Chapter - 5

Development of Travel & Tourism Industry in India and Yemen
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5.1 Growth and Development of Tourism in India:

5.1.1: About India

India is the second largest country in the world in terms of population (1.2 billion) and the seventh largest country in the world in terms of area. It is located between latitudes of 8.4 and 37.8 north and between longitudes of 68.7 and 97.25 eastward. The country is affected by the climate of the Himalayas and the Thar Desert and both play a pivotal role as Himalayan confers coldness in the central regions and the Thar Desert brings moisture to west-southern side. The country contains four major climate groups: tropical humid, tropical dry, subtropical humid, and mountainous. India is considered the cradle of the Indus valley civilization and was a historical trade route for many passed empires. Many religions spread in India including Hinduism, Buddhism, Sikhism, and Jainism as these religions remained the major in India till the monotheistic religions of Judaism, Christianity and Islam appeared.

India had signed under tyrant British colonialism about 100 years before gaining freedom and independence in 1947. India is characterized by diversity in everything; diversity in the geomorphology, languages, ethnicities, cultures, and religions. Despite diversity that amounted to a complexity, India invested this diversity in a positive way, raising the banner of (unity in diversity) and hovering with it in the horizon of the comprehensive national development, where space is free for all Indians to have hands in nation-building.

Unity in diversity was not a mere slogan, but reflected on the ground as miscellaneous ethnic, cultural, and religious groups, and as fashions, rituals, customs and traditions, languages and various dialects which are various and simultaneously united under a federal democratic state, making India one of the most unique countries in the world and as a phenomenon worthy of studying. Despite the diversity, Indians carry the culture of coexistence and solidarity of living and share each other in celebrating in societal and cultural events and even in religious events due to simplicity and spontaneity of Indian people.

India is famous throughout the world for art, architecture and all historical monuments like forts, palaces, caves, temples, mosques, churches, shrines and other historical buildings reflecting the glory of ancient civilization heritage since ancient times. The cultural heritage of India is not confined to historical monuments but contains an encyclopedia of authentic Indian arts and culture that reflect the size of India's contribution to human civilization.
India is classified as one of the fastest growing economies in the world and the Indian economy is various in such a way that provides opportunities of survive and grow as multiple resources economy despite the great challenge of tremendous population explosion which increases very significantly over time. It relies on agriculture, industry, information technology, and services industry.

Projections indicate that Indian economy's capacity has opportunities for growing and development as some reports of classification agents have said that India will be the third largest world economy after China within the coming 10 years. Projections also indicate that within a year or two the Indian economy will take place within the major economies at the global level, based on the growth in the Indian economy by 7.5% in 2014 compared with 7.3% of China (WTTC, 2015).

**Services sector:** this sector has been playing an important role in mobilizing the national savings and investments for financing of the development plans over the past five decades. Service sector in India has evolved and expanded since the late 1960s due to two measures; the first is nationalization of banks and insurance companies, and the second factor is that the Government of India launched economic liberalization in 1991 which helped in achieving a positive impact on the elimination of public sector monopolies allowing foreign capital to enter directly in many areas within the country. (Panagariya, 2004). In 2000, the government of India liberalized insurance services, mail, telecommunications and air transport before Indian and foreign investors what helped service industry in India to lead the national economy. The service industry in India, including information technology, hotels and restaurant, transport, finance, insurance, communication and construction services, contributes 59% to GDP in 2015 (Chahal, 2015) as one of the fastest growing sectors of the Indian national economy.

As already mentioned, India is highly dependent on services sector in supporting the national economy which contributed 59 percent of GDP, but the employment opportunities provided by agriculture sector represented more than 60% in 1995 whereas decreased to 43% (out of 70% of the total employment) in 2016 indicating the urgent need to attention of the Government of India in the development of human resource which starts from raising the level of education and illiteracy elimination and then
preparing and qualifying human elements through enhanced knowledge, skills and talents until they are well absorbed into the labor market of service industry. India in the overall outcomes, achieved economic growth deserves respect but to ensure sustainable and parallel development, it is necessary to pay more and more care to human resource, first and foremost.

![Chart 5.1: Employment by Sector in India](source: www.theatlas.com)

5.1.2: Historical Growth of Tourism in India

5.1.2.1: Historical Glance

Tourism in India was not offspring of the present era, but in previous millennia was practiced spontaneously by people were traveling to visit holy religious places to practice religious obligations, which has become known today as religious tourism. Indian civilization immemorial belonged to by over 5000 years where Indian cultural heritage is reflected in a very large number of fabulous historic buildings that are distinguished by architectural and decorative elements through palaces, churches, temples and mosques, which reflect the artistic upscale Indian community as well as various Indian customs and traditions and other elements of the oral and intangible
heritage which forms, with the constructed heritage, an unique and wonderful mosaics panel on the global level. The Taj Mahal in Agra is considered as one of an alive testimony on the greatness of Indian cultural heritage till this day. As so, the beginning of tourism in India would be without a doubt, old also. Therapeutic tourism is one of the most important types of tourism in India since ancient times. In presence, India is famous for mineral and sulphuric water that people have been going to as one of the most important types of worldwide famous India's tourism.

Historical phases of growth of tourism in India can be divided into four phases as follows:

- **The phase of ancient eras**

  This phase starts from the beginning of human settlement in India and the emergence of communities that began with moving of population for hunting and food gathering and subsequent emergence of ancient Indian civilizations dating back to before 5000 years. Aryan civilization can be regarded as the real beginning of this period and what successively came after it from a religious and cultural renaissance in the religions of Hinduism, Buddhism, and Jainism that all have led to the emergence of religious tourism trips especially after the emergence of Brahmaical society which was responsible for pilgrimage institutions.

- **Medieval eras phase**

  Indian religious traditions witnessed a significant shift in this period, especially after the spread of Buddhism religion or in another word what can be named as (the phenomenon of the Buddha). The evolution of the religious traditions in India also was accompanied by the emergence of art schools that brought large numbers of pioneers including, not limited to, Ashok artistic school.

  During the Christian era in India, trade and merchants emerged, so the manifestations of urbanization began. Architecture has evolved dramatically and it can be said that Gandhara style and Mahayam system had left a clear imprint in architectural style evidenced clearly in major Churches, Monasteries, and universities at that time. Accordingly, religious, educational and business tourism evolved.
Muslims in India achieved a milestone in the development of tourism during the era of the Mughals who made architectural, literary and artistic renaissance and crafts and traditional handmade during their era witnessed a remarkable development. Taj Mahal in Agra, which is the most important and notable historical and tourist landmark in India and one of the most famous tourist landmarks in the world, is the most important legacy the Mughals contributed by to human civilization as painted panel with Indian immortal cultural heritage and through which had hand in nation building and renaissance. As a result of urban development, civilization and art of India in the age of Mughals, travel, and tourism in India evolved noteworthy.

