CHAPTER TWO

PRESENT SCENARIO OF TOURISM IN
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2.1 Existing position of Tourism in India

2.1.0 Introduction

India is one of the oldest civilizations with a rich heritage, cultural diversity, historical background and variegated geographical conditions. Because of these factors, it is one of the major tourist attractions in this part of the world. India is located in South Asia, bounded by the Great Himalayas in the north; it stretches south and at the tropic of cancer, tapers off into the Indian Ocean between the Bay of Bengal on the east and the Arabian Sea on the west. According to (India- A Travel Guide 2002: 2) and as mentioned in http://www.Iexplore.com/dmap/India/The+essentials;$3xGCWQAAARINCP2MN5XCGWQ; http://www.brightcareers.com, it is the second most populous (1.1 billion) and the seventh largest country in the world (3,287,263 sq km). India has varied and innumerable tourist products and destinations to promote: the Himalayas for mountain tourism, the 6,000 kilometer coastline for beach tourism, temples, forts, palaces, monuments and ruins for historical tourism, over 200 sanctuaries for wild life tourism, places and people with diverse languages, literature, fine arts, and traditions for cultural tourism, the state of Rajasthan for desert tourism, natural therapy centers for medical tourism, and Mumbai and Delhi for business tourism. In fact, India has everything to offer.

Therefore, the Government of India took several significant steps towards tourism, which can be stated as follows:

a) In 1982, a national policy on tourism was announced.
b) In 1988, a comprehensive plan for achieving a sustainable growth in tourism was formulated by the National Committee on Tourism.

c) In July 1991, tourism was declared to be a priority sector for foreign investment.

d) In 1992, a National Action Plan was initiated and subsequently in 1996 the National Strategy for promotion of Tourism was decided.

e) In 2002, the new tourism policy was implemented during the tenth plan (2002-2007).

**Tenth Plan Objectives**

As stated in (The Tenth Plan, Government of India 2002-07: 821), the Objective of such plan towards tourism is to integrate tourism with socio-economic objectives of the plan by creating 3.6 million jobs a year through the promotion of domestic and international tourism and to enhance India’s share of international arrivals from 0.38 percent to at least 0.62 percent by 2007.

**Major Components of the Tenth Plan Strategy**

According to (The Tenth Plan, Government of India 2002-07: 224), the major components of the Tenth Plan Strategy are:

- To develop a national consensus on the role of tourism in the development agenda of the nation through the National Development Council.

- To enhance the effectiveness of public sector investment through the inter-sectoral convergence and prioritization of tourism-related infrastructure programmes in other sectors like special tourist trains, rail and aviation links, rural roads, etc.

- To remove the barriers to growth to leverage private sector investment.
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- To mobilize the support of the primary players (i.e., the state governments) in tourism development.
- To provide legislative and regulatory support to protect the tourism industry, the consumer and the environment.
- To involve the rural sector in tourism and start mobile training units for service providers in rural areas identified for the development of tourism.
- To augment training facilities in hotel management and food craft and build the capacity of service providers at the cutting edge.
- To create world class circuits and destinations, and eschew haphazard development.

Achievement during the Tenth Five Year Plan

During the Tenth Five Year Plan, a double-proved strategy of upgrading the tourism infrastructure and vigorous marketing under the banner of “Incredible India” campaign was followed to position India as a global brand. According to Annual Report (Ministry of Tourism- Government of India 2006-07: 24), the following four-point journey was sought to be achieved to a large extent among the target tourists and in source markets:

- From non-awareness to awareness
- From awareness to interest
- From interest to desire, and
- From desire to final action, i.e. booking a holiday.

Thus, India achieved significant growth in terms of foreign tourist arrivals in the last five years. In other words, the efforts made during the Tenth Plan are now resulting into India registering a growth of 78% in foreign tourist arrivals and a growth of 122% in foreign exchange earning in 5 years’ time.
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International Recognition

As stated in (http://www.pib.nic.in/archive/others/2006/may2006/2years_upa_gov_may2006/tourism_2years_upa_gov_may2006.asp), the efforts made during the Tenth Plan have resulted in the following international recognition towards India:

- Lonely Planet has selected India amongst the top 5 destinations from 167 countries.
- Condenast Traveler and i-explore have ranked India amongst the top 5 preferred destinations in the world.
- Association of British Travel Agency (ABTA) has ranked India as Number 1 amongst the top 50 places for 2006.
- Incredible India campaign has been the winner of PATA Gold Award for the best Print Advertising campaign, PATA Gold Award for the best destination campaign.
- Incredible India has been ranked as the Highest recalled advertisement worldwide and has been given the July Award by Travelution, Netherlands for the best advertising campaign for 2004.
- TTG Asia has ranked the Department of Tourism as the best National Tourism Organization.
- India was appointed chairperson of UNWTO task force to draw strategy for the rehabilitation of tourism in the Tsunami affected areas.
- India was elected to represent South Asia on the Executive Council of UNWTO, the highest policy making world tourism body represented by 150 countries.
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2.1.1 Problems and Obstacles of Tourism in India

The tourism industry in India has not yet developed to its full potential due to many serious problems. (Batra, G., & R. Dangwal 2001: 144-45) opine that there are many serious problems both man-made and natural that face the tourism industry in India, like inadequate infrastructural facilities, lack of transport facilities, lack of availability of skilled labour; natural problems include flood, drought and other natural calamities.

(Raina, A., & S. Agarwal 2004: 229-333) give an in-depth account of the problems of Indian Tourism Industry. Their account of these problems can be traced through the following statement:

- Regarding domestic tourists, they mention that there are many types of problems that the domestic tourist faces when he reaches the pilgrimage centers or places. They include inadequate accommodation facilities, unhygienic food, and lack of safety measures, exploitation of innocent pilgrims, corruption inside the pilgrimage centers and lack of discipline during festivals. Tourism as they say is a composite of activities, services and other industries that involve transportation, accommodation, eating and drinking establishments, shops, entertainment activity, facilities and other hospitality services available for individuals or groups that are traveling away from home. All such activities, as they opine, are not scientifically integrated by the tourism industry in India, as there are the problems of Co-ordination of various departments responsible for the growth of tourism.

