

## Tourism As a Growth Engine for Indian Economy

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**[Abstract]** Tourism has emerged as a leading industry worldwide, playing a transformative role in the economic development of many countries, particularly those transitioning from underdeveloped to developed status. This sector not only generates substantial profits but also creates employment opportunities and contributes to foreign exchange earnings. Sustainable tourism practices have become integral to the 2030 Agenda, emphasizing responsible and environmentally conscious travel. In India, the Travel and Tourism sector made a significant contribution to the GDP, amounting to Rs. 15.7 trillion in 2022 and employing 37.2 million people. Tourism accounts for 6.23% of the national GDP and 8.78% of total employment. The tourism industry offers a wide range of entrepreneurial opportunities, including transportation, accommodation, food and beverage services, tour operators, travel agencies, entertainment, handicrafts, and event management. This study aims to examine the influx of foreign tourists to India, the revenue generated by the tourism industry, and the potential of various tourism avenues to drive economic growth by generating revenue, creating jobs, and fostering infrastructure development. The findings reveal a significant relationship between the number of overseas tourist arrivals in India and foreign exchange earnings during the study period.

**[Keywords]** tourism, foreign exchange earnings, economic growth, sustainable tourism

### Introduction

From time immemorial, mankind has a quest to venture into unknown areas beyond existing knowledge front and then once this front is conquered, it becomes a known knowledge. Quest for search knows no bounds and they have a desire to derive recreation from the bounty of Mother Nature endowed the planet earth. This is a process of satisfying the urge for conquering unknown domain, once it is conquered then it becomes knowledge. Once a set of knowledge is acquired, it does not lead to the end of the quest; rather it reignites the inquisitiveness and curiosity to know the unknown things further. This is the instinct of mankind which makes us superior to animal kingdom and enables us to proclaim as a rational human being. Mankind always has a quest to travel across the boundaries of several geographical territories. Sometimes, these territories may be defined by landscape or oceanic water. This instinct has provided an option to travel either by land surface transport or by marine route by a ship or vessel or by aircraft and above all the traditional way of travelling by walk on foot (Barman, 2015).

Travelling was also motivated by the instincts of trade, business, pilgrimage, healthcare, or conquest by a warrior or acquiring education from the ancient seats of learning like Nalanda, Takshashila and Bodhgaya etc. Similarly, the travelers between India and West and Asia and the travelers from Greek and Roman civilization strengthen people to people contact, exchange of ideas, sharing of technological knowledge, cultural and educational exchange program brought in intellectual enrichment between the sets

of people in different territories. Travelling creates sense of brotherhood and cooperation among people, society and various countries (Barman, 2016).

Because of its potential and future possibilities, tourism is now the world's biggest and promising business (Barman & Borah, 2014). This industry has transformed many countries from underdeveloped and developing to developed. It has emerged as an important sector of the nation in provisions of earnings as well as job invention and helps the economies to earn foreign exchange reserves.

The travel and tourism industry improved by 22% from 2021 to 2022, adding 7.6% of the worldwide Gross Domestic Product (GDP), as per The World Travel and Tourism Council (WTTC). By 2022, travel and tourism will have contributed \$7.7 trillion across the globe. It was forecasted that in 2023, this quantity would rise to a predictable 9.5 trillion dollars. In comparison to 2021, service in the travel and tourism sector improved internationally in 2022.

The most recent tourist trends can be leveraged to discover sustainable solutions. The World Tourism Organization states sustainable tourism as "tourism that takes complete report of its existing as well as potential economic, social, and environmental force addressing the requirements of guests, the trade, the surroundings along with the host communities". The year 2015 marked a watershed moment in global development, with governments adopting the 2030 program for enduring growth and the Sustainable Development Goals (SDGs). The agenda draws an international structure for ending intense poverty, combating discrimination and prejudice, and addressing typical weather transformation by 2030.

Sustainable tourism is resolutely rooted in the 2030 plan. In particular, it has been incorporated as intention in Goals 8, 12 and 14 on comprehensive and ecological fiscal expansion, sustainable consumption and production (SCP), and the maintainable utilization of seas and aquatic possessions. Tourism is a key driver of worldwide fiscal expansion, accounting for one out of every eleven employments worldwide. Target 8.9 be familiar with the sector's contributions to job generation. "By 2030, develop plus put into practice policies to endorse sustainable tourism that produces jobs and encourages home customs and goods." A tourism sector that carries out "sustainable consumption and production" (SCP) can assist to accelerate the worldwide evolution to sustainability, as stated in target 12. "Preserve as well as sustainable utilization of the oceans, seas and marine resources for sustainable advancement" is accepted in target 14.