- **Pre-independence /British occupation phase**

India in this period witnessed a huge leap in the development of tourism and travel through what could be called the beginning of the industrial revolution and emergence of Indian railway network which allowed travelers and tourists to travel between several Indian cities quickly, conveniently and economically as well. In this period, newspapers and other outreach literature concerned with providing information to tourists and travelers and helping them in the selection process of tourist destinations. The number of tourists was limited and colonialism did not encourage flows of foreign tourists to India. Tourism was practiced in India individually and in a disorganized manner and there wasn't any formal planning of tourism except the establishment of a committee concerned in matters of travel and tourism in 1946 which provided some insights and suggestions for the development of tourism in the country.

- **Post-independence phase**

India knew tourism in an organized way in 1956 during the second five-year plan, and since the Government of India has accorded great care to the tourism industry to rely on as a wellspring economic resource for employment creation, poverty alleviation and providing effective solutions to social and economic problems that India plaguing because of the huge population. Indian Government established in 1966 the Indian tourism development corporation (ITDC) which is particularly concerns in promoting India as a tourist destination. As a structured and coordinated government action, the government of India established the first national tourism policy in 1982 and the
second in 1988. As funding is the lifeblood in any organization, Indian government created Tourism Finance Corporation (TFC) in 1989 to finance tourism development projects in the country. In the same context, tourism national committee prepared a national plan for sustainable tourism development in 1992, and 1997 witnessed the emergence of the national strategy for tourism promotion (www.tourism.nic.in).

Through review the position that tourism occupied in the official tourism organization in Indian government, either through the allocation of a separate ministry for tourism or through committees and the other aforementioned official institutions, it is clear how Indian Government has been paying attention to tourism sector development for the importance of this vital sector in the economic development. Of the most important steps taken by the Indian Government to develop tourism sector, is division of India into four major tourist regions are North, South, East, and West, to facilitate management of tourism according to the regions, and the department of each tourist region of the four regions works with full integration and coordination with the other regions in order to achieve the general objectives of development of tourism in India. The second step was the establishment of several regional tourism offices within India and in several exporting countries of international tourism to India. The regional tourism offices abroad are mainly concerned in promoting India as a tourist destination and work with tour operators to organize tours to India.

Furthermore, great development in air, land and sea transportation in India contributed to the development of tourism. Nine airlines companies and more than 80 airports spread through India are sufficient to enable tourists and business travelers moving between Indian destinations easily. As the railway network of India that is invading the whole country with 4337 station, comprising 115,000 km and transferring around 23 million passenger a day as one of the largest rail networks in the world, providing the suitable base for the establishment of tourism industry as the tourism cannot be without transportation and because that easy access to tourist destination is one of the most important elements of tourism destination, otherwise we cannot name it as a tourist site or tourist destination, it will be just tourist potential. From all the aforementioned, tourism industry in India, in the post-independence period, has witnessed a steady growth both in the number of tourist arrivals and in tourist.
revenues, but numbers and indicators of tourism growth in India remain substandard compared to the unique elements of Indian tourist attractions, on the global level.

5.1.2.2: Growth Indicators

Through table (5.1), it is evident that India's share of the foreign tourist arrival is low as compared with the potentials and tourist attractions elements of India whether elements of cultural or natural attractions which are varied in India dramatically. The rate of growth in foreign tourist arrival was steadily from 2011 until 2014 respectively. India possesses vast potentials for adventure tourism and beach tourism dramatically as also owns the components of all types of tourism approximately, so these advantages should be invested and better utilized to increase the share of India from foreign tourist arrival. When comparing India's share of the foreign tourist arrival with India's share of the foreign exchange earnings, it is evident that India's share of proceeds is three times larger than its share of foreign tourist arrival, in the sense that the foreign tourists spend good amounts in India, this is probably referred to diversity in Indian tourism product elements that attract and encourage foreign tourists to spend their money, in other words, foreign tourists when visiting India, they spend well, but the problem is how to attract potential tourists to visit India through redoubling the efforts to promote Indian tourism product abroad especially in the markets that represent main exporting tourist markets to India as the United States, United Kingdom, Bangladesh, Sri Lanka, Germany, France, Japan, Russia, China, and Malaysia. Besides, simplifying formalities, improving the level of services quality in all hospitality and tourism facilities and raising community awareness of the importance of tourism is essential. The annual growth in India's share of foreign tourist arrivals for the years 2011-2014 was positive and for India's share of foreign exchange earnings was also positive and this is good mathematically but not up to the variety and uniqueness of India’s tourist product. This low share may be due to some reasons as poor promotional efforts abroad, the level of tourist services in India is not commensurate with the expectations of tourists, or the human element working in tourism and hospitality establishments in India does not have the competencies that enable them to persuade the actual tourists to repeat the visit and convey the good image of the Indian tourist product to their friends and relatives. The growth rate was also steady in the number of hotel rooms from 2012-2014 but was steady negative in
the same years in terms of a number of hotels themselves and it doesn’t matter because the criteria might put some hotels out of their previous position in the classification, it is quality regarding. Travel agents and tour operators growth rate was positive for 2012, 2013, 2014 respectively. Finally, the growth rate of domestic tourists was steady positive for the successive years 2011-2014. Based on the foregoing, there should be an urgent remedial to solve the problem of low share of India in foreign tourist arrivals and foreign exchange earnings through redoubling the promotion efforts abroad and qualifying human resources, especially in personal descriptions, languages and communicative abilities along with setting and implementation of the strategy of strengthening the community consciousness in general and the level of community awareness of the importance of tourism and its economic returns particularly. Furthermore, it is inevitable to set and implement a strategy for improving the quality of tourism services for what would increase India's share of foreign tourist arrivals and tourist exchange earnings that commensurate with its unique and diverse tourism product.

Table 5.1: Growth indicators of Tourism in India

Own Elaboration of the researcher

<table>
<thead>
<tr>
<th>The Parameter</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 FTAs in millions</td>
<td>6.31</td>
<td>6.58</td>
<td>6.97</td>
<td>7.68</td>
</tr>
<tr>
<td>Change OPY%</td>
<td>4.3</td>
<td>5.9</td>
<td>10.2</td>
<td></td>
</tr>
<tr>
<td>2 FEEs of $ million</td>
<td>16564</td>
<td>17737</td>
<td>18445</td>
<td>20236</td>
</tr>
<tr>
<td>Change OPY%</td>
<td>7.1</td>
<td>4</td>
<td>9.7</td>
<td></td>
</tr>
<tr>
<td>3 Approved hotels &amp; hotels room</td>
<td>2483</td>
<td>1376</td>
<td>1242</td>
<td>1232</td>
</tr>
<tr>
<td>117815</td>
<td>76567</td>
<td>76858</td>
<td>82304</td>
<td></td>
</tr>
<tr>
<td>4 Approved Tourism Operators</td>
<td>1109</td>
<td>952</td>
<td>971</td>
<td>977</td>
</tr>
<tr>
<td>5 Dom. T in$ million</td>
<td>864.53</td>
<td>1045.05</td>
<td>1145.28</td>
<td>1281.95</td>
</tr>
</tbody>
</table>
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The Economic Impacts of Tourism in India

As shown in the table (5.2), the total contribution of travel and tourism to India's GDP achieved steady growth for the years 2013, 2014, 2015 respectively, with annual growth rate for the year 2015 (3.4%) which is accepted rate in comparison to annual growth rate of total contribution of tourism to GDP globally in the same year which was (3.7%) and achieved a very good figures (129.5) US billion in comparison to the world average in the year 2015 (58.3) US billion.