- Regarding services within hotels, they mention that in some budget hotels, tourists are of the opinion that the staff recruited seem to be untrained and lack in professional knowledge. Tourists face the problem of water and electricity services.
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- With regard to infrastructure facilities, they mention that lack of adequate infrastructure facilities is not of the important areas in the development of tourism especially in the areas of religious and cultural significance. They further say there is no co-ordination between Air India, Indian Railways and various state transport agencies. Therefore, the precious time of tourists is wasted in making arrangements and schedules to different places of tourist importance.

- Regarding the existing system of rail, air booking and cancellation, they indicate that such system is considered very unsystematic and time-consuming.

As they also comment that tourists face problems with parking their vehicles, local transportation, problems of untrained guides, problems of language, sexual harassment towards women tourists, beggary problems. The beggary problem, as they say, is very serious in India. The beggars irritate the tourists till they get money so that foreign tourists have a very bad image of India on account of beggars.

- Regarding security, they state that the rate of crime and cheating is also on increase. More and more tourists find their valuables missing. They further mention that few cases are reported to the police regarding cheating by the shopkeepers and owners of emporiums. The taxi-drivers, auto-rickshaw drivers, luxury coach owners and allied services, do not have meters and they purposely take long routes to places where the tourist wants to reach. As the tourists do not know about distance, they charge high fares from them.

- Regarding sewerage and drinking water, they put poor sewerage and shortage of drinking water as the major features of the country's main tourist resorts.
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- Regarding visa and currency conversion, they comment that visa problem and currency conversion are other major problems the foreign tourists generally face. How to get renewal of the visa is a problem as the offices are situated in Delhi and Mumbai.

- Regarding publicity, they opine that the poor publicity about various religions and cultural places is responsible for the underdevelopment of tourism. Another serious problem, as they comment, is that of pollution especially in the water bodies near tourist destinations.

(Murugan, A. 2005: 105) sums up the challenges faced by the tourism industry in India in the following points:

1. The Tax paid by the tourist in India is the highest in the world compared to the other Asian countries where the tax rate is between 3–6%. Indian hotels charge about 40% tax.

2. The Government support to the industry has fallen well short of expectations and budgetary and other allocations to the sector have been 1% of public spending as against global average of 6.8 percent.

3. The Airline Industry is also worried about airline seat capacity. About 10 million seats are required in the international segment while the supply is just about 5 million.

4. Hotel rooms are a huge gap in availability. Total requirement of hotel rooms is estimated to be about 130,000, as against the availability of just 60,000, the biggest shortfall is in the 3 star category.

5. Procedural delays in getting visas are another area of concern. Visas are issued to the citizens of only those countries which give visas to Indians.

6. Many hotels are not transparent in their financial dealing.
7. Another important factor behind the limited exploitation of the tourism potential of the country, as they comment, is the deterioration of macro-economic central planning to the level of micro-planning whereby even the building of toilet blocks in major tourist centers had to wait for central plan allocation, resulting in the sapping of local initiative and value systems. The tourism initiatives should work towards overcoming the effect of such over-centralization.

According to the (Sixtieth Report of the Committee on Transport, Tourism and Culture, 2002:4), India is accented among the unsafe destinations by international tourists. There is a large number of reports regarding the atrocities/harassment, etc. of foreign tourists by unscrupulous elements in the country, incidents of foreign tourists being physically harmed, robbed and murdered are not uncommon.

The (Tenth Five Year Plan, Government of India 2002-07: 4) has identified several factors that are responsible for the inadequate growth of the tourism sector in India. These are: barriers related to approach, barriers that discourage private investment, factors that affect competitiveness of Tourism, and the factors affecting the long-term interest of tourism. The barriers related to the approach are:

- absence of consensus on the role of tourism
- lack of priority to tourism on account of unappreciated potential
- relatively low levels of investment
- lack of interest on the part of the state governments - the primary players
- an unprofessional ad hoc approach
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The barriers that discourage private investment can be summarized as follows:

- absence of legislative support
- lack of policy integration and co-ordination
- lack of long-term investor-friendly policies
- heavy and multiple taxes, restrictive aviation and land policies.

With regard to the factors that affect competitiveness, the following issues have been identified:

- Lack of concern for competitiveness
- Complex visa procedures
- Inadequate facilitation services
- Lack of quality infrastructure
- Lack of emphasis on product quality
- Lack of training at the ‘cutting edge’
- Lack of hygiene
- Low utilization of modern marketing and publicity tools.

The factors affecting the long-term interest of tourism are:

- Lack of community participation and awareness of benefits
- Lack of involvement of the rural sector
- Lack of concern for sustainability.

2.1.2 Scale of International Tourism in India during 2002-2007

Tourism in India started receiving attention in the recent decade through the new tourism policy, 2002.

The new policy, 2002 has been implemented during the Tenth Plan. The Tenth Plan has increased the allocation for tourism and mobilized state
governments to use tourism as a means for achieving their socio-economic objectives and to encourage the private sector to enhance investment in tourism.

Furthermore, the policy has provided legislative and regulatory support for sustainable tourism. According to the (Sixtieth Report of the Committee on Transport, Tourism and Culture, 2002: 1), recently, tourism is India’s third largest export industry after readymade garments and gem and jewellery. It has registered a robust growth in terms of foreign tourist arrivals in the last five years. In view of tourist arrivals in 2002 as a base year post-September 11th attacks (2001) on the world Trade Centre in the United States, is low when compared to the previous year. The reason is that in addition to the September 11 attacks and its impact on the tourism industry all over the world. There was the war in Afghanistan, tensions in Kashmir and a Terrorist attack on Indian parliament. However, the year 2003 registered remarkable growth from 2.38 million tourist arrivals in 2002 to 2.73 million in 2003, indicating a growth of 14.7% to 3.46 million tourists against 2.73 million tourists in 2003.

