



AN ANALYSIS OF THE ROLE OF TOURISM IN INDIAN ECONOMY

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ABSTRACT

The success of the tourist sector is essential to the upkeep of a healthy economy and the development of new employment possibilities. The tourism and hospitality sector is responsible for the greatest number of job opportunities across the whole nation. This is a highly important part of the economy that is focused on providing services. In addition to that, it comes with a wide range of other services. There is a combined service that is provided by both the public sector and private businesses. This service comprises proprietors of guide hotels, guest homes, restaurants, and stores, as well as owners of air, sea, and road vehicles. Travel agents and coordinators are also included in this category. Tourism not only improves the living conditions of people and provides them with a means of survival, but it also creates employment possibilities. Such opportunity-dependent services may be obtained thanks to tourism and the local tax payers, and tourism also contributes to the elimination of the social imbalance that currently exists in society. Tourism not only improves economic opportunities but is also good for the surrounding natural environment. Additionally makes a contribution to the continued expansion of the economy.

Keywords: *tourism economy, Indian economy*

INTRODUCTION

There is a significant likelihood that the tourism sector will be one of the industries increasing at the quickest rate all over the world. This prediction is based on the fact that more and more people are traveling. It is getting global recognition as a powerful driver for general socioeconomic progress as a direct consequence of the new business possibilities it brought and the improvements in infrastructure that came about as a direct result of those chances. This recognition is a direct result of the fact that it is gaining worldwide recognition as a direct result of the fact that it is obtaining worldwide recognition. These advancements in infrastructure were made possible as a direct result of the opportunities that were presented. In order to accomplish this objective, it intends to accomplish this aim by simultaneously utilizing its forward connections as well as its in reverse connections. This will allow it to inspire more financial signals. In addition to this, the multiplier effect that it has on the economy makes it feasible for it to produce a bigger number of work opportunities. This makes it possible for it to create a greater number of job opportunities. Over a very long period of time, India's tourist industry has been slowly but steadily growing, despite the fact that this expansion has been quite sluggish. It is feasible for the socio-economic situations of host communities to improve, and so is it possible for their value system to improve (Cook et al., 2010; Kumar & Kumar, 2014). Because tourism involves communication between



visitors and the people who host them. Tourism is good for both the country visited and the country that hosts tourists. According to Hall and Page (1999), tourism produces changes in people's individual and communal value systems, behavioral patterns, social structures, life styles, and the quality of their lives. These changes can also have an effect on the quality of their lives. Additionally, tourism has an impact on the standard of living that individuals enjoy in their daily lives. According to Leavitt (2003), tourism also improves the socioeconomic conditions of a town by fostering racial and cultural tolerance, providing new employment chances, contributing to the general economic growth of the community, and constructing infrastructural infrastructure. These are only some of the ways that tourism may improve the socioeconomic circumstances of a town. All of these are potential ways in which the socioeconomic situation of a community may be improved.

Economic Growth

The tourist industry in India has grown into a significant part of the country's economy in recent decades, making a sizeable contribution to the all-encompassing and environmentally responsible growth of the country as a whole. India has effectively reinvented itself to become the most popular tourist destination in the world, and as a result, people from all over the country and the rest of the globe are making a beeline to visit the country. Visitors from other countries develop an appreciation for India's fundamental value, which is the belief that unity can be reached within diversity, via their interactions with the country's flourishing tourism industry. The tourist industry in India has been a key contributor over the course of a number of years to the creation of foreign exchange, the development of job possibilities, and the generation of household income for Indians. This is comparable to the part that the tourist sector has played in a significant number of other nations that are still in the process of developing. It has opened the door to the potential of constructing infrastructure and has helped to the expansion of economies on both the national and the regional levels. As a direct result of this, it would appear that the development of the tourist sector within the Indian economy was of equivalent significance to the development of other industries within the economy.

