

## ECONOMIC IMPACT OF TOURISM IN INDIA

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**Abstract:** *Tourism has emerged as the biggest industry of India . The importance of tourism has been well recognized worldwide. Now tourism has ushered into a new area of expansion and importance. In fact, tourism has enormous potential of employment generation and poverty alleviation. India has shown potential to emerge as a leading player in the global tourism. The recent policy changes also envisage strategic planning, management and development of tourism in India. As we have already entered in the new millennium, tourism has emerged as the biggest industry of the future. Often ranked as the world's largest industry, tourism plays a major role in the economies of nations in the world. For many countries, it is their biggest economic activity. Present paper purports to examine the economic impacts of tourism in India.*

### INTRODUCTION

Tourism has to be regarded as an industry although, strictly in accordance with the classical definition of the term, it is not industry, however, tourism would be regarded as an industry which contributes to its economic and social development and activates many productive sectors. In economic terms, tourism creates a demand or provides a market for a number of quite separate and varied industries (Robinson, 1976). The appellation of the term industry to tourism has been also justified because of the modern approach to the definition of industry as a group of firms producing identical goods, which the consumer regards as being substitutes for one another although they may be physically different (Wahab, 1975). Tourism is one of the new industries that are capable of providing rapid economic growth in income and standards of living. It includes as a complex sector industries in the classical sense of the terms like lodging, transport and handicrafts industries (Tewari, 1994). Lundberg has described tourism as business. He is of the opinion that tourism is the business of the transport, care, feeding and entertainment of the tourists (Lundberg, 1972). Mill and Morison have treated it as system consisting of inter-related parts and expressed the view that tourism is not an industry (Mill Morison, 1985).

Tourism demand has increased significantly in the recent past. There has been a dramatic expansion of domestic tourism also in many developed countries (Christopher & Holloway, 1998). There are many factors which have contributed to the increase in the demand for tourism. Population growth, rising standards of living, more leisure time and greater discretionary spending have boosted the numbers of travelers. Both the public and private

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sectors of economy have fosters this demand and encouraged the expansion of the tourist industry. The technological development in transport, telecommunication, and media have brought down the relative cost of travel and encouraged travel. However, tourism demand is characterized by three important factors viz. (i) elasticity; (ii) sensitivity and (iii) seasonality. Tourism is also affected by internal and external environment. Terrorism, violence, political instability, insecurity, poor health and physical infrastructure, etc. severely affects the tourism growth. However, tourism demand is highly dynamic in nature.

Tourism as an industry has ushered into a new area of expansion and importance. The significance of tourism has been well recognized in both the developed and developing countries. In fact, tourism has enormous potential of employment generation and poverty alleviation. Tourism has also changed the landscape and nature based tourist destinations have emerged as most potential alternative forms of tourism. The recent policy changes will help in realizing the full potential of India in tourism growth; however, it faces numerous new challenges and a lot of competition both from within and outside of the country. Tourism has emerged as one of the most important area in the planning process of different countries. For a number of countries, it is one of the major sources of foreign exchange earnings. However, India's entry to this sector has been quite late. Its share is less than 0.4 per cent in world tourists traffic, though India has large potential of tourism (cultural, heritage, ecological and other form of tourism). Tourism has also emerged as one of the lucrative business in India. Globalization has shown the path of tourism development and promotion in the new millennium. Importantly, new tourism policy of India has envisages strategic planning, management and development of the tourism sector in India.

Tourism has been recognized as a major global industry today. The economic potential of tourism is most important since tourism creates jobs, brings in new money, relatively clean, and has minimum start up costs. Tourism also helps in conservation of national heritage, protecting the environment and contributing in improving in the quality of life and well being of local communication. However, it has affected the socio-cultural value system, heritage and local environment. Impact is often used as a pejorative term and it is often assumed that impacts are likely to be negative. However, residents of destinations often want tourists to come and want them very much. They do this because they want their life styles to change. They want jobs, higher incomes, increased tax revenues and better opportunities for their children the benefits may be largely economic and may sometimes be illusory, and there may be adverse consequences, often of an environmental or socio-cultural nature, associated with acquiring the benefits (Geoffrey Wall, 1997). Importantly, the impacts of tourism can be viewed as arising from the type or types of tourism involved the characteristics of the communities in which tourism is taking place and the nature of resident visitor encounters. Furthermore, investigations of tourism cycles suggest that impacts in a destination area are likely to change with time as the nature of tourists, the community and resident - visitor interactions also change (Butlar, 1980). Moreover, much change associated with tourism may be cumulative as a number of small enterprises is developed in sequences in close proximity, each having a minor impact when viewed alone, but together

