry. This is not just limited to the hotels tourism stay in. restaurants; take a ways etc. also play an important part here. Food and beverages are also one of the attractions of a place and a type of tourism. Food tourism is one of the types of travel people travel to places which have local food and flavors.

### **9. The MICE sector**

The MICE sector is a wide industry in itself that draws various visitors from across the globe. People travel to attend business, professional and other type of events. There are so many different types of events happening all over the world in different cities every day. This sector boosts the whole tourism industry and is also one its important segment.

### **10. Business Tourism Sector**

Business tourism is another sector which involves business travelers travelling for various business purposes. This is little different from the MICE or events sector. Here business travel is not for event participation particularly. Business men, professional travelling for all types of official work like client dealing, new market survey, etc. form part of this tourism and travel segment<sup>[4]</sup>.

## Impact of tourism in India

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

### Positive Impacts

#### 1. Generating Income and Employment

Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

#### 2. Source of Foreign Exchange Earnings

Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. 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.

#### 3. Preservation of National Heritage and Environment

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples and the like. would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

#### 4. Developing Infrastructure

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

#### 5. Promoting Peace and Stability

Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized <sup>[5]</sup>.

### Negative impacts

#### 1. Undesirable Social and Cultural Change

Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of

drugs, prostitution and human trafficking. This had a ripple effect on the country.

#### 2. Increase Tension and Hostility

Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

#### 3. Creating a Sense of Antipathy

Tourism brought little benefit to the local community. In most *all-inclusive package tours* more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

#### 4. Adverse Effects on Environment and Ecology

One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots <sup>[6]</sup>.

### Environmental impact of tourism in India

The tourism industry in India can have several positive and negative impact on the environment which are discuss below.

### Positive impacts

#### 1. Direct Financial Contributions

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

#### 2. Contributions to Government Revenues

The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for

overall conservation programs and activities, such as park ranger salaries and park maintenance.

### 3. Improved Environmental Management and Planning

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

### 4. Raising Environmental Awareness

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

### 5. Protection and Preservation of Environment

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forest and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected <sup>[7]</sup>.

#### Negative impacts

##### 1. Depletion of Natural Resources

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

###### (i) Water resources

Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water. ([www.gdrc.org/uem/eco-tour/envi/index.html](http://www.gdrc.org/uem/eco-tour/envi/index.html)). In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

###### (ii) Local resources

Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

###### (iii) Land degradation

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials ([www.gdrc.org/uem/eco-tour/envi/index.html](http://www.gdrc.org/uem/eco-tour/envi/index.html)). Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

### 2. Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution ([www.gdrc.org/uem/eco-tour/envi/index.html](http://www.gdrc.org/uem/eco-tour/envi/index.html)).

#### (i) Air and Noise Pollution

Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO<sub>2</sub>) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas ([www.gdrc.org/uem/eco-tour/envi/index.html](http://www.gdrc.org/uem/eco-tour/envi/index.html)).

#### (ii) Solid waste and littering

In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides. In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities ([www.gdrc.org/uem/eco-tour/envi/index.html](http://www.gdrc.org/uem/eco-tour/envi/index.html)).

#### (iii) Sewage

Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of

algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such pollution can be seen in the coastal states of Goa, Kerela, Maharashtra, Tamil Nadu, etc [8].

**3. Destruction and Alteration of Ecosystem**

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerela, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

**Financial and economic performance**

CARE has analysed the basic revenue and cost structure of the organised hotel industry in India. After increasing marginally by about 0.8% in H1 FY18, net sales of the industry witnessed 5.5% increase during H1 FY19. Revenue registered a CAGR growth of about 3.1% for the 3 year period between FY17 and FY19. The demand slow down for hospitality industry in FY18 could be the outcome of the general slowdown in the economy. Also, GST implementation in the country and various rate revisions further had a significant impact on the travellers’ sentiment [9].