The year 2005 has been a highly successful year. The foreign tourist arrivals during the year 2005 reached a level of 3.92 million against 3.46 million during the previous year. The growth rate of 13.2% during 2005 was achieved over and above a growth of about 26.8% witnessed during the year 2004. The year 2006 witnessed a positive growth in foreign tourist arrivals to India, reaching a level of 4.43 million, registering a growth of 13.0% as compared to the corresponding period of the previous year. In 2007 the tourist arrivals to India registered remarkable growth to reach a level of 4.97 million tourists. In spite of this growth, the share of India in world tourism is quite significant as shown below.
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Table 2.1

International Tourist arrivals and share of India in world tourism

<table>
<thead>
<tr>
<th>Year</th>
<th>World Tourist Arrivals (million)</th>
<th>Tourist Arrivals to India (million)</th>
<th>% Share of India in World Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>702.8</td>
<td>2.38</td>
<td>0.34</td>
</tr>
<tr>
<td>2003</td>
<td>690.9</td>
<td>2.73</td>
<td>0.39</td>
</tr>
<tr>
<td>2004</td>
<td>766.0</td>
<td>3.46</td>
<td>0.45</td>
</tr>
<tr>
<td>2005</td>
<td>808.0</td>
<td>3.92</td>
<td>0.49</td>
</tr>
<tr>
<td>2006</td>
<td>846</td>
<td>4.43</td>
<td>0.52</td>
</tr>
<tr>
<td>2007</td>
<td>903</td>
<td>4.97</td>
<td>0.55</td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher on the basis of:
1- World Tourism organization (WTO)
2- Ministry of Tourism, Government of India

Regarding foreign exchange earnings from tourism in 2002, a decline was registered against the previous year (i.e., 2001 which was US $ 3198 million), because of the decline in foreign tourist arrivals during the year 2002 for the reasons just mentioned. However, the year 2003 has shown a phenomenal growth in foreign exchange earnings from US $ 3103 million in 2002 to 4463 million, achieving an increase of 43.8%. This growth became stronger in the year 2004, taking India’s foreign exchange earnings from US $ 4463 million in 2003 to 6170 million in 2004, with a growth rate of 38.2%. During the year 2005, the foreign exchange earnings touched the level of US $7493 million against US $ 6170 million during 2004, a growth of about US $1323 million in one year (21.4%). Also in 2006, the foreign exchange earnings from tourism have shown a phenomenal growth from US $ 7493 million in 2005 to US $ 8934 million in 2006, achieving an increase of 19.2%. In 2007,
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the foreign exchange earnings reached a level of US$ 11,956 million with a growth rate of 33.8%. This can be seen in the following table:

Table 2.2

Foreign tourist arrivals to India and the foreign exchange earnings during the period 2002-2007.

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Arrivals (million)</th>
<th>Change over previous year %</th>
<th>Foreign exchange earnings (million US $)</th>
<th>Change over previous year %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>2.38</td>
<td>---</td>
<td>3103</td>
<td>---</td>
</tr>
<tr>
<td>2003</td>
<td>2.73</td>
<td>14.3</td>
<td>4463</td>
<td>43.8</td>
</tr>
<tr>
<td>2004</td>
<td>3.46</td>
<td>26.8</td>
<td>6170</td>
<td>38.2</td>
</tr>
<tr>
<td>2005</td>
<td>3.92</td>
<td>13.3</td>
<td>7493</td>
<td>21.4</td>
</tr>
<tr>
<td>2006</td>
<td>4.43</td>
<td>13.0</td>
<td>8934</td>
<td>19.2</td>
</tr>
<tr>
<td>2007</td>
<td>4.79</td>
<td>11.9</td>
<td>11956</td>
<td>33.8</td>
</tr>
</tbody>
</table>

In respect to the tourist arrivals to India by nationalities, the following tables present the top ten Source countries (markets) for foreign tourist arrivals to India in 2005 (Table: 2.3) and 2006 (Table: 2.4).

### Table 2.3
**Share of top ten markets for India in tourist arrivals during 2005**

(In million)

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>0.647</td>
<td>16.5</td>
</tr>
<tr>
<td>USA</td>
<td>0.618</td>
<td>15.8</td>
</tr>
<tr>
<td>Canada</td>
<td>0.156</td>
<td>3.9</td>
</tr>
<tr>
<td>France</td>
<td>0.151</td>
<td>3.8</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>0.137</td>
<td>3.5</td>
</tr>
<tr>
<td>Germany</td>
<td>0.129</td>
<td>3.3</td>
</tr>
<tr>
<td>Japan</td>
<td>0.102</td>
<td>2.6</td>
</tr>
<tr>
<td>Malaysia</td>
<td>0.098</td>
<td>2.5</td>
</tr>
<tr>
<td>Australia</td>
<td>0.096</td>
<td>2.4</td>
</tr>
<tr>
<td>Singapore</td>
<td>0.071</td>
<td>1.8</td>
</tr>
<tr>
<td>Others</td>
<td>1.715</td>
<td>43.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3.920</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

*Source: Bureau of Immigration, Government of India.*
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Share of Ten Markets for India in Arrivals During 2005

<table>
<thead>
<tr>
<th>Source Country</th>
<th>Foreign Tourist Arrivals (in million)</th>
<th>Percentage share</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>0.734</td>
<td>16.5%</td>
</tr>
<tr>
<td>USA</td>
<td>0.697</td>
<td>15.7%</td>
</tr>
<tr>
<td>Canada</td>
<td>0.177</td>
<td>4.0%</td>
</tr>
<tr>
<td>France</td>
<td>0.175</td>
<td>3.9%</td>
</tr>
<tr>
<td>Germany</td>
<td>0.157</td>
<td>3.5%</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>0.155</td>
<td>3.5%</td>
</tr>
<tr>
<td>Japan</td>
<td>0.119</td>
<td>2.7%</td>
</tr>
<tr>
<td>Australia</td>
<td>0.110</td>
<td>2.5%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>0.107</td>
<td>2.4%</td>
</tr>
<tr>
<td>Nepal</td>
<td>0.092</td>
<td>2.1%</td>
</tr>
<tr>
<td>Total of top ten countries</td>
<td>2.523</td>
<td>56.7%</td>
</tr>
<tr>
<td>Others</td>
<td>1.925</td>
<td>43.3%</td>
</tr>
<tr>
<td>All Countries</td>
<td>4.447</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Bureau of Immigration, Government of India

* Available data for 2006.
Through the tables above, we find that the first two countries, the UK, and the USA accounted for more than half of the total of the top ten countries arrivals to India (32.2%). At the same time, the UK and the USA arrivals have remained the same as compared to 2005. However, the US Arrivals registered a decline of about 0.1% from 2005. The Canadian arrivals occupied the third rank with an increase of 0.1% from 2005. The German arrivals achieved a significant growth of 3.5% with an increase of 0.2% from 2005. The others of top ten source countries remained somewhat unchanged in 2005-2006.

