

Role of Tourism Industry in India – A study of Karnataka State

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Abstract:

Tourism is one of the world's largest economic sector that creates jobs, drives exports, and generates prosperity across the world. It also has the major potential to contribute to the local economy. In India, Indian tourism industry has emerged as a key driver of economic growth. Powered by its strong democracy, unprecedented economic growth, deep technological capabilities and young population. As per estimation in accordance with 3rd TSA the contribution of tourism to GDP of the country for year 2017-18 (5.02%), 2018-19 (5.02%), 2019-20(5.19%)and 2020-21(1.06%) and employment for year 2017-18(14.78%), 2018-19(14.87%), 2019-20(13.50%)and 2020-21(12.91%).

The sector is predicted to grow at an annual rate of 7.8% by 2031 (7.2% of GDP). According to the Travel and Tourism Development Index (TTDI) 2024 report published by the World Economic Forum (WEF), India is ranked 39th among 119 countries. As per the TTDI report, out of the TTDI pillars mentioned, India's scores have improved in three areas: Prioritization of Travel & Tourism, Safety & Security, and Health & Hygiene. As per UNWTO barometer for May 2024, there were 975 million International Tourist arrivals around the world in 2022, wherein India recorded 14.3 million International Tourist Arrivals that represented 1.47% of the international inbound tourism market share. The share of India's International Tourist Arrivals in Asia & Pacific is 15.66% in 2022.

This paper discusses how Karnataka state of India is emerging as a popular tourist destination in the world, driven by the focus on innovation and creating value for tourists. It aimed change the attitude and behaviour toward foreign tourists visiting Karnataka state, by stressing on the aspect that a guest has been held in high esteem in India since ancient times. It also examines the impact of tourism on the economy of the state and inturn the country. The paper also explores that there has been a tremendous growth in tourism in India because of the policies of the government and support from all levels. Karnataka state of India being one of the oldest Heritage place with diverse in landscapes. It covers a vast area of over 1,91,791 kilometres contributing to 5.7% of the country. Surrounded by the states of Kerala,TamilNadu and Mharastra having solid tourist places. The stae has a unique geographical identity, climate diversity, natural wonders, cuisines, heritage, adventure, wildlife and culture is emerged as a well-known destination for both overseas and domestic travellers in recent years.