**Table 1:** Direct Contribution of Travel and Tourism to GDP in Leading Countries Worldwide In 2019 (In Billion U.S. Dollars)

State	Direct contribution in billion U.S dollars
United states	580.7
China	403.5
Cermany	143.4
Japan	126.3
Italy	119.7
France	112
United kingdom	109.4
India	108.3
Mexico	101.8
Spain	82.3

(Source: statistica.com)

**Table 2:** Total Contribution of Travel and Tourism to GDP in India from 2013 to 2029(In Billion U.S. Dollars)

Year	Total contribution in billion U.S. Dollars
2013	172.91
2014	185.63
2015	201.43
2016	219.72
2017	232.01
2018	247.37
2019	268.29
2029	512

(Source: statistica.com)

**Table 3:** International Tourism Receipts of India from 2010 to 2018 (In Billion U.S. Dollars)

Year	International tourism receipts in billion U.S. dollars
2010	14.49
2011	17.71
2012	17.97
2013	18.4
2014	197
2015	21.01
2016	22.43
2017	27.3
2018	28.6

(Source: statistica.com)

**Table 4:** Number of Employees in the Travel and Tourism Sector across India from FY 2014 and FY 2018 (In Millions)

Year	Number of Employees in Millions
2014	67.2
2015	69.6
2016	72.3
2017	75.9
2018	81.1

(Source: statistica.com)

**Value and contribution of tourism industry**

Tourism is one of the very important industries in the world. The value and importance of tourism industry is high for every country because it contributes far more and much wider. Tourism brings benefits and advantages and contributes in the overall growth and development of the economy of a country and also in progress of the society and social structure of a country. It also helps and motivates in preserving of natural resources. Tourism industry is one of the top sources for employment across the world helping in generating about 10% of employment. It also contributes about 10% of the global GDP and therefore becoming an important factor for economic growth in the world and for every country.

**Industry growth drivers**

This industry is driven by tourists. These tourists are its primary and only customer segment who show the need and desire to visit places for different reasons. It is also driven by the progress and development in its value chain industries in providing more services, facilities, convenience and the like to its customers segment to make travel and

tourism more desirable, easy and attractive.

### Government initiatives

The Indian government has realized the country's potential in the tourism industry and has taken several steps to make India a global tourism hub. In the Union Budget 2017-18, the Government of India announced some initiatives to give a boost to the tourism and hospitality sector such as setting up of five special tourism zones, special pilgrimage or tourism trains and worldwide launch of Incredible India campaign among others.

Some of the major initiatives taken by the Government of India to give a boost to the tourism and hospitality sector of India are as follows:

- The Ministry of Environment, Forest and Climate Change, Government of India, is planning to revise India's coastal regulation norms aimed at opening up the 7,500 km long coastline for developmental activities like tourism and real estate.
- The Central Government has taken a number of steps for smooth transitioning to cashless mode of payment to ensure that no hardship is faced by the tourists and the tourism industry remains unaffected from government's demonetization move.
- Maharashtra Tourism Development Corporation (MTDC) has come up with a unique tourism experience of visiting the open cast coal mine of Gondgaon and underground coal mine of Saoner, which are near Nagpur and part of Western Coalfields Limited.
- A Tripartite Memorandum of Understanding (MOU) was signed among the Indian Ministry of Tourism, National Projects Construction Corporation (NPCC), National Buildings Construction Corporation (NBCC) and Government of Jammu and Kashmir for the implementation of tourism projects in Jammu and Kashmir (Dr. K Lalitha, 2017) <sup>[10]</sup>.

### Suggestions

Finally suggesting the following steps to revamp the tourism administration for making tourism a grand success:

1. Experts in the fields of hotel management and tourism must be associated with all the decision-making bodies of the structure. All the tourist information bureaus must be adequately staffed and equipped to satisfactorily perform their functions.
2. The state government must encourage its employees to undertake journeys providing concessions on the Central Government pattern.
3. State Government should send proposals to the center for developing tourism in Gujarat and the center should provide adequate assistance to complete them.
4. The State government must enact a comprehensive Tourist Act to direct and regulate the activities of the governmental and non – governmental sectors of this trade at the earliest.
5. Better liaison should exist between State Tourism Department and ITDC.
6. A state level Tourism Planning Board should be set up to do perspective planning to provide the required fillip to the tourism industry in India <sup>[11]</sup>.

### Conclusion

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism

Council calculated that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The rising Indian middle class income coupled with travel as being leisure time activity for entertainment has definitely given boost to the industry. Easy and accessible e-visa would also help boost inbound arrivals from more countries. We are also expecting the UDAN scheme to be extended to more airports and help develop the regional travel economy. A regulatory ecosystem in the backpacker industry will help boost India's role in the segment, having a positive impact on increasing both the demand of domestic and inbound travelers as well as asset supply to cater to this growth.”

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