2.1.3 Contribution of Travel and Tourism to Indian Economy

Tourism is a major phenomenon of the modern world with significant socio-economic consequences. It is the best way to most developing nations to maximize their rates of economic growth. In other words, Tourism is playing a leading role in economic growth. Relying on its succulent economic benefits, most countries have assigned a pivotal role to tourism. The income and employment generation benefits have been the main reason for encouraging tourism development. According to (WTTC, Report for India 2007: 6), travel and tourism industry (direct impact), should contribute 3.6% to the Gross Domestic Product (GDP) worldwide and the broader Travel and Tourism
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Domestic Product (GDP) worldwide and the broader Travel and Tourism Economy (direct and indirect impacts) should contribute 10.4% to world GDP in 2007. On the other hand, there are 76.1 million Travel and Tourism industry jobs (direct impact) and 262.6 million Travel and Tourism Economy jobs (direct and indirect impacts) by 2007. In the developing countries like India and Yemen, tourism has acquired tremendous importance owing to its emergence as an important exchange earner and as an effective instrument for generating employment.

2.1.3.1 Contributions of Travel and Tourism to Indian Gross Domestic Product

Tourism has become an important segment of Indian economy, contributing substantially to its foreign exchange earning. The foreign exchange earnings from tourism have increased steadily since liberalization in the early 1990s. The percentage share of foreign exchange earnings out of total Gross Domestic Product (GDP) increased significantly between 2002 and 2006. According to (Annual Report, Ministry Of Tourism- Government of India 2006-07: 9), in the last two years, the foreign exchange earnings from tourism have shown a phenomenal growth from US$ 5730.86 million in 2005 to US$ 6569.34 million in 2006, achieving an increase of 14.6%.

The contribution of Travel and Tourism industry (direct impact), as well as the Travel and Tourism Economy (direct and indirect impacts) to the Indian Gross Domestic Product (GDP) can be illustrated through the following table.
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Table 2.5

India’s Travel and Tourism GDP (% of Total GDP)

<table>
<thead>
<tr>
<th>Item</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2002</td>
</tr>
<tr>
<td>Travel &amp; Tourism (direct impact only)</td>
<td>2.03</td>
</tr>
<tr>
<td>Travel &amp; Tourism (direct &amp; indirect impacts)</td>
<td>5.19</td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on world Travel and Tourism Council report 2007 for India

In 2007, India’s Travel and Tourism industry is expected to contribute 2.0% to the Gross Domestic Product (GDP), and the Travel and Tourism Economy contribution (percent of Total) should decline from 5.4% to 5.3%. (Table 2.5)

2.1.3.2 Contribution of Travel and Tourism to Employment in India

(ESCAP 1996) stresses that tourism is widely recognized as a highly labour intensive service sector, thereby an available source of employment.
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Moreover, the multiple effects of this sector are generally expected to be higher than other sectors. Tourism also generates employment for workers at all levels of skill.

To put it another way, tourism sector provides a wide range of jobs, which are intended from unskilled to highly specialized ones. Basically, there are two categories of employment concepts in tourism sector.

(i) Direct employment, and
(ii) Indirect employment.

Direct employment generally includes those jobs with face to face contact with visitors (hotels, airlines, restaurants, entertainment and sightseeing).

Indirect employment includes those faceless jobs associated with:

- Industry suppliers (airline caterers, laundry services, food suppliers, wholesalers, etc.)
- Government agencies, manufacturing and construction of capital goods and exported goods used in travel and tourism.
- Supplier commodities (steel producers, lumber, oil production, etc.).

Regarding contribution of Travel and Tourism to employment in India, the following tables give an account of Travel and Tourism employment (both direct and indirect impacts).
## Table 2.6

India’s Travel and Tourism employment direct and indirect

(000 of jobs) during 2002-2007

<table>
<thead>
<tr>
<th>Item</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of direct employment created by travel &amp; tourism (000 of jobs)</td>
<td>10.274</td>
<td>10.524</td>
<td>10.878</td>
<td>11.262</td>
<td>11.062</td>
<td>11.002</td>
</tr>
<tr>
<td>No. of direct &amp; indirect employment created by Travel &amp; Tourism</td>
<td>23.238</td>
<td>23.745</td>
<td>24.701</td>
<td>25.771</td>
<td>25.549</td>
<td>25.607</td>
</tr>
</tbody>
</table>

**Source:** Prepared by the researcher based on: World Travel and Tourism Council (WTTC) Report, 2007 for India
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Table 2.7
India’s Travel and Tourism Employment (% of Total Employment) during 2002-2007

<table>
<thead>
<tr>
<th>Year</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of travel &amp; tourism employment (direct &amp; indirect impact)</td>
<td>5.44</td>
<td>5.45</td>
<td>5.57</td>
<td>5.70</td>
<td>5.55</td>
<td>5.47</td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on: World Travel and Tourism Council (WTTC) Report, 2007 for India

It is clear from the above tables that the role of tourism in creating employment in India is of the greatest importance.

According to (ATS 2006: 7), the Indian Travel and Tourism Economy (direct and indirect impacts) ranked second in respect of employment (000 of jobs) out of the top ten countries in 2005 and 2006. As mentioned in (http://www.wttc.com), in 2007, the Indian Travel and Tourism Economy employment is estimated at 25,607,000 jobs (5.5% of total employment) as
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shown in the above tables. Forecasts say that by the year 2017 the Indian Travel and Tourism Economy will generate 28,322,000 jobs (5.2% of the total jobs) and the Indian Travel and Tourism industry will generate 11,654,000 jobs (2.2% of the total jobs).