### **Rationale of the Study**

As India has turn out to be one of the leading economies in the world as well as preferred tourist destinations, an in-depth study, on tourism is highly necessary. The present study can provide information that will help in shaping the strategic direction in the area of tourism industry. It also spells out the areas that will express trade associates in strategically planning, executing, and assessing procedures and initiatives. The economic force of travel and tourism is planned to help out policy makers in determining the rank of government hold up, capital speculation, and long-term practicality of the Indian tourism industry.

### **Review of Literature**

The intensive study which the paper needed was qualified and quantified by a few thought-provoking and mind-stimulating statements and articles studied both as the preview and review of literature. The fundamental notion of framing out a conceptual model was, however, originally supported partly by Neto's (2003) emphasis on tourism as one of the prevalent increasing industries in the world.

Dixit (2014) has found that tourism is an extremely varying incident in his study. It depends on several factors like fiscal alteration, political circumstances, communal modification, ecological variation etc. Citizens were unwilling to take a trip to places exaggerated by natural calamities and political instability. His study was stand on secondary information and Time Series; ANOVA were utilized to examine data relating to tourism trends in India.

Sharma (2018) has presented that a lot of nation states have been capable of accomplishing high development pace by concentrate in the tourism trade. This article sought to understand the basic relationship between tourism revenue and fiscal growth in India. The study has contributed to the understanding of the impact of tourism on the Indian economy. The variables utilized in this work should have presented a stationary series, according to the observed study. We then investigated the direction of

connection between tourism receipts and economic growth using the Granger causality test. The analysis seems to support India's tourism-led growth (TLG) concept.

Godara et al. (2020) have examined the correlation between fiscal growth and the travel and tourism sector using time series data from 2000 to 2018 and the OLS (Ordinary Least Square) method. The OLS model and its regression equation were calculated once the variables were analyzed and an optimistic connection between them was recognized. This study observed the association between India's GDP and the travel and tourism zone amongst the fiscal years 2000–2001 and 2018–19.

Dutta (2021) has examined the input of travel and tourism zone to the India's Gross Domestic Product (GDP) and job creation. The study was based on secondary data and used the time series data from 1997 to 2019. ADF (Augmented Dickey Fuller) unit root test, PP (Phillip Perron) root test and OLS (Ordinary Least Square) scheme have been utilized to attain one idea i.e. connection stuck between tourism and fiscal development of India.

Kapoor and Charak (2021) have pointed out that tourism is one of the highest increasing trades in today's globe and it supports an extensive job market directly and indirectly. Some of the regions of India that heavily rely on tourism for their livelihood have been adversely affected due to the Covid-19 epidemic. It has severely hampered the working of the tourism industry from top to bottom. Their paper highlighted the issues faced by the Indian tourism industry due to the pandemic and focuses on the practices promoting tourism in the new normal. The study specifically explores the prospects of adventure tourism, cultural tourism, ecotourism, and religion as a motivator for travelling along with sustainable practices in the new normal.

Khare and Sathe (2021) have talked about the influence of COVID-19 on specific tourist sector features as well as how it affects travelers' decisions about where to go. Both primary and secondary data were used in the investigation. They also tried to learn about the emerging tourism trends following COVID-19. This study report does not examine any financial data. The research was limited to Pune and did not take into account the psychological impact of COVID-19 on travelers.

Sarwar and Naqvi (2021) have the effect of the tourism industry on India's economic expansion, long-term viability, and sustainability were investigated. The foreign tourist arrival (FTA), foreign exchange earnings (FEE), and economic growth were all attempted to be correlated. Additionally, the study has determined how FEE and FTA affect the nation's economic expansion. The investigation was conducted between 2000 and 2019 and was predicated on secondary data. The relationship between the nation's GDP, FTA, and FEE has been investigated through correlation analysis, and the effect of FEE and FTA on GDP has been examined by regression analysis.

Karnik (2022) highlighted on the potential of travel and tourism industry of India in his study. The present scenario of tourism in India and its importance got main importance in his study. As per his study lack of infrastructure, safety and security, inaccessibility, human resource planning, insufficient digital promotion and marketing of tourism and taxation issues with Indian tourism are the major challenges faced by Indian tourism.

Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEEs) from Indian tourism are taken into consideration in this study, which has not been done in all previous studies. This research endeavors to investigate the nature of the relationship that exists between FTAs and FEEs. In fact, this study is underway in an effort to close that gap in literature.

### **Research Methodology**

"Tourism as a Growth Engine for Indian Economy" is the matter of this study. The study was carried out primarily to know the state of the Indian tourism industry. Despite being descriptive and empirical in character, the study only uses secondary data as its foundation. The Ministry of Tourism, Government of India, Department of Tourism, Government of Assam, and Assam Tourism Development Corporation (ATDC) websites were among the many sources from which the information was compiled. Other sources included journals, periodicals, news articles, books, reports, and websites. Microsoft Excel was used to evaluate the data. The study's extensive discussion of the current state of Indian tourism is accompanied

with charts and trend lines to illustrate the variations in the annual percentage growth rate, Pearson Correlation, and regression.

### Objectives of the Study

The current study was started with the subsequent objectives:

1. To investigate the present scenario of tourism industry in India in respect of foreign tourist arrivals as well as foreign exchange earnings from tourism in India.
2. To examine how foreign visitor arrivals and foreign exchange revenues from tourism in India relate to each other.
3. To find out the potential of various tourism avenues and plausible advantages from tourism industry in India.

### Hypothesis

Ho: There is no significant relationship between the quantity of foreign visitors to India and the country's tourism-related foreign exchange revenues.

### Present Scenario of Tourism in India

The current situation of tourism in India is elaborated with the following tables, figures, and charts.

**Table 1**

*Foreign Tourist Arrivals (FTAs) to India, (1991-2022) and Percentage Growth Rate*

Year	FTAs to India (in Million)	Annual Growth Rate (%)
1991	1.68	-1.7
1992	1.87	11.3
1993	1.76	-5.5
1994	1.89	6.9
1995	2.12	12.6
1996	2.29	7.7
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.77	11.8
2011	6.31	9.2
2012	6.58	4.3

2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	9.7
2017	10.04	14.0
2018	10.56	5.2
2019	10.93	3.5
2020	2.74	-74.9
2021	1.52	-44.5
2022(P)	6.19	305.4

Sources: Bureau of Immigration, Government of India  
 India Tourism Statistics 2003, p. 8; India Tourism Statistics 2014, pp. 9, 10; India Tourism Statistics 2022, p. 11; India Tourism Statistics at a Glance 2023, pp. 1, 2

