

Chapter 1 : Growth of Tourism in India: Its impact on Employment and Economic Development

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹1 lakh crore (US\$ billion) or % of India's GDP in and supported million jobs, 8% of its total employment.

June 12, India is a vast country, peopled with diverse and ancient civilizations, and its religious geography is highly complex. Other significant religious groups in India include Sikhs, Jains, and Christians. Buddhism is almost extinct in the land of its birth, but many exiled Tibetan Buddhists now make their home in India, including His Holiness the Dalai Lama. The process of racial and cultural mixture that began in India, years ago has been continuous into historical times. Although isolated from the rest of Asia by oceans on three sides and impassable mountain ranges to the north, India has experienced a near-constant influx of differing cultural influences, coming by way of the northwest and the southeast. India in the third millennium BC was inhabited in the tropical south by a people called the Dravidians, in the central and northeastern regions by aboriginal hill and forest tribes, and in the northwest by the highly advanced Indus Valley civilization known as the Harappan culture. The Harappan culture possessed a sophisticated religion called Vedism, which worshipped powerful gods such as Indra, the god of rain; Agni, the god of fire; and Surya, the sun god. During the millennia of the Harappan culture the religion of Vedism developed an increasingly complex form with esoteric rituals and magical chants, and these were later codified in the sacred Hindu texts known as the Vedas. The religion identified as Hinduism did not actually appear until the centuries preceding the Christian era. Hinduism is an aggregation of the religious beliefs and practices deriving from the Vedism. Adding to and further enriching this mix were the concurrently developing religions of Jainism and Buddhism. Indian culture has thus developed a fascinating collection of religious beliefs and customs. The practice of pilgrimage in India is so deeply embedded in the cultural psyche and the number of pilgrimage sites is so large that the entire subcontinent may actually be regarded as one grand and continuous sacred space. Following the Vedic period the practice of pilgrimage seems to have become quite common, as is evident from sections of the great epic, the Mahabharata BC, which mentions more than sacred sites spanning the sub-continent. Hindus call the sacred places to which they travel tirthas, and the action of going on a pilgrimage tirtha-yatra. The Sanskrit word tirtha means river ford, steps to a river, or place of pilgrimage. In India all temples are considered sacred places and thus religious visitors to the temples may be described as pilgrims. For the purpose of our discussion, however, for a temple to be considered a true pilgrimage shrine it must have a long-term history of attracting pilgrims from a geographic area beyond its immediate region. Given this condition, the number of pilgrimage sites in India is still extremely large. Some Religious sites of India:

Chapter 2 : Tourism of India - History

1 CHAPTER - IV HISTORY OF TOURISM IN INDIA Tourism in the early period The history of tourism developed mainly through indirect sources in the.

History of tourism from the early ages? There was no tourist. To have tourism you have to have people with time and money. Through the centuries people were just trying to stay alive, have enough to eat, stay warm, have shelter, and live to 40 years old. Transportation was by foot, horse, wagon or boat. Imagine what a trip of a miles would take. Many, many people of the Middle Ages travelled for holidays. They are not usually referred to as tourists, but I do not see any reason why that term is incorrect. They are usually called pilgrims. They did not travel to relax and get a little recreation; they went to visit shrines, pray, and contribute to the salvation of their souls. But they went in very large numbers, and they were an important part of medieval history. Early in the Middle Ages, there were times when pilgrimage was generally dangerous, and there were always dangers along the road. But there were inns to stay in and there were groups of people who actively patrolled the roads. The Knights Templar were one such organization. Difficulties experienced by pilgrims to the Holy Land were among the causes of the crusades. But other pilgrim destinations became important, such as Rome, Santiago de Compostela, in Spain, the shrine of St. Thomas Becket, in Canterbury, England, and many others. There is a link below to an article on Christian pilgrimage. History of tourism in the medieval period? During the medieval period, travel declined. Travel, derived from the word travail, became burdensome, dangerous and demanding during this time. After the decline of the Roman Empire in the 5th century, roads were not maintained and they became unsafe. Thieves inflicted harm on those who dared to travel. No one during this time traveled for pleasure. History of tourism industry in India? The history of the tourism industry in India is very long and detailed. Because of its rich culture and extensive history, India has been a place of high tourism for quite a while. Tourism is on a steady increase because more people can afford to visit. The importance is when somebody wants to learn about something they can learn. Importance of tourism history in tourism development? Tourism history has great importance when it comes to tourism development. The reason for this is because history and what has happened in the past, can help one to avoid mistakes that have been made. It can also help one to see what has worked in the past so that it can be incorporated into new plans.