India has become one of the most popular tourist destinations in the world. Of course, there has been a phenomenal growth in terms of tourist arrivals to India. As this growth continues to increase, it may lead to the creation of wealth and employment. Indian tourism industry has a strong relationship with the socio-economic growth of the country.

2.2 Existing position of Tourism in Yemen

2.2.0 Introduction:

Yemen is located in the south of the Arabian Peninsula. As mentioned in (Yemen - Information and numerals brochure 2004:1), the total population of the country is approximately (20, 357,000) distributed in 19 governorates other than the capital.

As far as tourism is concerned, Yemen is rich with many historical and artistic architectures, traditions and customs, and handicrafts. On the architectural side, there are three Yemeni cities recognized by UNESCO as among the most archeological cities in the world. They are old Sana’a, Shibam Hadhramout, and Zabid.

In addition, Yemen has a very long sea coast along the Red sea, the Arabian Sea and Aden Gulf. Besides, there are island coasts, which consist of about 181 islands, most of which are still unexplored. The studies have shown that more than 93 sources of hot and cold mineral waters exist in different places of the country.
There are also many medical and natural baths, such as Ali’s bath in Dhamar governorate, Damt bath in Adh-Dhali’ governorate, Bilad Al-Roos bath in Sana’a governorate, Thubalah bath in Hadhramout, Alhwaimi bath in Luhj and At-Toor bath in Hajjah governorate. Also, there are around nine natural protectorates in Yemen, in which there are about 2180 types of plants and a wide range of wildlife, which reality can become a tourism environment, especially in Socattra Island. Mountainous areas are also good environments for mountain tourism; for example, Prophet Shoaib Mountain, Al-Mahweet Mountains, and Sa’adah Mountains. There is also abundant desert tourism; for example, Ramlat Al-Sabeatin in Marib, old Shabwah, and Hadhramout.

From the above-mentioned facts, it can be argued that the strategic vision of Yemen 2025 puts a great hope on tourism sector, both in creating job opportunities and increasing the national income, and thus gaining more foreign exchange earnings. For these reasons, Yemen has given special importance to tourism sector. Many plans and programmes have been carried out by the government for developing this important sector. For example, the second five year plan (2001-2005) emphasizes the role of domestic sector in developing the national economy. According to the (Second Five Year Plan, Government of Yemen 2001-05:152-54), the following objectives, policies, and procedures related to tourism have been declared:

a) Objectives

The second five year plan aimed at evolving and developing the tourism sector at both national and international levels by removing all the obstacles facing this sector and by establishing all the necessary factors that make this sector reach its ultimate goals. This can be done by achieving the following:
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- Increasing the share of tourism sector in the Gross Domestic Product (GDP) and raising its contribution in creating direct and indirect job opportunities.

- Developing the areas where there are elements of tourist attractions in order to improve the income of that area and decrease the internal immigration.

- Encouraging the domestic tourism as an alternative to international tourism so that the tourism activity can continue throughout the year and that the decrease in international tourism to the country can be compensated.

- Attracting foreign investments in tourism projects and conveying the tourism experience in the light of independent or corporate projects.

b) Policies and Procedures.

- Reconstructing the institutional framework and completing laws and legislations related to tourism sector in order to remove all growth obstacles of this important sector.

- Creating a peaceful tourism atmosphere that can make tourists feel safe, and fighting all the irresponsible practices that threaten their safety at all places and entries.

- Accomplishing the tourist infrastructure especially in the tourist attraction areas.

- Improving the tourism product by means of protecting and maintaining historical archeology, such as castles, forts, palaces, temples, etc.

- Adopting programs that can encourage domestic tourism and promote and reinforce the existence of Yemeni tourist products in the international tourist markets and entering new markets.
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- Developing different kinds of tourism activities, such as art festivals, sea tourism, water sports, swimming, natural protectorates, and places of natural medicine.

- Developing tourism and cultural awareness among the individuals of the society in order to create an environment that welcomes any tourism activity.

- Illustrating the importance of tourism and the responsibility of all people in developing this very important national industry; involving the local societies and non-government organizations which are interested in tourism activities in developing and involving the tourist product and its good exploitation and maintenance.

- Encouraging handcraft industries that attract tourists, especially in tourist and archaeological areas in order to create job opportunities and reduce poverty and unemployment.

- Carrying out field studies on tourism attraction sites, and putting tourism investing plans and defining investing priorities in the tourism sector.

- Specifying places for tourism investments, especially in the more qualified and deserving areas.

- Encouraging private sector to engage in tourism investment, especially in those areas that are in need of tourism services.

- Developing and improving the skills of the employees working in tourism sector in order to improve the level of tourism services.

- Protecting the tourism environment and reducing the reasons of pollution in tourist areas.
Achievements during the second five year plan (2001-2005)

Tourism has witnessed a growing development during the five year plan, both at the institutional and organizational framework and by qualifying new tourist areas and increasing the number of hotels. All these factors have played a dominant role in increasing the tourism demand (national and international) which consequently led to the increase in tourism receipts. As cited by (Al-Hada, O. 2007: 8-9), “the number of foreign tourist arrivals to Yemen increased from 68 thousand tourists in 2002 to 336 thousand tourists in 2005, i.e. with 228 thousand increase in three years.”

The annual average growth in this period was approximately 50%. Accordingly, the number of international tourism nights increase from 588 thousand in 2002 to 2016 thousand in 2005, i.e. with an increase of 1428 thousand during the three years period. The average annual growth reached approximately 51%. The domestic tourism demand (Yemenis and foreigners) has increased from 592 thousand tourists in 2002 to 813 thousand tourists in 2005, i.e. with an increase of 221 thousand local tourists during the period 2002-2005. The annual average reached approximately 12%. The number of local tourism nights have increased from 1279 thousand in 2002 to 3089 thousand national tourism nights in 2005, i.e. with an increase of 18% during this period 2002-2005. The annual growth average reached approximately 34% during this period.