**Figure 1**  
 Foreign Tourist Arrivals to India and Annual Growth Rate

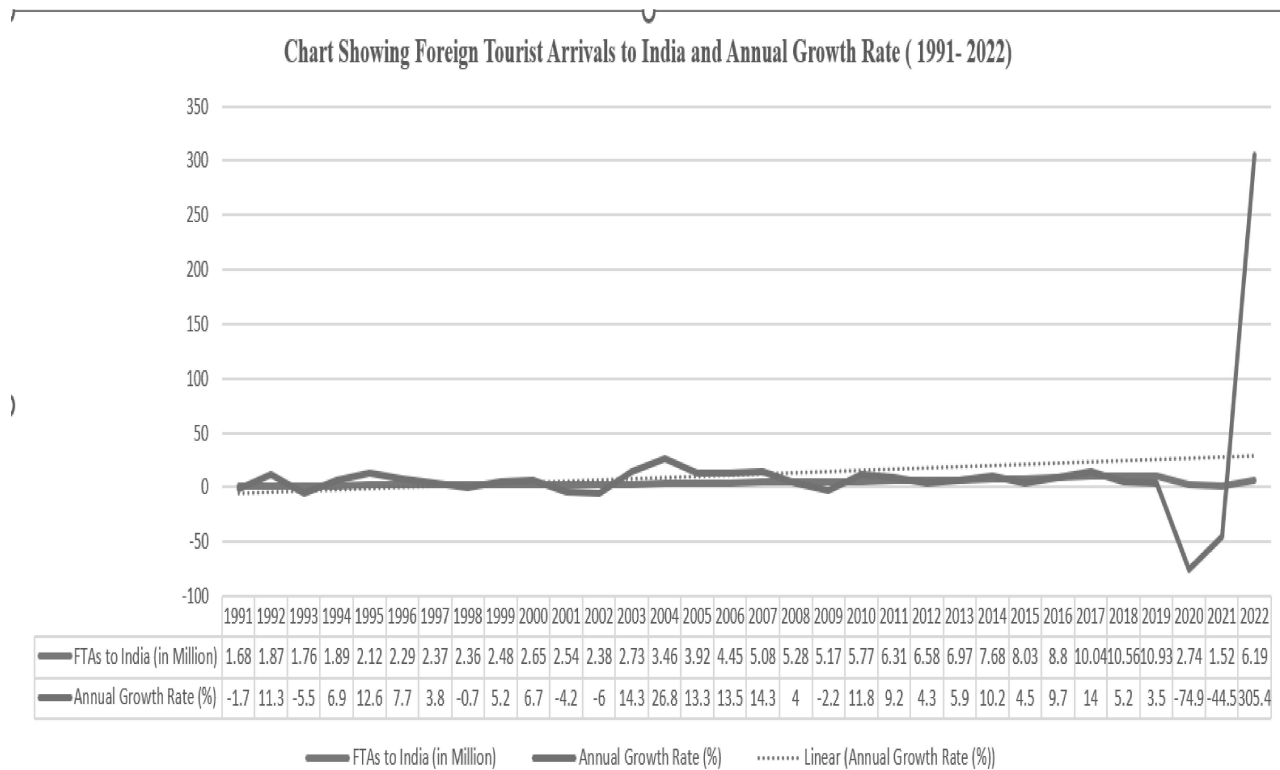


Figure 1 presents data on the quantity of Foreign Tourist Arrivals (FTAs) in India from 1991 to 2022, along with the corresponding annual growth rate. Observations from Figure 1 revealed the following information:

*Overall Growth Pattern:* From 1991 to 2022, there is a noticeable trend of growth in the quantity of overseas visitors to India, although the growth rates have varied across the years.

*Early 1990s:* FTAs started at around 1.68 million in 1991 and exhibited a fluctuating but generally positive growth rate, with occasional dips such as in 1993 and 1998.

Mid-1990s to Early 2000s: The numbers surpassed 2 million in the mid-1990s and continued to grow steadily, reaching 2.73 million in 2003.

Substantial Growth Phase (2004-2017): A significant surge in arrivals occurred between 2004 and 2017, with a remarkable increase from 3.46 million in 2004 to 10.04 million in 2017. This period witnessed a consistent positive growth rate, sometimes reaching double digits.

Recent Years (2018-2022): While the growth rate slowed down after 2017, the number of FTAs remained relatively stable around the 10 million marks until 2019.

Impact of 2020-2021 (COVID-19 Pandemic): The year 2020 witnessed a drastic decline in FTAs to 2.74 million due to the COVID-19 pandemic, marking a 74.9 percent decrease from the previous year. In 2021, the numbers further dropped to 1.52 million, reflecting a 44.5 percent decline.

Resurgence in 2022: In 2022, there was a staggering increase in FTAs to 6.19 million, indicating a sharp recovery from the pandemic, with an astounding growth rate of 305.4 percent.

The COVID-19 pandemic severely impacted international travel, leading to a substantial decline in tourist arrivals in 2020 and 2021. The significant rebound in 2022 suggests a potential resurgence in tourism, possibly attributable to eased travel restrictions, vaccinations, and increased confidence in travel safety. Despite fluctuations, the long-term trend showcases a positive trajectory in India's attractiveness as a tourist destination.

**Table 2**

*Foreign Exchange Earnings from Tourism in India, (1991-2022)*

Year	FEE in Rupees		FEE in US\$	
	Rupees Crore	% Variation above preceding year	US \$ Million	% Variation above preceding year
1991	4318	-	1861	-
1992	5951	37.8	2126	14.2
1993	6611	11.1	2124	-0.1
1994	7129	7.8	2272	7.0
1995	8430	18.2	2583	13.7
1996	10046	19.2	2832	9.6
1997	10511	4.6	2889	2.0
1998	12150	15.6	2948	2.0
1999	12951	6.6	3009	2.1
2000	15626	20.6	3460	15.0
2001	15083	-3.5	3198	-7.6
2002	15064	-0.1	3103	-3.0
2003	20729	37.6	4463	43.8
2004	27944	34.8	6170	38.2
2005	33123	18.5	7493	21.4
2006	39025	17.8	8634	15.2
2007	44360	13.7	10729	24.3
2008	51294	15.6	11832	10.3
2009	53754	4.8	11136	-5.9
2010	66172	23.1	14490	30.1