having far-reaching consequences. Cumulative impact assessment is a challenging topic which is beginning to attract the attention of those charged with conducting and evaluating impact assessments, although, it has yet to receive much recognition in the tourism literature (Shoemaker, 1994). While environmental impact assessments for specific tourism developments such as resorts and marines have an important place. Thus, in addition to impact assessment, monitoring of change may be required and mitigation strategies may be required to reduce the magnitude of environmental consequences (Nelson *et al.*, 1993).

The key elements of economic change associated with destination tourism include employment local income, and economic diversification and regeneration. Therefore, in order to examine the economic significance of tourism in general, it is necessary to determine tourism contribution to Gross National Product, income levels, employment opportunities, government revenue creation, foreign exchange inflows, economic diversification and regional stimulation (Archer and Fletcher, 1990). The total impacts of tourism consist of the direct plus indirect plus induced effects. The ratio of a change in the levels of expenditure and the effect which it has upon the income levels of the economy is known as the tourist income multiplier. Multiplier values can be derived for government revenue, employment and import requirements. In brief tourism's contribution in economic development may be measured in terms of (1) tourism's contribution to GDP; (2) tourism's relative position to other economic sectors; (3) creation of jobs of tourism activities; (4) other resources like tax, revenues generated by the tourism industry; (5) the tourism's impact on the balance of payments; (6) the nature and contributions of tourism's human resources; and (7) the amount of tourism investment and so on.

Most jobs associated with tourism tend to come in the form of direct service job in tourist related facilities attractions, restaurants, shops selling discretionary goods and travel firms. However, a number of these jobs tend to be (i) low paid; (ii) seasonal; (iii) part time; (iv) having limited career prospects; and (v) having unsociable hours.

Visitor spending not also affects wages and employment opportunities but generates income for both the public and private sector (Godfrey and Clarke, 2000) :

- Tourist enterprises, like all local business, pay taxes to the government and as tourism expends so too do these tax revenues;
- Parking and admission fee collected from public sector facilities also bring in further general revenue resulting from tourism;
- Collected tourist tax can represent further tourism revenue to a destination.

Importantly, tourism is recognized as one industry which can help overcome the difficulties associated with the incumbent economic decline in these places because (1) towns and cities are natural destinations for visitors; (2) tourism is often complementary to its other functions as a service centre, meeting point and seat of government; (3) the tourism labour force is essentially in places; (4) tourism is relatively clean, particularly compared to more traditional manufacturing and extractive industries. However, tourism may tend to

rise in land prices, way demands; and inflation and promotion of unethical behavior of business.

## **OBJECTIVES AND METHODS**

Present paper purports to examine the economic contribution of tourism India. It also aims to assess the economic impact of tourism in India. The paper is based on secondary data and pertinent literature compiled from published and documented sources including websites. Time series data analysis has been ensured in order to highlight the economic growth and tourism development in India. The data has been also depicted in charts and graphs.

## **DISCUSSION OF RESULTS**

Indian tourism sector is a significant source of foreign exchange and employment. India's diverse product offerings attracted nearly 10.17 million foreign tourists in 2017 against 8.80 million in 2016, a growth of 15.6 percent. Travel and tourism investment in 2017 stood at \$ 41.6 billion, 6.3 percent of total investment. It is projected to rise by 6.7 percent in 2018 and by 6.7 percent per annum over the next ten years to \$ 85.2 billion in 2028, 6.1 percent of total. Being one of the oldest civilizations with a composite culture in the world, India encompasses numerous tourist themes with the core motive of showcasing the country's rich culture and heritage. The maximum numbers of foreign tourists are interested to dwell in the countries medical, spiritual, cultural, MICE and adventure & recreational tourism offerings. With the sheer breadth and depth of the variety of tourism in India, a large number of foreign travelers also come to explore the flora, fauna and wildlife of the country.