Regarding foreign exchange earnings from tourism, Al-Hada mentions that it has remarkable increase from US$ 106 million in 2002 to US$ 262 million in 2005, i.e. with an increase of US$ 156 million during this period 2002-2005. The annual growth average reached approximately 35% during this period.
According to (WTTC, Report for Yemen 2007: 22), employment in tourism sectors (both direct and indirect) accounting for 7.29\%, 7.31\%, 6.65\%, 7.29\% in 2002, 2003, 2004 and 2005 (respectively) of total employment in the country. As far as annual plans and reinforcing the objectives and programmes of tourism development are concerned, the Ministry of Tourism has adopted the annual plan for tourism sector 2007 in the light of the requirements and objectives needed for developing the performance of all tourism sectors in Yemen. As declared in the (Annual Plan, Ministry of Tourism, Government of Yemen 2007), the objectives of such plan can be summarized as follows:

1. Reforming and developing the institutional administration of tourism.
2. Maintenance of tourism ingredients and raising the level of awareness in the importance of tourism.
3. The accomplishment and development of infrastructure services related to tourism and encouraging national and international investments in tourism.
4. Taking interest in qualifying the staff working in the field of tourism and widely establishing and developing tourism and hotels and training institutions.
5. Developing new tourist products.
6. Developing and modernizing the services offered to tourists at air and sea entries.
7. Encouraging and supporting the traditional handicrafts connected with tourism activities.
8. A wide spread in tourist promotion in the international markets, exhibitions and conferences.
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2.2.1 Problems and Obstacles of Tourism in Yemen

Looking at the potentialities of Tourism in Yemen as mentioned earlier, we find that most of such various potentialities are not utilized and exploited. The reasons behind this can be summed up in the following factors:

(i) The problems and obstacles related to tourism infrastructure;
(ii) The problems and obstacles related to security dimensions;
(iii) The problems and obstacles related to tourism marketing and promotion;
(iv) The factors related to the tourism training and qualification.

- The problems and obstacles related to tourism infrastructure:

As mentioned earlier, the tourist product in Yemen is characterized by its variety that spreads in a wide area of the country. It is found in places where it is difficult to reach due to its complex natural locations. This is regarded as a very serious challenge facing tourism investment which requires paved roads, water and electricity supply, telecommunication, airports, harbours, etc. In addition to this, the infrastructure services in general are not strong enough, nor are they able to fulfill the necessary requirements of tourism demands either in the present or in the future. Some of these obstacles are listed below:

a) Lack of a developed international airport that can receive a large number of tourists with a high quality facilities and services,

b) Harbours and sea transportation: The main Yemeni harbours are Hodeidah, Aden, Mukala. But even these harbours lack the necessary internal facilities. More importantly, however, these harbours do not have a direct connection with the tourist generating countries due to the non-availability of specialized sea transportation companies,
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c) Roads: The paved roads are too far from tourist attraction areas and these roads are not in a good condition for traveling,

d) Lack of pure and drinkable water in most of the tourist spots,

e) Poor electricity supply in most of the tourist spots,

f) Telecommunication services are too limited in tourist areas,

g) Lack and most often non-availability of health services in many tourist areas,

h) Sewerage services are too poor and sometimes these are not found at all in these areas,

i) In most of these areas, there are not good ranked hotels, such as three-star hotels and above, which are usually preferred by foreign tourists,

j) Poor tourism and hotels services in general.

• Security factors:

(Salah, Y. 2000) points out that the security factor is considered a serious challenge facing tourism sector and its investment in Yemen. Frequent incidents of kidnapping of foreigner tourists have their negative impact on the reputation of Yemen as a tourist destination. As a result, many countries consider Yemen a dangerous place to visit.

On the other hand, the terrorism incidents have become more serious. For example, the March 2007 bombing has negatively affected the tourism industry in Yemen in the tourism season. In addition, weapons bearing phenomenon in the country makes the tourists feel unsafe and worried.
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- Tourism marketing and promotion obstacles:

The marketing and promotion process of tourist product is one of the most important and basic elements in tourism industry. It requires readiness and preparation of the tourism supply components that fulfill the actual and potential tourism demand. It also requires better security circumstances and atmosphere and good tourist facilities. Looking at the current tourist situation along with the above-mentioned factors, it can be argued that these factors are considered the main obstacles that prevent any attempt for carrying out marketing and promotion campaigns. (Abu Taleb, M. 2000) remarks, "Any promotion campaign is useless in the absence of the above-mentioned factors". Additionally, he opines that the tourism marketing and promotion programmes in Yemen suffer from:

a) The non-existence of an affective plan for tourism marketing and promotion,

b) The ineffective role of the Tourism Promotion Board, which is responsible for tourism marketing and promotion both at the national and international levels,

c) The absence of specialized expertise in the field of marketing and promotion of traditional industries and handicrafts,

d) The ineffective co-ordination and co-operation between the government and private sectors in the marketing programmes,

e) The non-existence of specialized marketing programmes,

f) The ineffective role of embassies and cultural attaches in the process of tourism promotion,

g) Poor tourism awareness among citizens and students, and the ineffective role of official media.
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- Field of tourism training and qualification:
  
a) Weakness of the tourism administrative qualification and expertise in the Governmental sector,

b) The limited existence of tourism training and qualifying institutions as there are only two institutions, one in Aden and the other in Sana’a,

c) Poor qualification of tourist guides,

d) Poor standard of tourism studies and research in the Yemeni universities and institutions.

- Others obstacles:
  
a) Governmental routine and financial and administrative corruption,

b) Lack of supporting aids for tourism infrastructures,

c) Non-existence of long-term strategy and non-clarity of goals,

d) Non-existence of stability in tourism administration,

e) Spread of the beggary phenomenon especially at airport entries and tourist sites,

f) Unavailability of information offices and tourist guides at airports, ports and tourist spots,

g) Delay in visa issue in Yemeni embassies,

h) Spread of check-out points at the entries of most of towns and cities, which are sometimes unnecessary.