2011	83036	25.5	17707	22.2
2012	95607	15.1	17971	1.5
2013	107563	12.5	18397	2.4
2014	120367	11.9	19700	7.1
2015	134844	12.0	21013	6.7
2016	154146	14.3	22923	9.1
2017	177874	15.4	27310	19.1
2018	194881	9.6	28586	4.7
2019	211661	8.6	30058	5.1
2020	50136	-76.3	6958	-76.9
2021	65070	29.8	8797	26.4
2022(P)	134543	106.8	16928	92.4

Sources: India Tourism Statistics 2014, p. 61; India Tourism Statistics 2018, p. 63; India Tourism Statistics 2022, p. 70; India Tourism Statistics at a Glance 2023, p. 1

**Figure 2**  
Foreign Exchange Earnings from Tourism in India, (1991-2022)

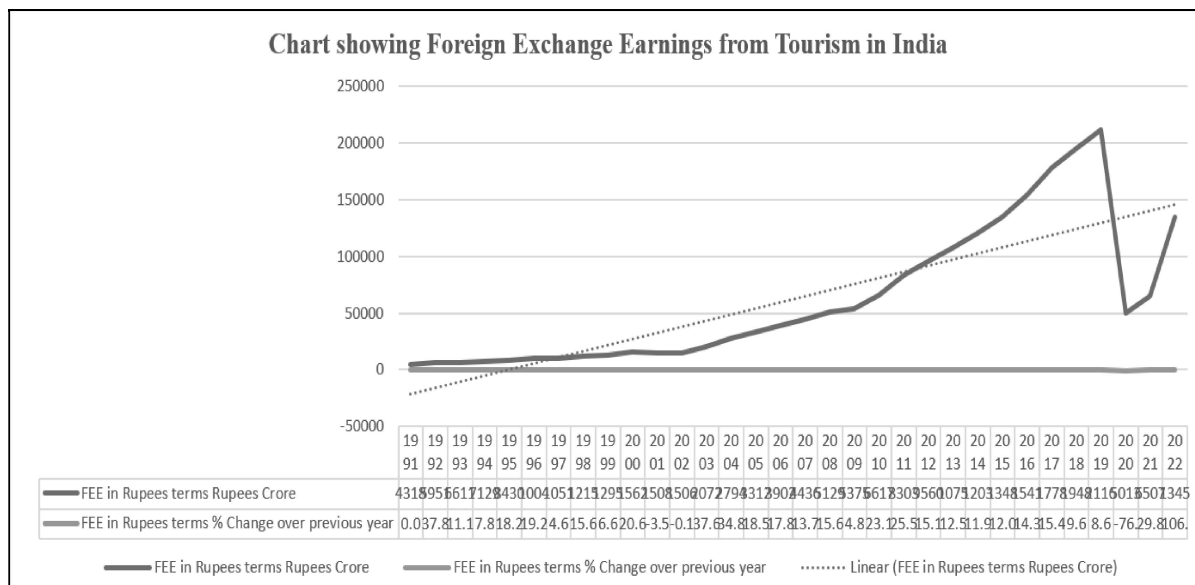


Figure 2 outlines the Foreign Exchange Earnings (FEE) as of tourism in India in both Rupee and US Dollar terms from 1991 to 2022. It presents the figures in Rupees Crore for FEE in Rupees terms and in US \$ Million for FEE in US\$ terms, in conjunction with the proportion alteration above the preceding year. Observations from Figure 2 revealed the following information:

*Trend in Rupee and US Dollar Terms:* Foreign Exchange Earnings (FEE) in Rupee terms exhibit a consistent growth pattern from 1991 to 2022, with occasional dips but generally showcasing a positive trajectory and steady growth rates in most years. Similarly, FEE in US Dollar terms also demonstrates a progressive increase over the years, except for a few instances of marginal decline or stagnation.

*Early Years (1991-2000):* Significant growth was witnessed during the early '90s, particularly between 1991 and 2000, marked by noteworthy jumps in both Rupee and Dollar terms, interspersed with occasional fluctuations.

*Post-2000 Era:* A consistent and substantial growth trend is noticeable post-2000, with significant increases in earnings observed in both Rupee and Dollar terms until 2020.