Present Scenario of Impact of Tourism Industry on Indian Economy

In the midst of the breakout of the pandemic that has been given the name "COVID-19," all of us have witnessed a significant decrease in the tourism industry, and as a consequence, in the economy of our respective nations. This information has become clear as a result of recent events. This is as a result of the fact that tourism is a significant contribution to the economy of the entire world. Because of this pandemic, no movement of people was authorized, and even at this time, there has been no improvement in the tourist business; as a consequence of all of this, it had an effect on the economy of the nation, and as a consequence of all of this, it caused damage to the tourism industry. In the past, devotees would go from one pilgrimage site to another, which, in turn, would encourage tourism and,



as a result, would assist the economy. Recently, Navarra began operations, and the time immediately after was a crucial moment for an improvement in the tourist industry of states. On the other hand, because of the characteristics of this panThe cancellation of all flights, both local and international, was taken out as a preventative measure in an effort to contain an epidemic of "COVID-19." This led to a significant loss for the aviation sector, and the whole effect had a detrimental impact on the economy of the country.

Importance of Tourism in India

The marketing slogan "Incredible India" has been very profitable for the marketers behind the word since it has been so effective in drawing tourists from all over the world to go to India. The introduction of nonstop flights from both Europe and North America has allowed the tourism sector in India to consistently grow into new markets, which has led to an increase in the number of tourists visiting the country. In addition, when Indians travel within their own country, they contribute to the expansion of their nation by traveling on low-cost airlines that are based there. There is a substantial amount of revenue generated by the hotel industry in India. The World Travel and Tourism Council's estimations suggest that the tourism industry contributed INR 6.4 trillion to the country's overall GDP, which is equivalent to 6.6% of the country's total GDP. It was accountable for 7.9% of the total employment in the country, which is equivalent to 39.3 million jobs. In terms of the percentage of the overall GDP that it contributed, the tourist industry experienced growth of 229% between the years 1990 and 2011. It is expected that throughout the course of the subsequent decade, this sector will increase at a rate of 7.7% on an annual basis, on average. This put India in fifth place among the nations whose tourism industries are increasing at the fastest rates among the countries in the world. According to the findings of a study conducted by ASSOCHAM, India already has a thriving medical tourism industry, which is forecast to expand at a rate of more than 30 percent on an annual basis and to reach nearly 9,500 crore by the year 2015. India is now ranked number 11 in the Asia Pacific area and number 65 worldwide according to the most recent edition of The Travel & Tourism Competitiveness Report published by the World Economic Forum (WEF). This is an improvement of three points from the previous report. Both the quality of India's natural resources (it is ranked ninth) and its cultural resources (it is ranked twenty-fourth) have been deemed to be of a very high standard. India, like China, has been granted good scores. A vast number of natural and cultural World Heritage sites may be found in India.

The country also possesses a diversified animal population, a big number of fairs and exhibitions, and thriving creative enterprises. However, India's air transport is quite excellent (ranked 39th), which is particularly amazing taking into account the level of development at which the nation now finds itself. The quality of India's motorways (ranked 85th) and ports (ranked 79th) is in need of additional improvement; however, India's air transport is fairly good (ranked 39th). Additionally, India has a good ground transportation infrastructure, which ranks 42nd in the world. Even when considering the region as a whole, India remains a



location that is able to provide costs that are quite competitive (20th). In spite of this, numerous parts of its tourism infrastructure are still in the process of being created (it is rated 95th), and when compared to other nations, it has a very low rate of ATM penetration as well as a very low number of hotel rooms per capita. In addition to this, the infrastructure of information and communications technology is still in a great part underdeveloped and underused (111th). It takes a long time and a lot of money to start a new business, and it also has a policy that is restricted regarding visas (which is ranked 132nd), but the policy environment is still rated 125th, which is another area that causes cause for concern. This is despite the fact that it is rated 125th.

Impact of Tourism on India

The tourist industry in India is responsible for a wide range of consequences, some of which are beneficial to the economy and society, while others are not. The table that follows provides a concise summary of these consequences.

Positive Impacts

1. **Generating Income and Employment:** In recent years, the tourist business in India has emerged as a significant tool for creating money and jobs, eliminating poverty, and encouraging the growth of human beings in a sustainable way. It accounts for 6.23 percent of the country's overall GDP and 8.78 percent of the total employment in the country. There are around 20 million people now engaged in various capacities within India's travel and tourism industry.
2. **Source of Foreign Exchange Earnings:** The tourist business in India has a considerable influence on the country's earnings in currencies other than the Indian rupee. As a direct consequence of this fact, the general balance of payments for the nation will benefit as a whole. Over \$100 billion was generated in income by the tourism industry in India in 2008, and current estimates predict that this number will increase to US\$275.5 billion in 2018 at a growth rate of 9.4% yearly.
3. **Preservation of National Heritage and Environment:** The preservation of a number of historically significant areas is made possible in part by tourism, which does so in part by designating some locations as heritage sites. For instance, if the Tourism Department had not taken any efforts to preserve them, significant cultural landmarks like as the Taj Mahal, the Qutab Minar, the temples of Ajanta and Ellora, and a great deal more would have deteriorated and been destroyed. In a similar line, tourism helps to preserve the natural habitats of a variety of species that are in danger of going extinct. This is an important aspect of the industry.
4. **Developing Infrastructure:** Tourism has a predisposition to support the creation of infrastructure that can be utilized for a range of activities to the benefit of the community in which it is hosted. This is to the advantage of the community as a whole. This can include a variety of modes of transportation, health care facilities, and