2.2.2 Scale of International Tourism in Yemen during the period 2002-2007

Tourism is Yemen’s newest industry which has expanded rapidly during the recent years. In the last five years, Yemen achieved a significant growth in
CHAPTER TWO: PRESENT SCENARIO OF TOURISM IN INDIA AND YEMEN

terms of foreign tourist arrivals. As stated earlier, the post-September 11th, 2001 attacks on the world Trade Centre have had their impact on the tourism industry over the world. Yemen did not get exempted from this impact. However, in 2002, the tourism in Yemen refreshed and the international tourism traffic in Yemen recorded phenomenal growth. The number of international tourist arrivals to Yemen reached around 98 thousand in this year (i.e.2002). The increasing number from the previous year was 23 thousand with a growth of 30.7%. The reason is that the incidents of 11th September 2001 were followed by strict rules at the western international airports against Muslim and Arab nationalities. This confined the traveling of Arabs to those countries and led them to change their tourism destinations. Yemen had a major party of it. In 2003 we also find that the tourist arrivals to Yemen recorded a strong growth which was 155 thousand with an annual growth of 58%. The year 2004 was an exceptional year because of a huge increase in the international tourist arrivals to Yemen. The number of international tourist arrivals reached 274 thousand and the annual growth rate reached 76.9%. In the last two years (i.e. 2005 and 2006), the foreign tourist arrivals to Yemen increased significantly. In 2005, the foreign tourist arrivals to Yemen recorded 336 thousand tourists, with an annual growth of 22.6%. The year 2006, took Yemen’s tourist arrivals from 336 thousand in 2005 to 382 thousand. (13.7% between 2005-2006). On the other hand, foreign exchange earnings from tourism have also shown a phenomenal growth, achieving an increase of 22.4% in 2005 and 17.9% in 2006 over the previous years, (in US$), taking Yemen’s foreign exchange earnings from US$ 106 million in 2002 to US$ 309 million in 2006. In 2007, the number of international tourist arrivals to Yemen registered a decline from 382 thousand tourists in 2006 to 379 thousand tourist in 2007.
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This is due to the terrorism attack against Spanish tourist in Marib Governorate in July, 2007. Table 2.8 shows the breakdown of the foreign tourist arrivals to Yemen and the foreign exchange earnings during the period 2002-2007.

Table 2.8
Foreign Tourist Arrivals to Yemen and the foreign exchange earnings during the period 2002-2007

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Arrivals (Thousand)</th>
<th>Change over previous year %</th>
<th>Foreign exchange earning (million US$)</th>
<th>Change over previous year %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>98</td>
<td>---</td>
<td>106</td>
<td>---</td>
</tr>
<tr>
<td>2003</td>
<td>155</td>
<td>57.7</td>
<td>139</td>
<td>31.1</td>
</tr>
<tr>
<td>2004</td>
<td>274</td>
<td>76.9</td>
<td>212</td>
<td>53.9</td>
</tr>
<tr>
<td>2005</td>
<td>336</td>
<td>22.6</td>
<td>262</td>
<td>22.4</td>
</tr>
<tr>
<td>2006</td>
<td>382</td>
<td>13.7</td>
<td>309</td>
<td>17.9</td>
</tr>
<tr>
<td>2007</td>
<td>379</td>
<td>-78</td>
<td>425</td>
<td>38</td>
</tr>
<tr>
<td>Total</td>
<td>1624</td>
<td>Annual growth rate (18.6%)</td>
<td>1453</td>
<td>Annual growth rate (32.7%)</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Government of Yemen, (compiled).
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In view of Yemen's share in the world tourism, (Table 2.9) it can be observed that in spite of an increasing trend in the arrivals of tourists to Yemen, its share in the best conditions is just 0.05% in 2006, which is negligible looking at the tourism wealth that Yemen has to offer to the tourists. This is shown in the following table.

Table 2.9

International Tourist Arrivals and share of Yemen in World Tourism

<table>
<thead>
<tr>
<th>Year</th>
<th>World Tourist Arrivals (million)</th>
<th>Tourist Arrivals to Yemen (thousand)</th>
<th>Share of Yemen in World Tourism %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>700</td>
<td>98</td>
<td>0.01</td>
</tr>
<tr>
<td>2003</td>
<td>690</td>
<td>155</td>
<td>0.02</td>
</tr>
<tr>
<td>2004</td>
<td>763</td>
<td>274</td>
<td>0.03</td>
</tr>
<tr>
<td>2005</td>
<td>802</td>
<td>336</td>
<td>0.04</td>
</tr>
<tr>
<td>2006</td>
<td>846</td>
<td>382</td>
<td>0.05</td>
</tr>
<tr>
<td>2007</td>
<td>903</td>
<td>379</td>
<td>0.04</td>
</tr>
</tbody>
</table>


Regarding the tourist markets, the following table shows that Yemen received 379390 tourists during 2007 from six regions. The Middle East has occupied the first rank with 74% of the total tourist Arrivals to Yemen in 2007, followed by Asia (10%), Europe (9%), the Americas (5%) and Africa (2%). The Middle East achieved a significant growth (in terms of foreign tourist
arrivals to Yemen) between 2006-07, as well as Europe, while Africa has relatively declined. The Americas have almost remained the same and Australia continues still as a marginal market for Yemen. (Table 2.10).

Table 2.10
Tourist Arrivals to Yemen by Regions

<table>
<thead>
<tr>
<th>Region</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>32788</td>
<td>33079</td>
</tr>
<tr>
<td>Asia</td>
<td>38367</td>
<td>38949</td>
</tr>
<tr>
<td>Americas</td>
<td>18771</td>
<td>17613</td>
</tr>
<tr>
<td>Africa</td>
<td>10204</td>
<td>8034</td>
</tr>
<tr>
<td>Australia</td>
<td>996</td>
<td>1029</td>
</tr>
<tr>
<td>Middle East</td>
<td>281206</td>
<td>280689</td>
</tr>
<tr>
<td>Total</td>
<td>382332</td>
<td>379390</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Government of Yemen, (compiled).

2.2.3 Contribution of Travel and Tourism to Yemeni Economy

As stated earlier in this chapter tourism is playing a leading role in economic growth especially in the developing countries. In Yemen, the importance of Tourism as a source of foreign exchange for Yemen can not be ignored. It is the most convenient way for foreign exchange earnings when it is
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compared to the goods export. The tourism sector in Yemen has a number of characteristics which indicate that it can make a significant contribution to the Yemeni national income (as measured by tourism, the GDP and employment.