Tourism in India accounts for 7.5 percent of the GDP and is the third largest foreign exchange earner for the country. Foreign exchange earnings during the period January-May 201 were \$ 11.19 billion with a growth of 21.3 percent Total employment contribution of Tourism sector accounts for 9.9 percent of global employment in 2017 ( WTTC,2018) supporting twice as many jobs as financial sector. Tourism contribution to global GDP (10.4 percent in 2017) is higher than many other sectors. As projected by World Travel & Tourism Council (WTTC), total contribution of tourism to global GDP grow to \$ 12,450.1 billion (11.7 percent of GDP) by 2028. Travel & Tourism investment in 2017 was \$882.4 billion, or 4.5 percent of total investment. It is projected to rise by 4.3 percent per annum over the next ten years to \$ 1,408.3 billion in 2028 (5.1 percent of total). Tourism in India accounts for 9.6 per cent of the GDP and is the 3rd largest foreign exchange earner for the country. The tourism & hospitality sector's direct contribution to GDP in 2016, was \$ 71.7 billion. This is expected to rise by 6.9 per cent to \$ 76.6 billion in 2017. During 2006–17 , direct contribution of tourism and hospitality to GDP is estimated to have registered a CAGR of 14.05 per cent The direct contribution of travel and tourism to GDP is expected to reach \$ 148.2 billion by 2027 In 2017, foreign tourist arrival in India stood at 10.177 million. Foreign tourist arrivals into the country are forecast to increase at a CAGR of 7.1 per cent during 2005–25 India is expected to attract 17.3 million international tourist arrivals by 2027. Growth in tourist arrivals has been due to flexible government policies, developed

rail and road infrastructure, ease in availability of e-visas to foreign tourists. The number of foreign tourist arrivals in December 2017 was 1,176,000 as compared to foreign tourist arrivals of 1,021,000 in December 2016 and 913,000 in December 2015. The growth rate in foreign tourist arrivals in December 2017 over December 2016 was 15.2 per cent. The Government of India has set a target of 20 million foreign tourist arrivals by 2020 and double the foreign exchange earnings as well (FICCI, 2018).

Contribution of Tourism in India is shown in Table 1. Direct contribution to GDP was recorded 91.3 \$ Billion in 2017. It is likely to increase by 194.7 \$ billion in 2028. Total contribution of tourism to GDP was recorded 234 \$ Billion in 2017 which is also likely to increase by 492.2 \$ Billion in 2028. There has been significant growth in total contribution of tourism to GDP, employment as well as domestic spending in India.

**Table 1**  
**Contribution of Tourism in India**

<i>Particulars</i>	<i>2017</i> <i>(US\$ Bn)</i>	<i>2017</i> <i>(%)</i>	<i>2018</i> <i>Growth</i>	<i>2028</i> <i>(US\$ Bn)</i>
Direct Contribution to GDP	91.3	3.7	7.6	194.7
Total Contribution to GDP	234.0	9.4	7.5	492.2
Direct Contribution to Employment	26148	5.0	2.8	33195
Total Contribution to Employment	41623	8.0	3.1	52279
Visitor Exports	27.3	5.8	8.8	50.9
Domestic Spending	186.0	7.5	7.3	405.8
Leisure Spending	201.7	3.5	7.6	432.3
Business Spending	11.6	0.2	6.7	24.4
Capital Investment	41.6	6.3	6.7	85.2