sports centers, in addition to hotels and upscale dining establishments that are appealing to tourists from other countries. The construction of the nation's infrastructure has directly contributed to the growth of a number of other directly productive activities, which in turn has directly been attributed to the creation of the nation's infrastructure.

Negative Impacts

- 1. Undesirable Social and Cultural Change:** There have been times when tourism has caused the social fabric of a city or town to become strained or even fall apart. When more people visit a region, there is a larger chance that the location may lose its unique personality. This risk increases as the number of tourists increases. One of the best examples of this may be seen in Goa. Goa was a haven for hippies during the height of the hippy culture, which occurred between the late 1960s and the early 1980s. This time period spans the time when the culture was at its most prominent. They arrived in the thousands, and as a consequence, the entire culture of the state was affected. This, in turn, led to an increase in the incidence of drug use, prostitution, and the trafficking of persons. As a direct consequence of this, the entire country felt the repercussions.
- 2. Increase Tension and Hostility:** When there is a lack of respect and comprehension for one another's culture and way of life, tourism has the potential to produce tension, hostility, and distrust between the traveling public and the communities that are being visited. This is because of the lack of respect and comprehension for one another's culture and way of life. It's probable that ultimately this may lead to acts of violence and other crimes being performed against tourists as a result. A recent incident in which a Russian tourist was attacked while on vacation in Goa serves as an excellent illustration of this principle.
- 3. Creating a Sense of Antipathy:** The town that the tourism industry was based in did not receive many benefits as a result of its presence. Instead of being dispersed to local shops and employees, more than eighty percent of the money that visitors pay for all-inclusive holiday packages goes to international airlines, hotels, and other corporations. In addition, in order to accommodate the gastronomic tastes of visitors from other nations, the restaurants that are attached to enormous hotel chains regularly import cuisine from other countries. On the other side, they seldom engage locals for senior managerial roles, which inhibits local farmers and workers from profiting from the presence of these visitors. Consequently, they are unable to compete with other tourist destinations. As a consequence of this, there is usually an atmosphere of hatred directed not just toward the guests but also towards the government.
- 4. Adverse Effects on Environment and Ecology:** One of the most significant adverse consequences of tourism on the environment is that it immediately leads to an increased pressure on the carrying capacity of the ecosystem at each tourist location.



This is one of the most significant negative effects of tourism on the environment. This is among the most major detrimental consequences that tourism has on the surrounding ecosystem. While an increase in the number of tourists led to an increase in the dumping of solid waste as well as a depletion of water and fuel resources, an increase in the volume of transportation and building activities led to a large-scale loss of forest cover and a destabilization of the natural landforms. In conclusion, an increase in the number of tourists led to an increase in the dumping of solid waste as well as a depletion of water and fuel resources. In conclusion, a growth in the number of visitors led to an increase in the dumping of solid waste as well as a depletion of water and fuel resources. Additionally, the number of tourists led to an increase in the amount of air pollution. As a direct result of an increase in the number of tourists to ecologically sensitive regions, a number of rare and endangered species became extinct as a direct result of the trampling, killing, and disruption of the reproductive habitats of these creatures. This was a direct result of an increase in the number of tourists to environmentally sensitive locations. Water pollution, emissions from automobiles, sewage that has not been cleaned, and other environmental hazards, such as noise pollution from automobiles and public address systems, are all examples of environmental hazards that have direct effects not only on the biodiversity of an area but also on the general environment and the appeal of a place as a tourist destination. Other examples of environmental hazards include noise pollution from automobiles and public address systems. Water pollution. Emissions from automobiles. Sewage that has not been cleaned.