The average ratio of tourism contribution to GDP was 9.4% in 2015 and it is good ratio when we know that the ratio of tourism contribution to GDP globally was only 3.1 % in the same year. It is also close to the ratio of some developed countries where the ratio of tourism contribution to GDP was 9.1, 10.8, 10.7, in France, Germany, and Italy respectively but the ambitions remain large that tourism will contribute immensely to GDP in India, the ratio should be increased to at least 20% as in Jordan and Lebanon. See the chart no (5.2) the ratio of tourism contribution to GDP.

![Chart 5.2: Ratio of Tourism Contribution to GDP](www.Knoema.com)
The total contribution of tourism in India to employment achieved steady growth with an annual growth (1.68%) in 2015, with downgrade of (0.92%) in the annual growth at the world level which was (2.6%) in the same year, but the total contribution of tourism to employment in India for the years 2013, 2015 is much more than the world average in the same years (20,174,000-20,766,000) Respectively. Tourism capital investment in India achieved steady growth, as shown in table (5.2), the annual growth rate in 2015 (2.3%). This growth rate makes expectations for growth in the tourism industry in India, great.

As for visitors’ exports, the growth was steady too for the years 2013, 2014 but was somewhat negative in 2015.

Generally, through table 5.2, it can be said that the contribution of the travel and tourism industry in India to GDP, employment, capital investment in tourism and visitors exports, is good and the growth was positive. India is the second largest country after China in the tourism industry and its impact on the economy in South Asia but precedes China in term of the annual growth rate of the tourism industry in General that reached (8.1%) in 2015 compared to (7.7%) for China. The growth rate of India could not achieve the first position in South Asia only but put India at the first position in the group 20 too.

**Table 5.2: Travel and Tourism Economic Impact in India**

<table>
<thead>
<tr>
<th>S. No</th>
<th>The Parameter</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Change Rate 2014/2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Total Contribution of Travel and Tourism to GDP in US bn.</td>
<td>113.2</td>
<td>125.2</td>
<td>129.5</td>
<td>3.4%</td>
</tr>
<tr>
<td>2.</td>
<td>Total Contribution of Travel and Tourism to Employment</td>
<td>35,438,500</td>
<td>36,695,500</td>
<td>37,315,000</td>
<td>1.7%</td>
</tr>
<tr>
<td>3.</td>
<td>Tourism Capital Investment in US bn.</td>
<td>33.1</td>
<td>34.5</td>
<td>35.3</td>
<td>2.3%</td>
</tr>
<tr>
<td>4.</td>
<td>Visitors Exports in US bn.</td>
<td>19.00</td>
<td>20.10</td>
<td>19.5</td>
<td>-2.9</td>
</tr>
</tbody>
</table>

Own elaboration according to reports of WTTC.
5.1.3: The growth of Travel/Tour Agencies Industry in India

Travel and tourism agencies industry in India is ancient but formally dates back to the post-independence of India through the emergence of many non-profit organizations and entities that were founded successively to develop the travel industry in India through the development of professional standards that protect travel industry from intruders on the profession. Moreover, such organizations have been established to grant tourism industry more independence and identity with full communication, cooperation and coordination between such organizations and other linked organizations such as airlines, hotels, Restaurants etc. within India and at the international level to facilitate travel procedures before travelers and tourists and provide professional services that can keep pace with the rapid developments in the global travel and tourism market. One of the most important associations of travel and tourism agencies industry in India that emerged in successive phases and formed the historical development of travel agencies in India can be indicated as follows:

- **TAAI**: The Travel Agents Association of India was founded in 1951 as the first organization concerned with regulating the operations and functions of travel agencies in India when 12 travel agents agreed to set some consistent standards with the principles of the business in order to protect the interests of travel agents, promote the growth of travel industry and protect it from intruders. It is non-political nor profitable association aims mainly to promote the liable and professional travel services.

- **IATO**: Indian Association of Tour Operator’s emergence is another turning station in the travel industry in India when it was founded in 1982 to be a national body for the tourism industry in India compromising the all segments of the tourism industry in India with 1100 members. IATO has relations and direct interactions with international tourism organizations in America, Indonesia, and Nepal in order to provide more simplifications of travel facilities for travelers and international tourists coming to India and the rest of the countries of the region.

- **TAFI**: The Travel Agents Federation of India compromises membership of approximately 1400 active, allied, associate and affiliated members. It dates back to 1986 when it was established for the development of travel industry in India,
offering professional services in accordance with the principles of international travel services and providing the members with each new frontier in the travel industry in the world. TAFI Plays a prominent role in the travel and tourism industry in India and is considered as the cornerstone of the travel industry as 70% of travel tickets reservations are done through its members. It also has agreements with the Federation of hoteliers and restaurants association of India (FHRAI) for the interests of its members and providing better services for travelers and tourists, whereas at the international level TAFI is a member of the world travel agents association alliance (WTAAA).

- **OTOAI:** Outbound Tour Operators Association of India is a non-profit organization founded by a group of Indian travel agents and tour operators aiming mainly at consolidating and leading of outbound travel industry from India, ensuring the highest professional and ethical standards of the outbound travel industry and guaranteeing growth and development of its market. Since OTOAI founding, it has introduced itself as a cooperative platform for each and every stakeholder to discuss and resolve all issues related to the outbound travel industry. OTOAI compromises 214 Members covering outbound travel operators, tourism board, overseas members and destination management companies.

Unlike the Indian association of tour operators, OTOAI is more specialized as being engaged only with outbound tour operators.

Travel agencies and tour operators typically achieved steady growth in India as the total number of travel agents, tour operators and tourism operators in general reached in the year 2014 to (977) enterprises as well as thousands of related travel companies such as car rental and other travel companies, but the notice is the dramatic evolution of online travel. With the emergence and development of electronic commerce in the world, India was not isolated from this development, but India has become one of the top ten countries in the electronic commerce globally. Services trade, no doubt, benefited from technological advancement outputs and information technology and developed the process of sales and marketing of its services via the Internet, so the online sales and bookings for tour operators and travel agencies in India developed until it soared to 40% of the total travel reservations in 2014, which approaches the
ratio of online travel booking in Europe and the United States, which amounted in the same year 2014 (45%). But the competition between online and offline travel in India reached its intense form in 2015 as it is shown in the chart no (5.3) where online travel booking in India reached to more than 45% of the total travel booking and enabled India to enter the mature market of online travel and to be ranked the sixth globally.