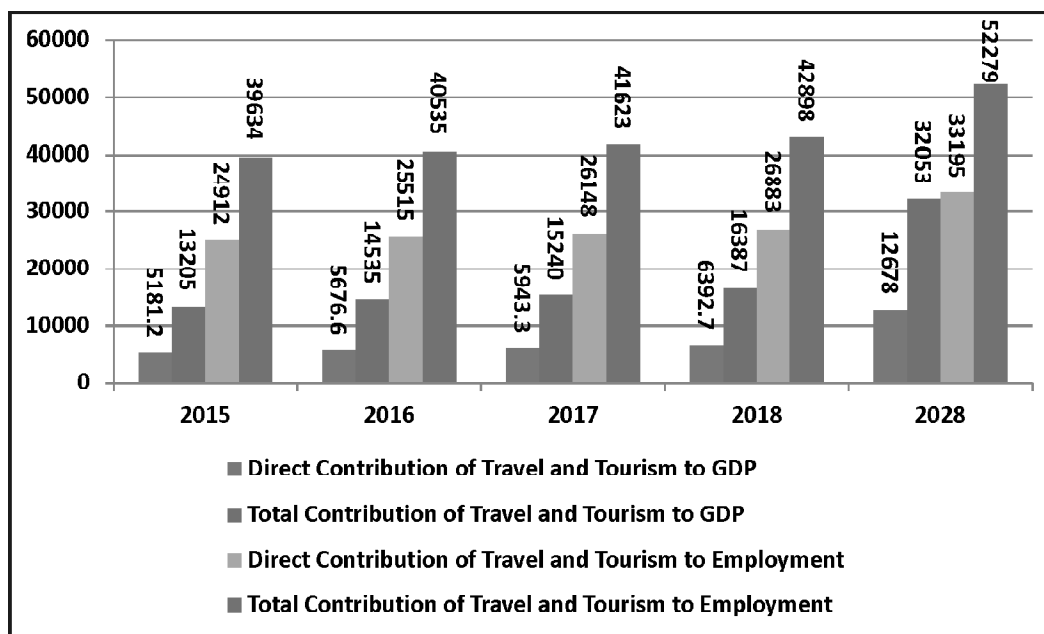
*Source:* World Travel and Tourism Council, 2018.

Trend in economic contribution of travel and tourism in India is shown in Table 2. There has been significant growth in economic contribution of travel and tourism in India during the period of 2015 to 2018. Domestic expenditure increased from Rs. 10668 billion in 2015 to Rs. 13000 billion in 2018. Similarly, direct contribution travel and tourism to GDP increased from Rs.5181.2 billion in 2015 to Rs. 6392.7 billion in 2018. Capital investment in tourism and travel sector increased from Rs. 2598.3 billion in 2015 to Rs. 2888.3 billion in 2018. Total contribution of travel and tourism to GDP was recorded Rs. 13205 billion in 2015 which increased to Rs. 16387 billion in 2018. Direct contribution of travel and tourism to employment was reported Rs. 24912 billion in 2015 which increased by Rs. 26883 billion in 2018. Similarly, total contribution of travel and tourism increased from Rs. 39634 billion in 2015 which increased to Rs. 42898 billion in 2018.

**Table 2**  
**Trend in Economic Contribution of Travel and Tourism in India**

Particulars	(Current Prices in Rupees Billion)				
	2015	2016	2017	2018	2028
Visitor Exports	1429.3	1578.1	1777.1	1934.1	3316.4
Domestic Expenditure	10668	11678	12114	13000	26428
Internal Tourism Consumption	12098	13256	13891	14934	29744
Purchases by Tourists including Imported Goods	-6916	-7579	-7948	-8541	-17067
Direct Contribution of Travel and Tourism to GDP	5181.2	5676.6	5943.3	6392.7	12678
Domestic Supply Chain	6561.9	7189.3	7527.2	8096.3	16057
Capital Investment	2598.3	2648.3	2706.1	2888.3	5546.3
Government Collective Spending	128.4	150.6	169.8	188.4	367.9
Imported Goods from Indirect Spending	-2650	-2703	-2766	-2951	-5688
Induced	1465.7	1573.3	1659.3	1771.8	3092.1
Total Contribution of Travel and Tourism to GDP	13205	14535	15240	16387	32053
Direct Contribution of Travel and Tourism to Employment	24912	25515	26148	26883	33195
Total Contribution of Travel and Tourism to Employment	39634	40535	41623	42898	52279
Expenditure on Outbound Travel	1060.5	1169.9	1169.2	1221.5	2001.3

Source: World Travel and Tourism Council, 2018.