Carrier in tourism industry

The travel and tourist industry is one of the most major economic drivers on the world, accounting for 255 million employment across virtually all nations and continents combined. This makes the travel and tourism industry one of the most important economic drivers on the planet. As a result, it is now considered to be one of the most significant industries in the world. It is likely that the combination of travel and tourism, in which the use of airplanes plays a significant part, is not only harmless to the environment but also a crucial contributor to the development of green growth. This is because airplanes are extremely fuel efficient. Additionally, it is often the fundamental impetus behind the conservation of the environment, landscape, and history, and it contributes to the establishment of discourse and cultural exchanges. Additionally, it plays a role in the preservation of landscapes and historical sites. In addition to that, it is a significant contributor to the maintenance of historical sites. The travel business is quite varied and is made up of a considerable number of distinct subindustries. Working in the travel and tourism business might be financially beneficial for employees in a broad variety of other industries, including the building trades, manufacturing, and financial services, amongst others. Depending on the specific nature of the work being performed, employment opportunities in this sector of the economy might be located either in the public or private sectors. You have the possibility to work as a tour guide



within the sphere of the public sector, in addition to various roles within the tourism directorates and departments of both the center and the state. This presents itself as a potential career path for you. If, on the other hand, you are interested in working in the private sector, you have the ability to pursue employment in a range of settings, including but not limited to hotels, travel agencies, airlines, transportation agencies, and freight firms, to name just a few of the many options available to you. Due to the fact that this sector of the economy is still in its baby stage and it is still in its infancy, there are not a significant number of seasoned specialists that are now available. As a result of this, you will have a significantly greater opportunity of fast climbing the corporate ladder and creating your own firm after only a few short years. This will be the case because of the fact that this will provide you an advantage over other people. It has been responsible for the creation of 11 million jobs over the course of the previous six years and has the potential to create another 37 million jobs (as projected by the NSSO, Ministry of Tourism), which is a percentage of the 120 million jobs that are anticipated to be required by the year 2020. In addition, it has the potential to create another 37 million jobs (as projected by the NSSO, Ministry of Tourism).

The Objective of the study

1. to have an awareness of the critical role that the tourism sector plays in the Indian economy and to appreciate the relevance of this role.
2. to expand the tourism industry in order to stimulate economic expansion and the creation of new employment possibilities.
3. To increase people's awareness of the significance of the tourism industry to the expansion of the economy.

Research Methodology

The data for the research paper that was required to be turned in came from secondary sources. These secondary sources included academic journals, books, newspapers, and articles, amongst other forms of media. This action was taken in order to accomplish the goals that had been outlined in the study paper that had been given to us. In order to gather information on tourists from various internet sources, such as e-reports and online surveys, we visited a variety of different websites.

DATA ANALYSIS

The tourist industry dominates India's service sector and is the country's most important economic driver. In 2017, the Ministry of Tourism produced a study that stated, "Tourism contributes 37 percent to the Gross Domestic Product, while its total and indirect contribution is 6.8 percent." Only 4.4 percent of a country's total employment is attributable to tourism in a direct manner, while 10.2 percent is attributable to tourism in an indirect one. Tourism also provides enhanced career chances for employees with a medium level of education. Over the course of the preceding 10 years, there is no denying that the tourism sector in India has



flourished to a level that is satisfactory. The number of international tourists that visited India in 2012 was 68 lakh 58 thousand, whereas the number of domestic visitors in India in 2012 was 1 billion 2 crore 70 lakh. Because of the nature of the tourist business, women also have a far higher chance of getting employment. In the hospitality and tourism sector, women make up around 70 percent of the workforce. Additionally, the tourism industry may be able to provide low-income women with the opportunity to generate income for themselves and their family. Additionally, on a worldwide basis, the number of working women in tourism is bigger than that of any other business combined. This is due to the fact that tourism employs more people than any other industry. As a consequence of this, tourism makes a contribution to the advancement of equitable conditions and social justice within the community. It was decided that in order to assure the success of the 12th Five Year Plan, the tourism industry should account for at least 12 percent of the growth target, and it should also seek to maintain the greatest growth rate in domestic tourism.

This was done in order to ensure that the plan would be successful. The strategy took into account all of the difficulties that are now being experienced in the tourist industry. The tourism industry is currently faced with a number of challenges, some of which include the following: the development of skills; the development of fundamental and structural elements; marketing and brand endorsement; the completion of product categories; responsible tourism; cleanliness and sanitization; and harmony across a variety of activities. In order to address these difficulties, the 12th Five Year Plan has recommended allocating 2.49 crore rupees to the establishment of new firms as an investment.