The evolution of the Internet and mobile phones market in India has contributed significantly to the growth and development of online travel reservations in online travel agencies (OTAs) and enabled online travel agencies to compete for offline ones and to achieve a dramatic transformation and revolution in the field of travel and tourism in India.

Travelers who seek value, multiple travel options, economic travel at competitive prices and comfort in their reservation are now able to fulfill their wishes through online travel, but this does not mean that offline travel market has reached the phase of the recession, but both the portals of distribution coincide with intense competition.

The possibility and ease of completion of the travel bookings online revived holiday tourism market in India mainly because travelers and tourists become get detailed information concerning the travel with pictures and videos of tourism destinations and all destinations at economic and competitive prices through online travel companies that represent a strong competitor to offline travel and tourism agencies that still fighting for survival.

Some of the most important outlets of online travel in India include Goibibo, Make my trip, Yatra, Cleartrip.com, Expedia, Mustseeindia.com, and Indiarailinfo.com.
5.1.4: Future Trends of Travel and Tourism in India

It is projected that travel and tourism industry in the world will witness big shifts and face economic, political, environmental challenges especially after the events in the Middle East wars, the consequences of the so-called Arabian spring and low energy prices globally in addition to the developments of information technology and the internet and smartphones which are evolving dramatically, all this will offer the land for the expectation of the global travel and tourism industry. The future trends of travel and tourism industry, globally, can be referenced as follows:
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- Low numbers of foreign tourist arrivals to the Middle East in the near term because of political instability in many Middle East countries and the repercussions of the so-called Arabic spring which still receiving media attention worldwide.

- Video conferences grow by 20% in the year so the prospect of its steady grows will be big and constitute, to some extent, a challenge to tourism business but the business tourism will also grow because business travelers looking to meeting face to face, especially with regard to more confidential and important business issues. Therefore, the numbers of tourists and business travelers will increase especially in emerging markets.

- The steady decline in energy prices could lead to lower travel costs and enable many potential tourists to travel for tourism, this assuming constancy of the other factors and determinants to the tourist demand.

- Domestic and international air travel in Russia is growing rapidly and is expected to contribute to the growth of tourism, either inbound or outbound.

- Adventure tourism market is expected to revive in the future; only in South America and Europe 345 million tourists traveled for adventure in the year 2012, achieving a growth rate of 65% over the years 2009-2012 according to (ATDI, 2015) which makes forecasts of growth of this type of tourism, great. In addition to the great diversity in activities of adventure tourism and diversify of its venues.

- Business tourism share of total tourism in 2014 reached 14%, this high percentage indicates that this type of tourism will continue on growth, especially in China.

- Online travel in recent years grows year by year, and this will make travel agents suffer in the future and struggle to continue, especially if we know that about half of the travel bookings worldwide have been done online.

- Shopping tourism is expected to grow especially in Europe, which owns excellent infrastructure and facilities for shopping tourism and in the Middle East especially UAE which is known for its luxury malls that will attract large numbers of shopping tourists from different parts of the world, and this is supported by the political and security stability in the U.A.E.
In addition, the growth of millionaires in the world, increased leisure time and holidays, paid vacations and other human resources development policies which became applicable in many countries of the world which gives employees leaves and more extended off times that help employees to exploit it in travel and tourism, all these types of development are expected to continue in the future.

Prospects of growth of tourism in the Indian subcontinent is largely based on the annual growth average in size of the Indian tourism that reached up 8.1% in 2015 (WTTC) and based on the steady growth of FTAs, FEEs, and numbers of hotels and other tourism operators, But there are some future trends of tourism and growth of particular types of tourism in India can be summarized as follows:

- **Online travel**: online travel growth is expected to increase in India especially after that OTAs becomes represents 45% of total travel bookings as indicated earlier in (growth of travel agencies industry in India). Travel reservations via mobile phones achieved in 2015 (26%) of total online travel bookings and expected to reach in the year 2017 to 48%.

- **Adventure tourism growth**: Although India possesses unique potentials for adventure tourism it remains within the emerging markets for this type of tourism. India based on the constituents and potentials for adventure tourism must be among developed markets, and with this, the expectations for growth of adventure tourism in India remain great.

- **Shopping Tourism**: tourism economics experts predict growth of shopping tourism in India based on the rising of the middle class made in India, Russia, and Brazil. The increase in the proportion of the population who are in the middle class would enable large numbers of people to practice shopping tourism. The commercial malls that have been established in India than before will revive the market for shopping tourism too.

- **Culinary tourism**: this new type of tourism includes food tours that rely on the existence of a unique and excellent restaurants and chefs, on diverse food items and ways of setting up and decoration. India has a very rich diversity of dishes which constitute an exception may be on the world level, so the expectations for growth of this type of tourism in the future are also great.
• **Business tourism:** tourism experts expect growth in business tourism in the emerging markets, especially India, Russia and China, and expect that this growth will be steady in the upcoming 20-30 years, whereas traveling for tourism business will be relatively static in the United States and in Europe.

• **The evolution of air transport:** the extensive network of airports (more than 80 airports) and air carriers will facilitate the travel of people and encourage the growth of tourism in India especially if we know that the IATA expects that Indian air transportation will be the third largest in the world by the year 2026.

As the rail network is also extensive, it will help to the growth of tourism in India. International experts say that India will be one of the fastest emerging markets in the growth of rail travel along with Russia and China.

Indian Government set plans and policies to promote the development of new types of tourism in coordination and cooperation with relevant ministries, states governments and the private sector, these new tourist types as cruise, rural, medical and eco-tourism.

5.2: Growth and Development of Tourism in Yemen

5.2.1: About Yemen

Yemen was known with this name as some historians said because it is located on the right side of the (Kaabah), other historians say it derived from (women) which means blessing and third team of historians says it is derived from the name of (Ayman the son of Qahtan the son of Yaroub) one of the Kings of Hymiar. Yemen is characterized by its geographical location, fertile soil and a moderate climate in most the regions throughout the year so Greece called it (the Arabian flex) which remains the famous name of Yemen till now.