Today, tourism plays an important role in the economy of Yemen. According to (WTTC, Report for Yemen 2007: 22), the total foreign exchange earnings from tourism increased from about US$ (106) million in 2002 to about US$ (425) million in 2007. (Table 2.11). Thus, tourism receipts recorded an average annual growth rate of about 32.5% between 2002 and 2007.

Table 2.11
Tourism Receipts in Yemen during 2002-2007

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourism Receipts (million US$)</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>106</td>
<td>--</td>
</tr>
<tr>
<td>2003</td>
<td>139</td>
<td>31.1</td>
</tr>
<tr>
<td>2004</td>
<td>212</td>
<td>53.9</td>
</tr>
<tr>
<td>2005</td>
<td>262</td>
<td>22.4</td>
</tr>
<tr>
<td>2006</td>
<td>309</td>
<td>17.9</td>
</tr>
<tr>
<td>2007</td>
<td>425</td>
<td>37.5</td>
</tr>
<tr>
<td>Total</td>
<td>1453</td>
<td>Annual growth rate (32.5%)</td>
</tr>
</tbody>
</table>


Through the above Table, it can be observed that the foreign exchange earnings from tourism in Yemen achieved a significant growth; they have increased steadily since 2002 and tripled by 2007. Recording an average annual growth of about 32.5% during the period 2002-2007.
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2.2.3.1 Contribution of Tourism to Yemeni Gross Domestic Product

The most comprehensive estimate of Yemen’s Travel and Tourism on Gross Domestic Product (GDP) is provided by the World Travel and Tourism Council (WTTC), which indicates that Yemen’s Travel and Tourism Industry’s (direct impact) contribution to Gross Domestic Product (GDP), is generally increasing. Likewise, Travel and Tourism Economy’s (direct and indirect impacts) contribution to (GDP) is also generally increasing. According to (WTTC, Report for Yemen 2007: 22), the contribution of Travel and Tourism industry to the GDP of the country was 1.9 % and of Travel and Tourism Economy was 9.17 % of total GDP in 2007. Table 2.12 presents the contribution of Tourism to the GDP between 2002-2007.

<table>
<thead>
<tr>
<th>Item</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2002</td>
</tr>
<tr>
<td>Travel &amp; Tourism direct impact only</td>
<td>1.42</td>
</tr>
<tr>
<td>Travel &amp; Tourism direct and indirect impacts</td>
<td>8.69</td>
</tr>
</tbody>
</table>

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As the above table shows, there was an increasing trend from 2002, except in 2004; the contribution of this sector to GDP returned approximately to its 2002 level in 2004. In fact, the contribution of tourism to the GDP is relatively low and hovering between 1.42% to 1.78% (direct impact) for the number of years. The low share of Tourism in Yemen to Yemen’s GDP may be attributed to the problems and obstacles mentioned in this chapter.

2.2.3.2 Contribution of Travel and Tourism to Employment in Yemen

With a view to tourism employment in Yemen, Table 2.13 gives the estimate of direct and indirect employment of tourism sector in Yemen.

<table>
<thead>
<tr>
<th>Item</th>
<th>Year 2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of direct employments created by Travel and Tourism (000 of jobs)</td>
<td>56.86</td>
<td>72.24</td>
<td>67.92</td>
<td>77.10</td>
<td>82.39</td>
<td>89.59</td>
</tr>
<tr>
<td>% change over previous year</td>
<td>---</td>
<td>27.05</td>
<td>-5.98</td>
<td>13.52</td>
<td>6.86</td>
<td>8.74</td>
</tr>
<tr>
<td>No. of indirect employments created by travel &amp; tourism (000 of jobs)</td>
<td>281.32</td>
<td>281.69</td>
<td>267.61</td>
<td>306.06</td>
<td>330.7</td>
<td>338.48</td>
</tr>
<tr>
<td>% change over previous year</td>
<td>---</td>
<td>0.13</td>
<td>-5</td>
<td>14.37</td>
<td>7.84</td>
<td>2.75</td>
</tr>
</tbody>
</table>

Source: Prepared by the researcher based on: World Travel and Tourism Council (WTTC), Report 2007 for Yemen.
The above table shows that tourism employment (direct impact only) reached annual average growth of 0.04% between 2002-2007.

In the case of indirect impact the employment declined in 2004 by about -5%. During the period 2002-2007, the annual average growth in employment reached about 4.02%.

On the other hand, as mentioned by (WTTC, Report for Yemen 2007:12), in 2007, Yemeni travel and tourism economy (direct and indirect impacts) employment is estimated to be 7.7% of the total employment (i.e., 1 in
every 13.0 jobs). Table 2.14 shows the scale of Travel and Tourism employment out of total employment.

**Table 2.14**

<table>
<thead>
<tr>
<th>Item</th>
<th>Year</th>
</tr>
</thead>
</table>

**Source:** Prepared by the researcher based on: World Travel and Tourism Council (WTTC), Report 2007 for Yemen.

In short, it can be said that the tourism sector in both countries faces many problems and obstacles which directly and indirectly affect the volume of tourism demand. Taking into account all these obstacles, we find that the security factor is the most effective indicator of tourism activities. The existing
tourism demand in both countries is low, compared with the wide and various tourism potentialities existing in the two counties. Therefore, one has to look for short-term solutions to face and challenge such problems and make intensive promotion campaigns that can improve the images of the two countries and reinforce their positions in the international tourism market especially in those generating tourists.

On the other hand, the positive and effective contribution of tourism on the socio-economic side of both countries - India and Yemen - needs more attention in this vital and important factor in order to play a more important role economically and socially. Due to the fact that tourism marketing and promotion is one of the most significant factors that increases the volume of tourism demand, it will be discussed in detail in the next chapter, focusing mainly on the role of promotion and its importance in the tourism sector. Besides, the researcher will give a clear-cut idea of the tourism promotional efforts made by the two countries under the study.