As a result of the "employment with skill" program, it is imperative that the steps required for skill development be carried out. India's economy receives a considerable boost from the contributions made by the travel and tourism industry. When compared to other fields of business, tourism is among the ones that offers the greatest amount of available work opportunities. In terms of the exchange of currencies on a global scale, the tourism industry is now ranked third. India has become as a preferred location for vacationers in recent years. In India, there are literally hundreds of beaches, religious places, cultural sites, and rural locations that are appropriate for vacationers to visit. In addition, there are 26 historical places, 25 biological zones, 3 tourist 6000 kilometers of sea coastline, and 3 tourist 6000 kilometers of sea coastline inside the nation. The positive effects of investment on tourism are clear to see. The Department of the Government in Charge of Promoting It has Come Up with a Lot of Different Strategies. It is necessary to construct new hotels, monuments, and entertainment venues in addition to a variety of transportation options in order to make it easier for the tourism business to grow.

A great number of initiatives have been launched with the support of India's many tourism sectors in order to increase awareness of India's points of interest, increase the number of tourists who visit India, and enhance the amenities that the country provides for both its own citizens and visitors from other nations. In the year 2018, there was a golf open tournament



held in Srinagar, a sindhu visit held in Leh, a heritage festival held in Delhi, an Akhil Bhartiya craft fair held in Hyderabad, the International Heritage Festival held in Jaipur, an exhibition of paragliding held in Himachal Pradesh, and an international exhibition held in Kochi. Additionally, the International Heritage Festival was held in Jaipur. All of these are instances of exhibits that have been held in India at various times. Water-based activities are known to draw a specific type of visitor patronage in the travel and tourism business. This area is not an exception to the trend that has seen a proliferation of tourist spots springing up along the banks of waterways, including rivers, streams, lakes, and even the ocean.

The strategy that is being implemented by the Tourism Ministry in order to provide financial assistance for the growth of the Medical Tourism marketing sector is directly connected to this plan. In the industry of tourism, you should devise a strategy that takes into consideration the growth of rural tourism that is expected. It is beneficial for a country like India, which has 70 lakh villages and a population density of 74%, for rural development to become crucial as a critical platform in the process of growth. The tourism sector places a particularly high value on countries like India and other South Asian nations. A nation such as India, which is noteworthy not just for its philosophical site but also for its archaeological and cultural history, is an example of such a nation. Which furthermore rely on it for their means of financial support. Additionally, the tourist industry is the sole source of income for a significant number of people who reside in the area. At the moment, people in every region of the world are exerting a lot of effort to ensure that historical structures and older buildings are preserved. In India, tourists may choose from a diverse range of destinations to explore. Whether they are massive constructions or ancient temples and mausoleums, the vivid colors and rich history of Sanskrit that can be discovered in these locations have a strong connection to the current day. Kerala, Goa, Shimla, Agra, Rajasthan, Madhya Pradesh, and the states of Rajasthan, Madhya Pradesh, and Kashi are some of the most well-known tourist attractions in India. Simply being able to accommodate tourists is sufficient for India. You'll discover gorgeous places to visit here that are suited to every sort of visitor, from those interested in cultural tourism and outdoor activities to pilgrimages and scenic drives along the coast. Here you'll find magnificent sites that cater to every kind of traveler. In this day and age, the extent to which individuals are able to preserve their financial security is a significant factor in the level of success enjoyed by tourism-related enterprises.

Scheduled Table Number-1

10 Topmost Countries from Where Most of the Tourist Come

Seri al no.	Source Countries	Foreign Tourists	Perce ntage
1	USA	1213624	15,12
2	Bangladesh	1133879	14.13

3	U.K	867601	10.81
4	Srilanka	299513	3.73
5	Canada	281306	3.50
6	Malaysia	272941	3,40
7	Australia	263101	3.28
8	Germany	248314	3.09
9	France	230854	2,88
10	Japan	207415	2.58
	Top 10 countries total	5018548	62.52
	Others	3008585	37.48
	Total	1304568	100

Source: 2016 Report from the Ministry of Tourism



Foreigner Tourists Arrival

As can be seen in the third column of the table located above, tourists coming from the top 10 nations brought a total of 5018548 to India in the year 2016. In the year 2016, 62.52% of all foreign tourists originated from the top five source countries. However, the remaining 37.48 percent of tourists come from countries other than the United States. The data shown in this table reveals that the bulk of visitors came from the United States of America (1.213624), while just 15% came from other countries.