Yemen is located between 12 and 19 latitudes northward, and between 41 and 54 longitudes eastward, in the South of the Arabian Peninsula. Yemen is bordered by the Sultanate of Oman to the East, by Arabic Sea and Aden Gulf to the South, the Red Sea to the West and Saudi Arabia to the North. Yemen has an area of 527,970 square kilometers, possesses about 200 island in the Red Sea and the Arabian Sea and enjoys a unique location that enable it to link Asia and Africa through its control of the Bab al-Mandab strait between the Red Sea and the Arabic sea. The population was estimated by the year 2015, at (26 687 0000).
Yemen is characterized by the topographical diversity of mountain regions to the Highlands, coastal plains and the desert of Khali Robouae. The topographical diversity resulting in the diversity of climate, vegetation and animals, and birds as well as the diversity of the cultural heritage, provided the basis for the tourism industry in Yemen. Socotra Island alone has hundreds of rare plants and birds which are unavailable elsewhere in the world. Islam is the predominant religion in Yemen which has become the only religion after the migration of, approximately, all the Jewish families were living in ‘Amran governorate 50 km. north of the capital of Yemen. The Arabic language is the official language, with certain use of English language in some educational institutions and private enterprises that deal in foreign trade.

**Yemen in Ancient Eras:**

Historically, the earliest mention of the ancient civilizations of Yemen dates back to the eleventh century BC found in inscriptions and writings of (Mosnad font) stone tools, pottery, jewelers, coins, temples, palaces and other ancient monuments highlighted by the excavations undertaken by the orientalists who started working in Yemen beginning from the year 1761.

European travelers rolled into Yemen, later, to unveil one of the most ancient and exciting civilizations the world has ever known, which made people interested in the study of the history and heritage of Yemen civilization.

Yemenis who used to use camels in transferring their goods on commercial journeys obtained the honor of the leading in linking civilizations of East Asia, particularly India, and North Africa and the Mediterranean, through what was known globally as the holy incense road.

Yemen witnessed the emergence of successive kingdoms that can be indicated as in below:

**Kingdom of Aswan:** This kingdom emerged in the mid-5th century BC in Markha valley, controlled the Red Sea coast of Yemen and Africa and monopolized the trade there.
Kingdom of Maen: Emerged in the second century BC and its capital is (Qernaw). Maen Dominated and ruled the region extends along the way from Al-Jawf through Najran to Palestine. The end of Maen state was likely by the end of the first century BC.

Qataban: The oldest inscription indicates that the beginning of settlement in Qataban was in the 10th century or 11th BC, but as a political statement, it dates back to the period between the 7th century and 5th century BC. Qataban took control of the area of Bab Al Mandab located beyond Aden eastward and the surrounding areas.

Hadhramout: The name of Hadhramout state is derived from the name of (Hadhramout bin Hymiyar Alasghar) who was one of the Hymiyar Kings (Bafakeeh, 1992). Hadhramout was, according to the names of its kings, was a place for the production of (Allobban) and incense and used to control over the incense trade route which goes to the north. Some territories of Hadhramout were captured, but returned to the capital of Hadhramout by the Sabaean king Kerbeilwater.

Saba: It is known as Shiba and its capital was Serwah and then Maria. It dates back to 1200 BC and it is mentioned in the Holy Qur'an in Surat Saba that carries its name. The end of Shiba kingdom was approximately in the period near to the Islamic era and as mentioned in (Ar.m.wikipedia.org) the end of Shiba kingdom was specifically in 275AD. While the Macedonians was controlling the maritime trade routes, Shiba was interested in agriculture and in the control of the land trade roads. Sabaeans, who was known as the oldest Arabic tribes, built in Marib, the capital of their Kingdom, the so famous Awam temple which is the most prominent archaeological landmark in Yemen which known as (Mahram Balkis) and the famous Marib dam. Shiba ancient civilization also took control of whole Yemen and dominated over north of Arabian Peninsula and west of Africa where Sabaeans founded a new civilization there (Bafakeeh, previous reference). Hence, the title of Kings of Shiba after the unification of Yemen and controlling over the north of the Arabian Peninsula and west of Africa became: (King of Shiba, Thoraidan, Hadhramout, Ymanat, Todh, and Tihama). Moreover, old Sana'a town located in the capital secretariat of Yemen and distinguished by its unique architectural style on the global level, is also one of the most important archaeological landmarks of Shiba kingdom as the first citation of Sana'a in (Almosnad) sculptures dates back to the last of the first century A.D despite that some literature of the history say that old Sana'a was established by son of the
prophet Noah (Sam) and it is known as Sam City till now. In the same context, some narrators say that old Sana'a town was established by Aazal (the son of Yaqton, the son of Aamer, the son of Sam) who was mentioned in the ancient era book (Al-Tawrat) and Sana'a is known as Aazal city till now too (www.drqandil.com).

All aforementioned kingdoms contributed to the humanitarian heritage of the world with many historical towns, castles, temples that have provided tourism in Yemen with the basic requirements of the tourism industry in general and cultural and heritage tourism in particular.

**Yemen during Pre-Islamic Phase**

Yemen was known for its fertile soil and abundant water, So Yemenis took advantage of this feature through taking up agriculture and managing their commercial caravans to Syria and from there to other countries for marketing their goods (Alfaqui, Isamuddin, 1982). Consequently, Romans spread Christianity in Yemen to have economic and political clout in it. The Hymiyarian King Abu Nawas, who converted to Judaism, dug a whole and burned the Christians as mentioned in the Holy Qur'an in Surat Al-burooj, therefore Byzantine Empire sent Al-Ahbash (Ethiopians) to invade Yemen and they already entered Yemen in the year 525 A.D then Ariyat ruled Yemen and Al-Ahbash killed the King Abu Nawas. Abraha Alhabashi ruled Yemen after Ariyat and built the church named (ALqulles) in Sana'a to be a pilgrimage destination instead of the Kaabah in Mecca, but Arab tribes had been throwing rubbish into (ALqulles) what made Abraha lead the famous campaign to demolish the Kaabah, as mentioned in the Holy Qur'an in Surat Al-feel. Yemenis asked Al- Fors (Persians) for help to expel Al-Ahbash from Yemen and that already happened in the year 599 A.D when Yemen, unfortunately, was subjected under a new occupation by the Persians themselves who ruled Yemen until Islam arrived in the 6th century AD (Abdullah, Y. Mohammed, 1985).

**Yemen in Islamic Eras:**

Yemeni people converted to Islam voluntarily and prophet Mohammed (PBUH) sent the two companions; Weber Bin Yanos Alansary and Muaath Bin Jabal, the first to establish the Big Mosque in old Sana’a Town and the second to establish Muaath Bin Jabal Mosque in Taiz. These two mosques are considered as of the most important Islamic tourist millstones in Yemen.
Yemen successively and simultaneously ruled by several states that left various and unique Islamic heritage as mosques, Islamic schools, domes and graves of spiritual Islamic scholars that represent the tourist attraction elements of one of the most important tourism types of Yemen. In the table (5.3) some Islamic states that Yemen witnessed with times, places of clout and some most prominent Islamic tourist landmarks.