**Chart 1: Trend in Economic Contribution of Travel and Tourism in India**

Growth in economic contribution of travel and tourism in India is shown in Table 3. Direct contribution of travel and tourism in GDP was recorded 6.3 per cent in 2013 which increased to 9.6 per cent in 2016 however; it decreased to 7.6 per cent during 2018. Total contribution of travel and tourism to GDP grew by 6.2 per cent in 2013 which increased to 9.4 per cent in 2016 and declined to 7.5 per cent during 2018. The growth in economic contribution of travel and tourism to employment was recorded less than 3 per cent during the period of 2013 to 2018.

**Table 3**  
**Growth in Economic Contribution of Travel and Tourism in India**

<i>Particulars</i>	2013	2014	2015	2016	2017	2018	2028
Visitor Exports	6.2	8.6	6.9	10.4	12.6	8.8	5.5
Domestic Expenditure	6.0	7.1	9.6	9.5	3.7	7.5	7.4
Internal Tourism Consumption	6.0	7.2	9.3	9.6	4.8	7.5	7.3
Purchases by Tourists including Imported Goods	5.8	7.2	9.3	9.6	4.9	7.5	7.2
Direct Contribution of Travel and Tourism to GDP	6.3	7.3	9.4	9.6	4.7	7.6	7.1
Domestic Supply Chain	6.3	7.3	9.4	9.6	4.7	7.6	7.1
Capital Investment	5.2	4.8	7.5	1.9	2.2	6.7	6.7
Government Collective Spending	5.3	6.9	4.7	17.3	12.8	10.9	6.9
Imported Goods from Indirect Spending Induced	5.3	4.8	7.4	2.0	2.3	6.7	6.8
Total Contribution of Travel and Tourism to GDP	6.2	7.4	9.0	9.4	4.8	7.5	6.9
Direct Contribution of Travel and Tourism to Employment	1.2	2.2	1.8	2.4	2.5	2.8	2.1
Total Contribution of Travel and Tourism to Employment	1.3	2.5	1.6	2.3	2.7	3.1	2.0
Expenditure on Outbound Travel	0.0	24.4	6.6	10.3	-0.1	4.5	5.1

*Source:* World Travel and Tourism Council, 2018.

The top 10 source countries accounted for 61 percent of the total inbound tourist flows in the year 2017, according to data from Bureau of Immigration, Government of India. Bangladesh, USA and UK were the top 3 countries in terms of foreign tourist arrivals in India during February 2018. The introduction of e-Visa has led to a strong surge in foreign tourist arrival resulting in growth of 62 percent in February 2018 compared to February 2017. UK, USA and France were the top 3 source countries availing e-Tourist Visa facilities during February 2018. Growth of foreign tourists' arrival and foreign exchange earnings in India is shown in Table 4. Foreign tourists' arrival in India was recorded 10.17 million in 2017 while it was reported 5.08 million in 2007. Thus, there has been more than 100 per cent growth in foreign tourists' arrival during the period of 2007 to 2017. Foreign exchange earnings were reported \$ 10729 million in 2007 which increased to \$27742 million in 2017, showing an increase of 158.57 per cent during the period of 2007 to 2017. During 2017, India has earned foreign exchange of \$ 27.693 billion from tourism. Foreign exchange