Scheduled Serial Number-2

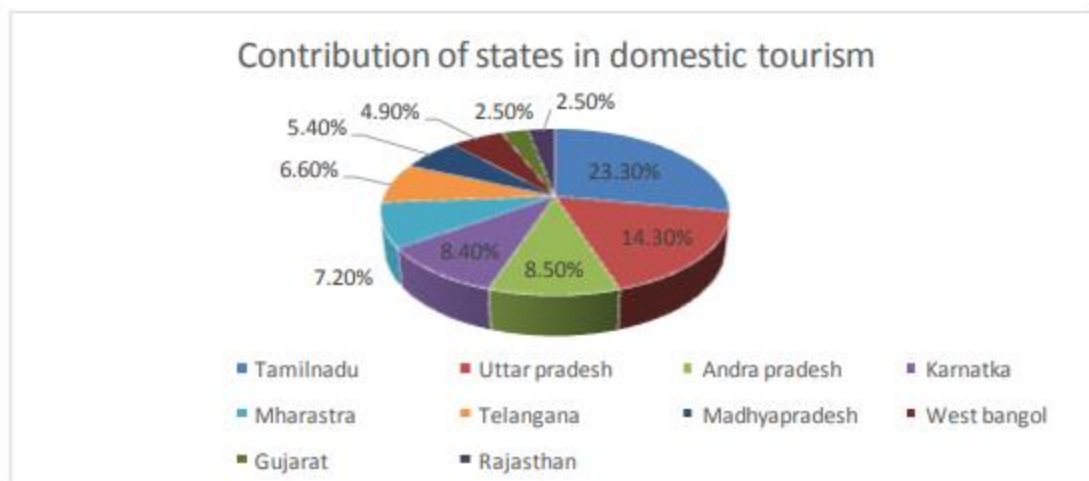
India's Top 10 State's Contribution in Domestic Tourism, 2016

Seri al No.	St at es	Local tourist travel numbers in 2015	Share of Percentage
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1	Tamil nadu	33459047	23.3
2	Uttar Pradesh	204888457	14.3
3	Andhra Pradesh	121591054	8.5
4	Karnataka	119863942	8.4
5	Maharashtra	103403934	7.2
6	Telangana	94516316	6.6
7	Madhya Pradesh	77975738	5.4
8	West Bengal	70193450	4.9
9	Gujarat	36288463	2.5
10	Rajasthan	35187573	2.5
	Top 10 states total	1197367974	83.6
	Others	234605820	16.4
		1431973794	100

Source: 2016 Report from the Ministry of Tourism

As can be seen in the table 2 located above, there were 333 45 907 local visitors that visited around Tamil Nadu in the year 2016. This constitutes a substantial contribution to the discussion. This constitutes 23.03 percent of the total number of tourists that come to the region. Andhra Pradesh comes in at number three with an unemployment rate of 8.5 percent, while its neighboring state of Uttar Pradesh comes in at number two with 14.3 percent. M.P. is in seventh place right now with a share of 5.4% of the total. It would appear from this that the top 10 states are responsible for 83.6 percent of the entire tourism market. It is a clear illustration of the positive impact that the Indian economy has on the tourism sector in the surrounding area.



CONCLUSION

The services that are offered and the contributions that are made by individuals are the only factors that may determine the status of the tourist industry. Because the locals are known for



their friendliness and their ability to communicate well, the region is frequently visited by vacationers. People have traveled to new places practically from the beginning of recorded history. The circumstance, on the other hand, underwent a profound transformation during the medieval centuries. The current expansion of the tourist business may be attributed, in part, to the dispelling of myths that have persisted for a long time and to more recent changes in the availability of information that is relevant to tourism. Travel is one of the most common ways for people from different parts of the world to educate themselves about and familiarize themselves with the cultural practices of other nations. The fact that so many people go to so many different places is one of the reasons why the tourism business in our country is doing so well. In today's world, the expansion of tourism as a commercially viable industry is in large part dependent on the state of the local population's economy.

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