*Impact of COVID-19 (2020-2021):* The year 2020 witnessed a significant decline of approximately 76 percent in FEE in both Rupee and Dollar terms, underscoring the severe impact of the COVID-19 pandemic on the tourism industry. However, a recovery commenced in 2021, with substantial increases in earnings by 29.8 percent in Rupee terms and 26.4 percent in Dollar terms compared to the previous year.

*Resurgence in 2022:* Provisional data for 2022 (marked as 'P') illustrates a remarkable resurgence, with a drastic increase of 106.8 percent in Rupee terms and 92.4 percent in Dollar terms, signifying a rapid post-pandemic recovery.

### ***Nature of Relationship between Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEEs)***

A Pearson correlation analysis was conducted to examine the relationship between Foreign Tourist Arrivals and Foreign Exchange Earnings, as depicted in Table 3. The result shows a strong positive correlation (.953\*) and association is noteworthy at the 0.01 point, indicating a significant association between the two variables. This suggests that Foreign Tourist Arrivals and Foreign Exchange Earnings are moving in the same direction. Consequently, it can be inferred from the findings that an increase in Foreign Tourist Arrivals is likely to result in higher Foreign Exchange Earnings in India.

**Table 3**

*Relationship between Foreign Tourist Arrivals and Foreign Exchange Earnings*

<b>Correlations</b>			
Foreign Tourist Arrivals	Pearson Correlation	FTA	FEE
	Sig. (2-tailed)	1	.953**
	N	32	32
Foreign Exchange Earnings	Pearson Correlation	.953**	1
	Sig. (2-tailed)	.000	
	N	32	32

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### ***Potential of Tourism Avenues in India***

India boasts a diverse range of geographical features, rich mythology, historical significance, and ancient medicinal traditions such as Ayurveda. This varied landscape and cultural heritage offer travelers a wide array of travel experiences, including:

*Leisure Tourism:* Activities such as reading, relaxing on beaches, scenic drives, and engaging in sports like running, swimming, surfing, and hiking.

*Ecological Tourism:* Exploring India's natural attractions and diverse flora and fauna.

*Pilgrimage Tourism:* Visiting sacred sites and religious destinations like temples, churches, mosques, and shrines across India.

*Historical Tourism:* Exploring India's historical landmarks and monuments, including the Taj Mahal, ancient caves, forts, and historic cities.



*Ayurveda Tourism:* Seeking wellness and rejuvenation through Ayurvedic treatments and yoga practices, particularly in destinations like Kerala.

*Adventure Tourism:* Engaging in adventurous activities such as rock climbing, white-water rafting, skiing, trekking, and camel safaris in various regions of India.

*Sports Tourism:* Traveling to witness or participate in sporting events like cricket matches, tennis tournaments, and athletic competitions.

*Wildlife Tourism:* Observing wildlife in their natural habitats through personalized tours and safaris in national parks and wildlife sanctuaries.

These diverse tourism offerings contribute to India's appeal as a destination for travelers seeking a wide range of experiences, from cultural immersion to adventure and wellness tourism.

### ***Plausible Advantages from Tourism Industry***

Tourism can bring about numerous social and economic benefits, particularly in rural areas of India. Some of these advantages include:

*Job Creation and Revenue Generation:* Tourism serves as a significant source of employment and income generation in India. Currently, the tourism industry employs approximately 37.2 million people, providing livelihoods for many individuals and families.

*Foreign Exchange Earnings:* Tourism contributes significantly to India's foreign exchange earnings, bolstering the nation's balance of payments and contributing to its overall economic stability.

*Preservation of Environment and Cultural Heritage:* The tourism industry plays a crucial role in preserving the environment and protecting national heritage sites. Many historically significant landmarks and monuments, such as the Qutab Minar, Taj Mahal, and Ajanta and Ellora caves, have been safeguarded and maintained due to their designation as tourist attractions.

*Infrastructure Development:* Tourism often drives the development of essential infrastructure, including hotels, restaurants, sports complexes, hospitals, and transportation networks. This infrastructure not only enhances the tourism experience but also benefits local communities by improving access to essential services and amenities.

*Promotion of Peace and Stability:* Tourism can contribute to fostering peace, stability, and cultural exchange by creating economic opportunities, fostering intercultural understanding, and promoting universal brotherhood. In developing nations like India, tourism can serve as a catalyst for social cohesion and cooperation among diverse communities.