Yemen in pre and post-revolution period

After the Muslim states ruled all Yemen or parts of it, northern Yemen subjected under the Othmani (Turkish) occupation in 1539 until 1634, then the second Othmani occupation from the year 1872 until the year 1911. Although Imam's rule started in 1904, the period from 1904 until 1911 was the period of conflict between Zaidiyyah Imams and Othmani occupation. Whereas, the Southern areas were subjected to the British Empire since 1839.

The two occupations (Othmani and British) fought on zones of influence and clout in Yemen and divided it into North and South. Yemen people fought against Aal Hameed Al-Din in the North and against British colonialism in the South until the outbreak of revolution of 26 September 1962 in the North and the revolution of 14 October 1963 in the South. The turning point and historic achievement in Yemen were on 22 May 1990 when the Arabic Republic of Yemen and the Yemen people's Democratic Republic united in one political entity, under the leadership of the president Ali Abdullah Saleh and the president Ali Salim Albeedh, named the Republic of Yemen and its historical and political capital is Sana’a.
### Table 5.3: The Islamic States of Yemen and its Major Heritages

<table>
<thead>
<tr>
<th>S. No.</th>
<th>State Name</th>
<th>Emersion</th>
<th>End</th>
<th>The Capital</th>
<th>Clout Areas</th>
<th>State, most prominent heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bani Ziyad</td>
<td>819</td>
<td>1018</td>
<td>Zabid</td>
<td>Tehama to Mahra</td>
<td>Old Zabid Town</td>
</tr>
<tr>
<td>2</td>
<td>Aaimmah Zaidiyah State</td>
<td>898</td>
<td>1904</td>
<td>Saadah</td>
<td>Saadah, Sana'a, some eastern areas, north areas and Najran</td>
<td>Al-Imam Al- Hadi Mosque – Saadah</td>
</tr>
<tr>
<td>3</td>
<td>Najahiyyah State</td>
<td>1018</td>
<td>1158</td>
<td>Zabid</td>
<td>Tehama</td>
<td>Al-Aasemiyyah Schol</td>
</tr>
<tr>
<td>4</td>
<td>Sulaihiyyah State</td>
<td>1037</td>
<td>1138</td>
<td>Sana'a/Jeblah</td>
<td>All Yemen and Makkah</td>
<td>Queen Arwa Palace/Mosque, Jeblah</td>
</tr>
<tr>
<td>5</td>
<td>Ayubiyyah State</td>
<td>1174</td>
<td>1228</td>
<td>Taiz</td>
<td>All Yemen and Hejaz</td>
<td>Wall of the old Sana'a town.</td>
</tr>
<tr>
<td>6</td>
<td>Rasooliyyah State</td>
<td>1229</td>
<td>1454</td>
<td>Taiz</td>
<td>All Yemen and Makkah</td>
<td>Almuzaffar Mosque/Alashrafiyyah mosque, Taiz</td>
</tr>
<tr>
<td>7</td>
<td>Tahiriyyah State</td>
<td>1454</td>
<td>1517</td>
<td>Radaa</td>
<td>All Yemen except what under the influence of Zaidiyah State.</td>
<td>Alaamiriyah Mosque/ Islamic School</td>
</tr>
</tbody>
</table>

Source: Own elaboration based on several resources.

**Economic indicators:**

Services, industry, and agriculture are the three major components of the GDP, but there are many subcomponents contribute to the formation of GDP in Yemen as oil and gas, electricity, water, transportation, communications, building and construction, electricity. Some main contributors have been discussed as in follows:

**Agriculture:** Although the agricultural sector absorbed about 53% of the labor force, but agriculture's contribution to GDP found to be very low with only 7.7% of GDP in 2014 (*The Worldfactbook CIA*). This percentage rises from year to year depending on the circumstances, but the highest level has been found between 13 and 15%.

The reason beyond the low contribution of agriculture to GDP is water scarcity as Yemen depends mainly on the seasonal summer rains, in addition to the conventional techniques and methods of plantation, cultivation, harvest, and marketing of the crops.
Chapter 5

**Industry:** industry contributes 39.9% of GDP, and food industries come on top of Yemeni industries followed by construction industries and then the metal industry. The oil sector which falls under the industry and service sectors contributes alone by 30-40% of GDP (*Wikipedia*)

**Services:** the services sector plays a preeminent role in the GDP by (40-60)% including telecommunications, information technology, banking, postal services, real estate services, accommodation services, tourism services etc. The economy has been suffering and it is expected that the problems of the economy will remain for a long time; most of the employment is absorbed by agriculture sector which contributes a little to GDP, besides the old conventional techniques used in plantation, cultivation, harvest of the agricultural crops, and a large number of foreigners working in service sector, industry and oil sectors. Thus, the need is urgent for human resource education, training and rehabilitation to meet the needs of the service sector of the qualified human resources to strengthen its contribution to GDP.

**Tourism:** despite the uniqueness and variety of the elements of tourist attractions owned by Yemen, Yemen's share of tourism is very meager and precarious because of the political instability that Yemen has been witnessed and experienced and was reflected on tourism and on the national economy as a whole. Despite the political crises and civil wars in Yemen but tourism grew well in general until 2010 but since 2011 when started what is so-called Arabic spring in a number of Arabic countries including Yemen, Yemen witnessed complicated problems of the economy in general and in tourism particularly. The study of the growth of tourism in Yemen will be discussed in details in the next topic.

**5.2.2-Historical Growth of Tourism in Yemen**

**5.2.2.1- Historical Glance**

Tourism in Yemen was practiced spontaneously since ancient times. The commercial trips through which the Yemenis linked East Asia and North Africa and south of the Arab Peninsula and Al-sham (north), were the kernel of the tourist trips which fall today under the so-called Business Tourism. Tourism in Yemen as a phenomenon as old as the civilization of Yemen is deeply rooted in the heart of the history and as the commercial trips that Yemenis lead and tied through which among old civilizations of the world. Thus, tourism in Yemen is very old but the tourism in Yemen as an industry started after
the middle of the last century and specifically in the Year (1969) in what was so known as the Arab Republic of Yemen in North of Yemen and in the year (1972) in what is so also known as the People's Democratic Republic of Yemen in the south of Yemen. In the year (1981), nine years before achievement of the Yemeni unity, tourism made a great and an important step forward in the two countries by establishing a joint company for tourism named Yemeni Tourist Company (YTC). All the efforts mentioned above were scattered efforts of the private sector in tourism but on the level of the official governmental organization, tourism occupied important positions in the organizational structure of the governmental centers and particularly that are close to the supreme centers of decision-making. The most important tourism organizations of Yemen include:

- **General Authority for Tourism Development (GATD)**

  The General Authority for Tourism was established in (1993) and continued its work until 2001, but this does not mean that it disappeared from the Yemeni tourist scene; it converted to (GATD) abandoning the general tourist strategies and policies for (TSC) and Ministry of Tourism and leaving the promotion affairs of Tourism for (TPB) because of the collision of responsibilities and powers that was occurring between the General Authority of Tourism and other tourist attractions.