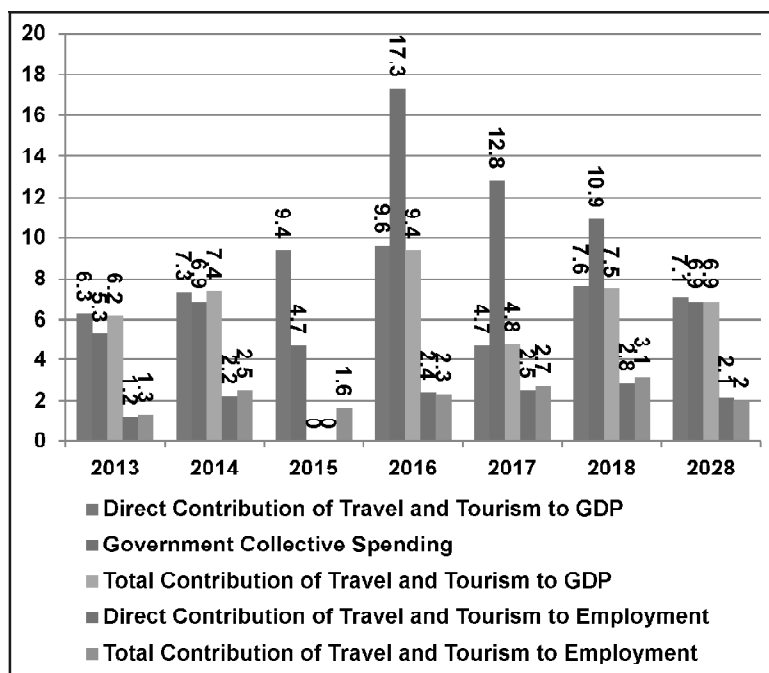


Chart 2: Growth in Economic Contribution of Travel and Tourism in India

earnings from tourism in India witnessed growth at a CAGR of 10.4 per cent during 2006-17. In 2016, foreign exchange earnings from the tourism sector stood at \$23.15 billion. Foreign exchange earnings in December 2017 were \$3.038 billion as compared to \$2.439 billion in December 2016 and \$2.126 billion in November 2015. The year-on-year growth rate in foreign exchange earnings in December 2017 was 24.6 per cent, compared to 14.7 per cent in December 2016.

Table 4  
Growth in Foreign Tourists Arrival and Foreign Exchange Earnings in India

Year	Foreign Tourists Arrival (Million)	Foreign Exchange Earnings (\$ Million)
2007	5.08	10729
2008	5.28	11832
2009	5.17	11136
2010	5.78	14193
2011	5.31	16564
2012	6.58	17737
2013	6.97	18133
2014	7.68	19657
2015	8.02	21071
2016	8.89	23146
2017	10.17	27742

Source: FICCI, 2018.



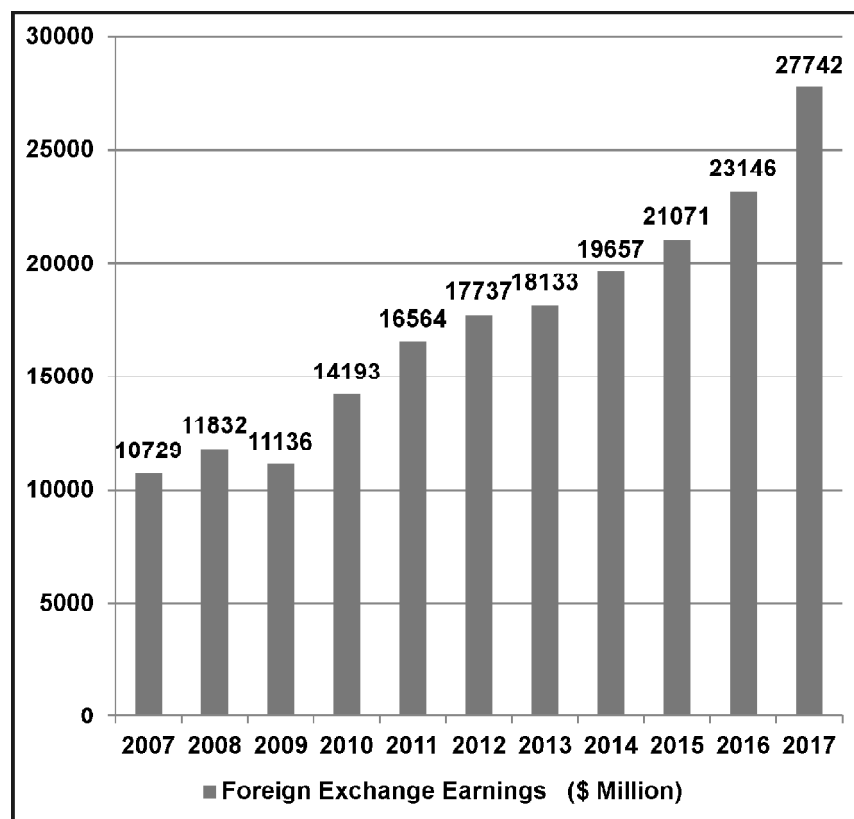


Chart 3: Growth in Foreign Exchange Earnings in India

Budgetary allocation to tourism sector in India is shown in Table 5. Budgetary allocation to tourism sector was reported Rs. 1210 crores in 2012-13 which increased to Rs. 2150 crores in 2018-19. Thus, budgetary allocation to tourism sector in India witnessed a growth of 77.68 per cent.