Chapter 3 : Tourism in India - Wikipedia

The history of India is shrouded in antiquity. India is one of the cradles of civilization with a history dating back more than 9,000 years. Indian history begins with the birth of the Indus Valley Civilization and the coming of the Aryans.

Today India is the preferred destination for both overseas and domestic travelers. India provides the facility to Tourists of international origin to understand and experience cultural diversity of the country. Tremendous growth in the Indian economy is the main reason for the growth in tourism in India. Though the infrastructure is still a constraint it sustains the current growth and that the government should invest in infrastructure like transport, accommodation, better roads, health and hygiene, etc. This particular industry in India is substantial and vibrant, is at verge of becoming a major global destination. Travel and tourism industry in India is one of them most profitable industries in the country and credited with contributing a substantial amount of foreign exchange. In India the disposable income has gone up by Indian tourism Industry has also helped the growth in other sectors like horticulture, handicrafts, agriculture, construction and even poultry. In air transport network India has bagged 37th rank for itself. Indian tourism industry is ranked 5th in the long-term year growth and is expected to be the second largest employer in the world by Since the Indian tourism industry has not been good. Though the India economy had slowed, it was still growing faster than the rest of the world. During , the country has seen a seen rise of 6. Size of the industry In India Tourism is the largest service industry with a contribution of 6. India witnesses about more than 5 million annual foreign tourist arrivals and million domestic tourism visits. The Campaign of "Incredible India" is developed by the Ministry of Tourism as nodal agency for the promotion of tourism in India. As regards the domestic market, the Ministry aims to popularize the culture and natural beauty of different regions, pilgrim sites and various new tourism products. Furthermore, the sector which accounted for 6. Employment opportunities Today increased tourism in India has created jobs in many sectors. The numbers say the story: Government of India has also made a significant impact in tourism by requiring each state one administration should be related to tourism. The Indian Tourism Industry is based on certain core nationalistic ideals and standards which are: Swaagat or welcome, Sahyog or cooperation, Soochanaa or information, Sanrachanaa or infrastructure, Suvidha or facilitation, Safaai or cleanliness and Surakshaa or security. Courses for Tourism Courses in travel and tourism are helpful, but not mandatory, in getting employment in this particular Industry. But according to a career prospectus, it is advisable to have a diploma either in Public Relations or Advertising. Post graduate course in Travel Management can be pursued by graduates who may prove to be advantageous in providing managerial and administrative options in the industry. This can be followed by masters in travel management. For details and list of training centres, refer to the website:

Chapter 4 : History of Medical Tourism - From Ancient Times until Today

History of tourism in India In India, tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities.