  (GATD) mainly aims at: the application of the national tourist policies and strategies through provision of strategic initiatives, determining the efficiency and convenience of the tourist investment laws and determining the priority tourist sites of investment in cooperation with the General Authority for Investment, human resources planning to identify current and future training needs in cooperation with the Ministry of technical education and vocational training, planning for all tourism resources, as well as the granting of licenses to tourist enterprises.

- **Tourism Promotion Board (TPB)**

  TPB was established in the years (1999) after the recommendation of a study by the European Union aiming at promoting the Yemeni tourism product abroad. (TPB) includes institutions of the public sector, the mixed sector, and the private sector and plays its role in the promotion of Yemeni tourism product through participation in international tourism fairs and salons where the participants meet with foreign tourism companies and tour operators and sign agreements with them to attract tourists to
Yemen. TPB also coordinates with foreign TV channels in order to make the Yemeni tourist product familiar to the tourists and attract foreign tourists to Yemen particularly the satellite channels that operate in the main tourist generating countries through advertising and movies desks about the tourism product of Yemen. TPB, through the committee of public relations in the countries representing the main markets of tourist demand, consolidates relations with the tourist companies and tour operators for the inclusion of Yemen in their tour programs as one of the targeted tourist destinations. Moreover, TPB hosts the workers in foreign tourism companies and means of media to make them aware of/ familiar with the tourist destinations and attractions in Yemen. TPB prepares and distributes brochures, CDs, gifts, and other forms of propaganda and promotion locally and abroad in addition to supporting and organizing the tourism festivals. (www.YemenTourism.com).

- **Ministry of Tourism:**

The first emergence of an independent ministry of tourism in Yemen was in 2006, which had been preceded by the Ministry of Culture and Tourism which was founded in 1997, then tourism left culture and moved to another location in the organizational structure of government of Yemen under the name of the Ministry of Tourism and Environment which was founded on 4th April 2001 and continued until 16th May 2003. Tourism returned once again to accompany the culture under the Ministry of Culture and Tourism in the 17th of May 2003 which continued until 11th February 2006 when the tourism obtained a respectable position within the structure of the Yemeni government and received an independent ministry called the ministry of tourism to take over management of the tourism industry in the country through many tasks and functions such as:

- Preparation of strategies and policies for tourism development.
- Enacting tourism legislation.
- Coordination between all tourism-related sectors.
- Development of infrastructure and tourism facilities.
- Preparation of tourism studies and research.
- Development and rehabilitation of the human resources in the tourism sector.
- Preparation of tourism promotion plan and implementation through the Tourism Promotion board of the ministry.
Overseeing the performance of tourist facilities and enterprises.

Building and consolidation of friendly relations and cooperation with institutions and friendly countries to benefit from their experiences for the development of tourism industry in the country. (Yemen Tourism)

**Tourism Supreme Council (TSC):**

This Council was established in (2009) under the law of tourism, chaired by the Prime Minister of Yemen, the Minister of Tourism vice-president and the membership of the Ministers of: Foreign Affairs, Transport, Public Works and roads, finance, media, interior, planning and international cooperation, technical education and vocational training, local administration, water and the environment, and culture. In addition to the Membership of: Vice minister of tourism for development sector, vice minister of tourism for service and activities sector, chairperson of the administration board of land and rural planning, chairperson of the General Authority for Investment, the chairperson of the administration board of the Yemeni Airways, head of Travel Agents Association, head of Yemeni Hoteliers Union and Four persons representing the private tourist sector nominated by a decision of the President of the Council based on the proposal of the minister of tourism, for a period of four years, renewable for the same.

The major responsibility of (TSC) is setting up the general strategies and policies of tourism development, coordinating the efforts of tourism related institutions and ministries, and performance appraisal of all parties in order to identify opportunities and threats of the tourism industry in Yemen.(NIC).

**5.2.2.2: Growth Indicators**

What so-called (the revolutions of the Arabic Spring), has left negative consequences on economic, political and social life in the countries in which it occurred including Yemen where tourism growth and economic growth as a whole have witnessed a noticeable recession.

In the year 2010, (as shown in table 5.4), the number of FTAs was 536020 tourists but the number retreated in the year 2011 to 387498 tourists with annual change rate of (-27.7) which shows the extent of the loss of the tourism industry in Yemen that
contributed to the recession of the national economy in general. Similarly, in terms of Yemeni inbound tourists and FEEs, it retreated by 9.6 and 32.8 in 2011 respectively. In the year 2012 tourism started recovering because of the political stability that prevailed the country meanwhile, so FTAs and FEEs achieved remarkable growth, but with respect to the Yemeni Inbound Tourists, the growth rate was negative (-6), perhaps that refers to the large number of Yemeni residents in the Gulf countries had traveled to Yemen to participate in the political demonstrations that continued in the country throughout the year 2011 and then went back to the Gulf in 2012. In the year 2013, the growth rate was positive in each case, but tourism in Yemen had not been able to return to its situation of 2010 with respect to FTAs and FEEs (see the statistics for 2013 and 2010 in the table No. 5.4).

Table 5.4: Growth Indicators of Tourism in Yemen

<table>
<thead>
<tr>
<th>The Item</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTAs in millions</td>
<td>Change</td>
<td>536020</td>
<td>387498</td>
<td>459329</td>
</tr>
<tr>
<td>Change %</td>
<td></td>
<td>-27.7</td>
<td>18.5</td>
<td>7.5</td>
</tr>
<tr>
<td>Yemeni Inbound Tourists</td>
<td></td>
<td>488742</td>
<td>441692</td>
<td>415096</td>
</tr>
<tr>
<td>Change %</td>
<td></td>
<td>-9.6</td>
<td>-6</td>
<td>19.4</td>
</tr>
<tr>
<td>FEEs of $ million</td>
<td>Change</td>
<td>1161</td>
<td>780</td>
<td>848</td>
</tr>
<tr>
<td>Change %</td>
<td></td>
<td>-32.8</td>
<td>8.7</td>
<td>10.8</td>
</tr>
</tbody>
</table>

Own elaboration based on National Information Center data (NIC), Yemen.