Table 5  
Budgetary Allocation to Tourism Sector in India

Year	Budget (Rs. Crore)
2012-13	1210.00
2013-14	1297.66
2014-15	1182.99
2015-16	1573.07
2016-17	1590.00
2017-18	1840.77
2018-19	2150.00

Source: FICCI, 2018.

(Rs. Crore)

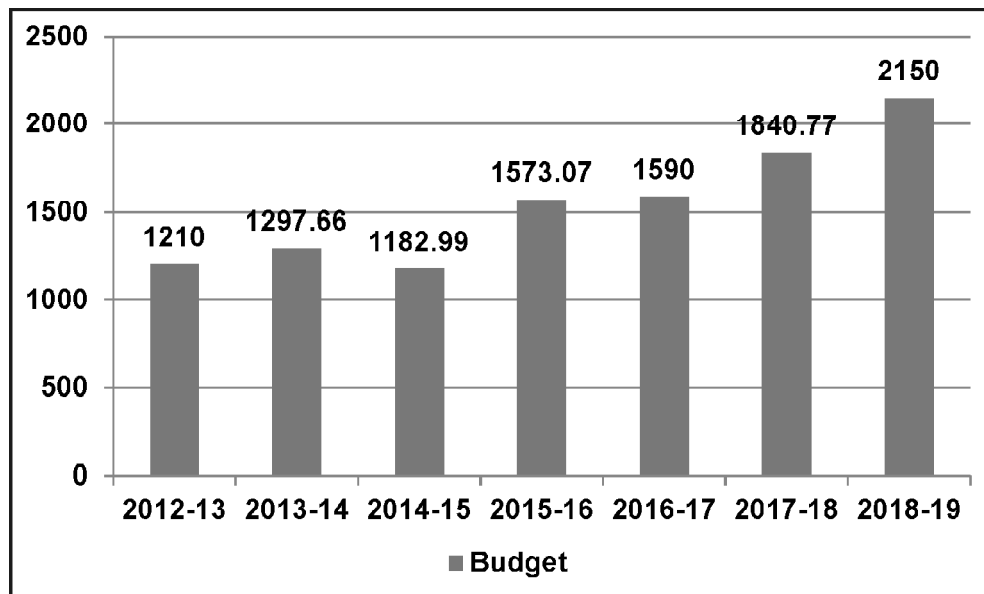


Chart 4: Budgetary Allocation to Tourism Sector in India

Economic growth in tourism sector in India is shown in Table 6. There has been growth of 2.3 times in foreign tourists arrival, 4.2 times in direct contribution of tourism and hospitality to GDP and 3.2 times increase in foreign exchange earnings from tourism in India during the period of 2006 to 2017. Similarly, there has been 3 times increase in domestic expenditure on tourism during the period 2008 to 2017. Domestic travel revenues are estimated at \$ 183.48 billion in 2016 are anticipated to further increase to \$ 203.3 billion by 2026. Revenues earned from foreign visitors are estimated at \$ 25.02 billion in 2016 and are projected to further increase to US\$ 40.11 billion by 2026. Indian travelers booked 52 per cent more trips in the 3rd quarter of 2016 as compared to last year. Out of total Indian travelers, in 2016, 17 per cent people were in the age bracket 18-24 years, compared to 12 per cent in the previous year, which was mainly due to the increasing usage of smart phones by the young travelers. India's state-of-the-art high-speed 15 coach train Tejas Express made its 1st run on 22nd May 2017, from Mumbai to North Goa. It covered a distance of 579 kms in 8.5 hours. The train has 2 classes - Executive Chair Car & Chair Car. It is equipped with facilities like automatic doors, secured gangways, Wi-Fi, LCD screens, magazines, tea-coffee vending machines, bio-toilets, etc. At the time of booking, the passengers will have a choice to opt for on-board catering services, which will not be compulsory like in Shatabdi. Share of revenues from leisure travel to the total tourism revenue stood around 94.6 per cent in 2016. Leisure travel spending reached Rs 12,079 billion in 2016 and is expected to reach Rs 12,910 billion in 2017 and \$ 386.3 billion by 2027. Business travel revenues were Rs 689 billion in 2016 and are projected to increase to Rs 726.6 billion by 2017 and US\$ 23.3