### **Hypothesis Testing Result**

The hypothesis testing results presented in Table 4 demonstrate a strong correlation between the number of foreign tourist arrivals in India and foreign exchange earnings from tourism. The Multiple R value of 0.95358551 indicates a robust correlation between the two variables, consistent with the findings in Table 3. Furthermore, the R Square value of 0.909325325 suggests that approximately 90 percent of the variance in foreign exchange earnings can be explained by the number of foreign tourist arrivals. This indicates a high level of fit for the model.

With a p-value of 0.0000, which is less than the significance level of 0.05, the null hypothesis "There is no significant relationship between the number of foreign tourist arrivals in India and foreign exchange earnings from tourism in India" is rejected. Thus, the alternative hypothesis is supported, indicating a significant relationship between these two variables.

**Table 4**  
*Hypothesis Testing Result*

<i>Regression Statistics</i>								
Multiple R	0.95358							
	551							
R Square	0.90932							
	5325							
Adjusted R Square	0.90630							
	2836							
Standard Error	18780.5							
	5996							
Observations	32							
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	-	6438.31	-	<b>1.32E-05*</b>	-	-	-	-
	33493.56281		5.20223		46642.34573	20344.8	46642.3	20344.8
Foreign Tourists Arrivals	20604.25982	1187.9	17.34512	<b>3.48E-17**</b>	18178.24511	23030.27	18178.25	23030.27

\*0.000, \*\*0.000

### Conclusion

India's tourism sector has demonstrated impressive growth, exhibiting both steady progression and significant surges over the years. The recent post-pandemic recovery has positioned India favorably in the global tourism landscape, promising continued growth and opportunities in the future. The substantial growth witnessed in 2022 indicates a renewed interest and confidence in international travel to India, potentially signaling the beginning of a positive trend in foreign tourist arrivals following a challenging period.

However, it's important to recognize that the performance of the tourism industry is influenced by various factors, including economic conditions, government policies, global events, and travel trends, all of which can significantly impact future outcomes. Despite fluctuations driven by events like the pandemic, India has generally shown an upward trajectory in its share of international tourism receipts and rank. The recent resurgence in 2022 suggests a promising outlook for India's attractiveness as a destination for international travelers, setting the stage for continued growth in the years ahead.

The influx of tourists in India stimulates demand for goods and services across various sectors, including transportation, accommodation, food and beverage providers, tour organizations, sightseeing operators, entertainment, arts and crafts, and exhibitions. These tourism-related activities serve as a growth engine for the Indian economy, contributing to economic growth, infrastructure development, regional prosperity, and enhancing India's global image.

Furthermore, tourism has the potential to play a significant role in achieving the Sustainable Development Goals (SDGs). The United Nations World Tourism Organization (UNWTO) is committed to providing a platform for the global tourism community to collaborate and align with the 2030 agenda. Tourism can contribute to the achievement of all SDGs, either directly or indirectly, making it a valuable tool for sustainable development and global progress.

### Contribution

Tourism in India has emerged as a significant contributor to revenue generation, employment opportunities, poverty alleviation, and sustainable human development. It accounts for 6.23% of the national GDP and

provides employment to 8.78% of the total workforce in India, with approximately 20 million individuals engaged in various roles within the tourism industry. One of the notable benefits of tourism is its role in preserving historically significant locations by designating them as heritage sites. Additionally, the tourism industry can contribute to promoting peace and stability in India by creating jobs, generating income, fostering economic growth, preserving the environment, and promoting cross-cultural understanding. Given the substantial impact of tourism on the Indian economy and its potential for sustainability, the study focuses on tourism as a key driver of economic growth and development in India.

### Future Scope

The tourism sector plays a significant role in influencing a nation's economic growth and fiscal expansion. It is a dynamic industry that offers travelers a diverse range of experiences, contributing to the promotion of the country or destination they visit. The tourism sector presents numerous opportunities for growth, including the increasing popularity of eco-friendly travel and the expansion of specialized travel segments such as adventure, wellness, and cultural tourism. However, the tourism industry also faces several challenges. These include the impact of global warming, over-tourism in certain destinations, geopolitical instability, changing traveler behaviors, and the rise of alternative accommodation options. Addressing these challenges requires further research to understand the difficulties faced by travelers and the tourism sector as a whole.

Future research in this area could focus on conducting a comprehensive study to explore the challenges encountered by travelers and the tourism industry, with the aim of developing strategies to mitigate these challenges and ensure the sustainable growth of the tourism sector.

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