The tourism diligence in India is ample and effervescent, and the country is rapidly becoming a key global destination. India’s travel and tourism industry is one of the most money-making industries in the country involving an enormous quantity of foreign exchange. This is demonstrated by the fact that during 2010, Eleven million tourists visited India and spent US $13.8 billion.

Numerous motives are attributed for the growth and affluence of India’s travel and tourism industry. Economic development has added millions annually to the position of India’s middle class, a group that is driving the domestic tourism augmentation. Non-refundable income in India has hiked by 14.11 per cent annually from 2006-2010, and a large amount of that was from travel and tourism industry.

Foreign tourists expend more in India than in any other country internationally. Tourist arrivals are predictable to boost up by over 22 per cent per year up to 2012, with a 35 per cent move up in foreign exchange earnings confirmed in 2007.

The Tourism Ministry has also taken an essential role for the promotion of the industry; kicked up the advertising campaigns such as the “Incredible India”, which orchestrated India’s culture and tourist attractions in an immaculate and memorable way. The campaign facilitated to put up the vibrant image of India in the minds of consumers all over the world,
and has straightforwardly led to an increase in the curiosity among the tourists.

Moreover, the tourism industry has encouraged the other sectors like horticulture, handicrafts, agriculture, construction and even poultry in India.

Both directly and indirectly, enhanced tourism in India has generated countless jobs in a range of related sectors. The statistics enlighten the story: approximately 20 million people are now functioning in the India’s tourism industry.

India’s governmental bodies have also made a meaningful impact in tourism by entailing that each and every state of India should have a conglomerate to govern support subjects associated to tourism.

A novel enlarged sector is medical tourism. It is presently mounting at around 30 per cent per annum. Medical tourist arrivals are projected to get in touch with one million soon.

The tourism industry of India is popularizing nationalistic principles and values which are: Swaagat or welcome, Sahyog or cooperation, Soochanaa or information, Sanrachanaa or infrastructure, Suvidha or facilitation, Safaai or cleanliness and Surakshaa or security.

The travel and tourism segment generates more jobs with million rupees of savings than any other sector of the economy and is competent of providing employment to a broad spectrum of job seekers from the unskilled to the adept and specialized, even in the far-flung parts of the country. The 10th plan approach, an adequate designed strategy towards tourism growth, signifies a distinct change from the outlook adopted in
earlier Plans of tourism activities. Apart from acknowledging the well-established advantages of budding tourism for the promotion of national integration, international perspective and earning foreign exchange, the 10th plan identifies the immense employment generating potentials of tourism and the role it can play in furthering the socio-economic objectives of the nation.

2.1 India’s Place in World Tourism

The World Tourism Organization Forecast (WTOF) point out an ever-increasing tourism inclination towards East Asia, West Asia and South Asia, even though Europe and America still remain the world’s leading tourism destinations imposing 77 per cent of the global market. The WTTC has recognized India as one of the world’s foremost tourist bumped up centers in the coming decade. After Turkey, India is likely to attain the fastest rate of expansion of the total amount of economic activity likely to be generated by travel and tourism, at 9.7 per cent over the next 10 years. Also, the largest employment creation, after China, is anticipated to take place in India over the similar period. The strengthening in ‘visitor imports/exports’ or spending by international tourists is probable to be the fastest in India at 14.3 per cent rise per annum over the next decade. India obtains the biggest number of foreign tourists from the United Kingdom, which is its leading source market, followed by the United States, Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore.

The new happiness of the tourists in cultural tourism, spiritualism, ‘wellness’ holidays, eco-tourism and rural tourism would tend to favour India, provided the country should avail itself to the opportunities offered to make the best use of its natural advantages in these areas.
The three diverse divisions of travel: Indians going abroad or Outbound Tourism, Domestic tourism or Indians travelling in India and tourists coming to India or Inbound tourism. India tourism industry will keep on ever growing through the next 10-15 years and expects Indian tourism to make $89.9 billion by the year 2014. The impetus for this amazing growth shows the way to the increased traveller confidence, strong economic growth, tourism potentials in India.

The past record mentions that the increase in the number of arrivals of tourists to India will guarantee glittering years ahead for the tourism industry. The stable inflow of foreign tourists observed in the last two decades is due to a number of factors.

Firstly the dramatic Indian culture is imperative in attracting foreign tourists from around the globe to India.

The marvelous beauty of the virgin countryside and the inimitable monuments attracts the leisure tourists to this holy land. Moreover, the promotion drives like “Incredible India” has made India ‘Global’ and assisted in boosting the tourism industry of the country. There has been a noteworthy growth, in the recent years, in foreign tourist arrivals to India due to the various endeavors completed by the Ministry together with the march of India through the ‘Incredible’.

2.2 The Progress of Indian Tourism Industry in Recent Years

Incredible India is a multi-pronged promotional campaign instigated by the Ministry in order to place the country on a chosen tourist destination for the travellers of all the countries. As an outcome of all such efforts, India's share in international tourist arrivals, which was 1.74 per cent in
2006, has improved to 1.94 per cent during 2010. It throws light on the massive change in the industry and a green signal to the boom.

In India, the foreign tourist’s arrivals have widened by about 25.7 per cent from the level of 4.11 million in 2006 to 5.17 million in 2010. In the current year 2011, it has hiked to 5.92 million, registering an inspiring increase of around 14.5 per cent. Similarly, the foreign exchange earnings from tourism have also publicized a phenomenal growth from US$ 8110.76 million in 2009 to US$ 9269.34 million in 2010, achieving an increase of 14.28 per cent. According to the World Tourism Organization (WTO), in the year 2010, about 1138 million tourists travelled globally (registered a growth of 7.8 percent over 2009) and the tourism revenue has been about US$ 972 billion.

**Table 2.1: The International Tourist’s Arrival to India**  
*(As total of the entire countries)*

<table>
<thead>
<tr>
<th>Year</th>
<th>In Percentage</th>
<th>Number in Billion</th>
<th>Net Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>1.74</td>
<td>4.11</td>
<td>25.7 per cent</td>
</tr>
<tr>
<td>2010</td>
<td>1.94</td>
<td>5.17</td>
<td></td>
</tr>
</tbody>
</table>
The tourism industry of India shows remarkable growth driven by the rapidly increasing Indian middle class and they coordinate, extremely support the government campaigns to promote responsible tourism in the country.

The increased tourism prospective markets in India have formed employments in a multiplicity of related sectors. The Indian travel and tourism industry has exposed a robust growth in tourism alone acquiring 87 per cent rise which equals to the money value of Rs. 968 billion in 2010.

Tourism is the cornerstone and lifeblood of national economic escalation. It has consequences in almost all sectors and is being influenced by the performance of each of these sectors directly or indirectly. One of the highest growing industries, it has always minted money from complex situations. There is a bloom in global tourism in recent times. Hence the
countries, across the world give prominent weight to tourism promotion. The industry has emerged as a major segment of the Indian economy, contributing significantly to foreign exchange earnings.

According to an observation, the tourism industry has directly spawned 9.3 million jobs in India. The tourism industry has now turned into the major supplier of employment with 50 million people placed in India itself.

However, the industry is facing plenty of problems hindering its development. Infrastructure still remains the most significant impediment in realizing the grand potential that the tourism industry promises for India, the specific list extend to the inadequate transport facilities such as airlines, rail or roadways, lack of basic amenities at tourist centers, and lack of hygiene. In spite of the reserved growth in the number of rooms available, India still lacks convincingly priced accommodation in comparison with its neighboring countries like Myanmar, Bangladesh, Pakistan and China etc.