billion by 2027 Domestic expenditure on tourism has grown significantly; In 2016, the market reached Rs 11,239 billion , representing growth at a CAGR of 13 per cent during 2008–16, which is anticipated to increase to Rs 12,024 billion in 2017 and is expected to reach Rs 23,943 billion by 2027. India’s tourism sector attracted capital investments of Rs 2,284.9 billion which was 5.7 per cent of total investment received during 2016. They are expected to grow by 5.7 per cent over the upcoming 10 years. International hotel chains are increasing their presence in the country, as it will account for around 47 per cent share in the Tourism and Hospitality sector of India by 2020 and 50 per cent by 2022 ( FICCI, 2018).

Government’s collective spending on tourism & hospitality sector, in 2016 stood at around \$ 2.4 billion. The government’s collective spending is expected to increase to Rs 320.1 billion) by 2027. In December 2017, the World Bank agreed to provide \$ 40 million for the development of tourism facilities in Uttar Pradesh. In June 2016, the Indian government approved 150 countries under the Visa on Arrival scheme to attract additional foreign tourists. The Visa on Arrival scheme registered an average growth of 133.90 per cent over 2010–16 Indian government has also released a fresh category of visa – the medical visa or M visa, to encourage medical tourism in India

**Table 6**  
**Economic Growth in Tourism Sector in India**

<i>Year</i>	<i>Foreign Tourists Arrival (Million)</i>	<i>Direct Contribution of Tourism and Hospitality to GDP (\$Bn)</i>	<i>Foreign Exchange Earnings from Tourism (\$Bn)</i>	<i>Domestic Expenditure on Tourism (\$Bn)</i>	<i>Capital Investment in Tourism (\$Bn)</i>	<i>Collective Government Spending on Tourism (\$Bn)</i>
2006	4.4	18	8.6	-	-	-
2007	5.0	25	10.7	-	-	-
2008	5.3	24	11.8	62.9	33.7	1.3
2009	5.2	26	11.4	58.6	23.8	1.3
2010	5.8	31	14.2	66.1	28.9	1.5
2011	6.3	31	16.6	79.7	33.0	1.9
2012	6.6	36	17.7	89.7	31.3	2.1
2013	7.0	40.1	18.4	85.7	32.2	2.1
2014	7.4	40.6	20.2	89	35.0	2.1
2015	8.0	42.8	21.1	95.7	34.6	2.4
2016	8.8	71.7	23.2	167.17	36.6	2.4
2017	10.2	76.6	27.7	193.38	38.2	2.5
2027	17.3	148.2	-	383.09	66.4	4.9

Source: FICCI, 2018.

## CONCLUSION

The role of tourism in economic development in India has been well recognized among the policy circles. With the change in business environment as well policy and legal framework, there has been phenomenon growth of tourism in India. India has also emerged as one of the major tourist destinations of the globe. India offers a vast range of tourism attractions

including all kinds of tourism destinations such as historical and cultural heritage, religious, ethnic, rural, natural and wildlife etc. The recent policy changes and budgetary allocations for the development of tourism infrastructure and services have also boosted tourism sector. Thus to conclude, we can say that Indian tourism has a vast potential for generating employment and foreign exchange earnings. The total number of foreign tourist arrivals in the country has augmented several times. It denotes that the Indian government is giving attention both on the development of the tourism and linked almost all the known tourist spots by road, railway and civil aviation. The foreign exchange earnings of the country through tourism have increased more than seven times since 2000. It proves that the economical, political and social amity has positive impact on the arrival and receipts of the tourist industry in countries.

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