Economic Impact of Tourism in Yemen

The economic impacts of tourism in Yemen achieved steady positive growth in exception to the year 2011 as Yemen witnessed with a number of Arab countries the so-called revolution of the Arabian spring which had negative repercussions on the national economy in Yemen, the social cohesion, all human relationship and life in general. Tourism is a sector that is highly sensitive to the all variables of the surrounding environment so it has been affected by the so-called revolution of the Arabic spring in Yemen that caused reluctance of many tourists to visit Yemen and pushed many tourists to delete their tourist programs to Yemen because of the chaos and vandalism that prevailed meantime. Through the review of the table (5.5), the contribution of tourism to GDP in 2011 was less than it in 2010 because of the aforementioned crisis, but the growth rate returned to be positive during 2012 and
2013, respectively, as well as with respect to the total contribution of tourism to employment and exports of visitors; the annual rate of change 2010/2011 was negative because the crisis of 2011, but the growth returned again to be steady and positive during the years 2012 and 2013. The ratio of total contribution of the tourism industry to GDP in Yemen was 5.6 in 2015 after it was 8.7 in 2014 because the war that broke out in 2015 and it fell in 2011 to 8.4 after it was 9.5 in 2010, because of the political crisis in 2011 (see the chart 5.4). Thus, tourism economic impacts in Yemen reported some fluctuations for political reasons.

**Chart 5.4: Ratio of Tourism Contribution to GDP in Yemen**


With respect to the tourist investments, it witnessed, since 2010 until 2013, steady growth, including 2011 itself. Despite the growth in 2012 and 2013, the contribution of tourism to employment and the visitors' exports had not been able in 2013 to return to the previous position of the year 2010. It is, therefore, possible to say that the economic impact of tourism witnessed steady growth in Yemen generally with the exception of the year 2011, and that the change rate of 2012/2013 was positive in all cases. (Knoema/wtcc).
Table 5.5: Travel and Tourism Economic Impacts in Yemen

<table>
<thead>
<tr>
<th>s.n</th>
<th>The Parameter</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>Change Rate 2012/2013 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Total Contribution of Travel and Tourism to GDP in US bn.</td>
<td>2.82</td>
<td>2.56</td>
<td>2.94</td>
<td>3.28</td>
<td>11.5</td>
</tr>
<tr>
<td>2.</td>
<td>Total Contribution of Travel and Tourism to Employment</td>
<td>404800</td>
<td>339900</td>
<td>357400</td>
<td>373600</td>
<td>4.5</td>
</tr>
<tr>
<td>3.</td>
<td>Tourism Capital Investment in US bn.</td>
<td>0.22</td>
<td>0.26</td>
<td>0.29</td>
<td>0.31</td>
<td>6.9</td>
</tr>
<tr>
<td>4.</td>
<td>Visitors Exports in US bn.</td>
<td>1.11</td>
<td>0.75</td>
<td>0.87</td>
<td>0.97</td>
<td>11.5</td>
</tr>
</tbody>
</table>

Own elaboration, based on (Knoema) and WTTC.

5.2.3-Growth of Travel/Tours Agencies Industry in Yemen

As tourism industry in Yemen, in general, is a new industry that started officially after Yemeni unification in 1990, travel and tours industry is still in its first phases. The first operation of travel and tourism agencies in Yemen dates back to 1981 when North Yemen and South Yemen established together (Yemen tourism company) that operated in both travel and tourism and since this date(1981) the activity of tourism industry in general and travel and tourism agencies in particular, remained as scattered efforts by private sector till government of Yemen singled out a ministry for tourism after the unification and the organized tourism work started but remained also under the level of ambition because of the political instability that Yemen has been witnessing from one hand and the organizational instability of tourism from the other hand; as it transfers from one position to another in the organizational hierarchy of Yemeni government (tourism ministry, culture and tourism ministry, ministry of tourism and environment).

The total number of travel and tourism agencies in Yemen was only (86) agency according to the census of general tourism authority (GTA) in 1991, whereas this number rose to (191) agency in 1998 with a growth rate of 123% and based on the same source.
(GTA,1991,1998). In 2010, travel and tourism agencies in Yemen achieved a noticeable growth as it rose to (454) agency according to the results of (tourist survey, 2010) that conducted by the ministry of tourism at that time and with a growth rate of 137% over 1998. Moreover, most of travel and tourism agencies in Yemen don’t operate in tourism; they operate mostly in air ticketing and if they operate in tourism it is confined to (Hajj and Umrah) packages.

5.2.4 - Future Trends of Travel and Tourism in Yemen

Seemingly, it is so difficult to predict the future of tourism industry in general and travel and tour agencies industry in Yemen; in light of political instability that has been witnessed in Yemen since around six years when a number of Arab countries witnessed what is so-called Arabic spring revolutions which has serious consequences on economic growth in that countries and particularly on tourism. This doesn’t mean that Yemen before 2011 was quite stable, but it has undergone critical turns in its modern and contemporary history since 26th September revolution, the siege of Sana’a in 1967, war of 1982, war of 1994, leading to the aforementioned crisis of 2011.

Nevertheless, the tourism industry in Yemen achieved somewhat growth see: (5.2.2.2) but this growth under the shadow of the political unrest makes the prediction of future of travel and tourism agencies and tourism industry in general, difficult.

Based on tourist potentials and variety of tourist supply of Yemen, census of growth of tourism in Yemen, studies of some specialists of tourism in Yemen and trends of travel and tourism market in the world, predictions of travel and tour agencies industry in Yemen can be summarized as follows:

- It is projected that there will be a steady growth of cultural tourist programs as cultural attractions of tourism in Yemen represent the first main element of tourism supply of Yemen. It can be said that most of travel and tourism agencies in Yemen operate in cultural programs and will remain mainly operating in the cultural programs as Yemen is distinguished by its unique archaeological treasures and as cultural tourist attractions are not competitive. Thus cultural tourist programs in Yemen will remain the leading among the other tourist packages in Yemen.
As most of travel and tour agencies in Yemen operate mainly/only in Pilgrimage and Umrah packages, it is projected that this kind of travel and tour packages will grow steadily but at low growth rate or at least will remain relatively static; as Saudi government adopted the portions system in receiving pilgrims from various countries. Hence, travel agencies in Yemen should diversify its programs and develop new tourist programs.

Yemen has long beautiful and pure coastline (2000kms) and tour agencies organize inclusive package tour programs that include coast/beach excursion within, but travel and tour agencies have trended toward organizing specific programs in case of availability of ancillary tourist services that government targeted in its national plan. As coasts of Yemen is safe for diving because no coral reefs in so many areas such as Aden, Hadhramout, Socotra, and Hodeida, besides the steady growth of enormous number of divers in the world generally and in Europe countries that represent the main generating countries of tourist demand to Yemen (Germany, Spain, Italy), particularly. Moreover, the recently established Yemeni diving club will contribute to development of the diving tourism when cooperation with the ministry of tourism in the provision of diving tourism requirements in the giving areas, which will enable travel and tour agencies to offer its specific diving tourism programs.

The government of Yemen has an ambitious plan of railway project that aims at joining all regions of Yemen approximately, and this will enable travel and tour agencies to organize various programs for local tourists and will lead to prosperity of local tourism.

Thus, it is projected that the paradigms of tourism in Yemen will, more likely, remain conventional in the few upcoming years; based on the mindset of those responsible for tourism development, the political instability, and lack of finance.
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