Click to share on Pinterest The diversity of India is legendary, presenting writers, marketers and travel agencies remember them! From the Himalayas to the desert of Rajasthan, to the natural beauty of Kerala and the cultural intensity of Varanasi. India offers something for everyone. Give me a job! But in recent years things have shifted. With the growth of the online travel industry, in all its different guises, people now have a lot more information at their fingertips and the research process has become a larger, richer part of holiday planning. At the same time, travel industry providers have grown exponentially in India, so visitors now have more options than ever. In turn, this means that India has to work harder to keep up with demand, and demands. The advent of hostels Zostel reception in Jaipur Hostels were never really a part of the Indian tourism story. Set-ups like Zostel and Moustache are offering a cheap, basic hostel experience, making life a lot easier, and the country more accessible, for the lowest-budget traveller. So much so that Zostel has plans for a staggering 30 more properties in the second half of The growth of boutique hotels Amarya villa, Delhi Boutique hotels, privately run small hotels, arty hotels with just a few rooms. However you want to define what a boutique hotel is , and here at Tripzuki we pontificate on this quite a bit, they have undoubtedly increased in number in recent years, particularly attracting foreign tourists at all levels and especially those with deeper pockets. Quality will always rise, surely, but the lack of any consistent and trustworthy starring system remains an obstacle, and probably always will. Researching accommodation to find quality is where the internet comes into its own, but this is also where the planning process gets tricky, even more so in India. We see a large disparity between the tastes and standards of the emerging Indian middle class and those of the established upper-middle class, the former having a huge presence on social media and hotel review sites. The disparity becomes even more acute when western tourists are added to the mix, thus Indian hotels are exposed to a wider mix of tastes than perhaps those of any other country. Pleasing a young family from Ahmedabad, a designer from Mumbai and a couple of grandparents from Denmark is a tricky thing! New destinations Chandelao Garh, village hotel in Rajasthan One of the clearest trends we are seeing is a willingness to explore new regions, amongst both young upper-middle-class Indians and tourists from overseas. Also, particularly in Rajasthan, small rural villages are now gaining popularity thanks to boutique set-ups like Chandelao Garh and Deogarh , both representing authentic, intriguing, safe and relatively accessible offbeat destinations, mostly appealing to Europeans. Educated kids from the cities are spreading their wings, creating their own businesses and setting up shop in far flung corners of the country. Now tourists can kite surf in Rameswaram, ski in Gulmarg, whitewater raft in Rishikesh and go caving in the North East, the list goes on. So far it seems these opportunities are largely lost on and undermarketed to international visitors, who are much more likely to visit the Taj Mahal than the stunning mountain regions. Once the foreign-inbound market catches on, the opportunity for growth is immense. The visa on arrival In a country as bureaucratic and fast developing as India, government policies are, by default, key for the growth of tourism. The visa on arrival began in and as of April applies to tourists from over 40 countries , with a plan to expand this to around nationalities over the next few years. One has to wonder whether politics and business sense can ever really go hand in hand. A nation of just 22 million people, famously adventurous but previously more interested in south-east Asia and Europe, it seems Aussies are now broadening their horizons and venturing to the sub-continent. The appeal and apparent though illusionary ease of running an online travel business is not lost on the entrepreneurial spirit of the young Indian upper-middle class, many of whom, unlike their parents, have now travelled for the sake of travelling and seen how things are done overseas, Europe and Thailand in particular. This is to some extent simply the maturation of an industry, but it can continue only with the support of state and national government. But it must be made easier for owners, with better access to liquor licenses, for example, not to mention the bizarrely complex red tape and tax framework that has plagued India for decades. The government seems determined to press ahead with spending in this area, a strategy that affects so many facets

of life, delivers more bang per buck than probably any other investment of public money and ultimately should win votes. The Delhi metro , new highways and recently opened new airports in Mumbai and Goa are big steps in the quest for foreign visitors. The positive trends of the last few years must surely flourish â€” the statistics all point the way â€” but whether government keeps up is another matter. Now, if I could just figure out how the train tickets workâ€!

Chapter 5 : Indian Tourism Industry, Tourism Industry in India, Tourism Industry, Tourism Industries

Indian history dates back to BC. Excavations in Punjab and Gujarat reveal that the Indus Valley civilisation was a highly developed urban civilisation. In fact the two cities of Harappa and Mohenjodaro, situated on two sides of the river Ravi, are known to have been built on a similar plan.

During the 1950s, India began to be viewed as a tourist destination. The Central and State governments of India have been working to actively promote tourism in the nation by enacting specific policies in the public and private sectors. Agra is a world renowned tourist spot due to its spectacular architecture, gardens and more. The Fort of Agra is a combination of marvelous mosques, stunning walls and mesmerizing gardens. Fatehpur Sikri consists of old structures and several forts. The architectural masterpiece Sikandra is visited by several thousand tourists every year. Goa is the best tourist destination for people who want to get relief from their stress. You can enjoy your holiday in Goa by water skiing, snorkeling, wind surfing and paragliding. One can find colorful and unique designs of ornaments made of sea shells. The feast in Goa tastes awesome and the pot wines are alluring. The Konkani music makes your feet dance without your notice and the sea brings fire to your soul. The rivers, canals and lakes all over Kerala highlight the state. Backwater trips are popular in this state. In particular, Kerala is famous for its ancient traditional medicine treatment known as Ayurveda. Tourism Development The recent development in tourism made by the Indian government includes interest subsidies, exemption in income taxes and reduction in import duties. In order to boost up the tourism development in India, identification of thrust areas have been done. Significant improvements have been found in the increase of capacity of air seats, connectivity of trains to frequent tourist destinations. For the convenience of the tourists, the accommodation facilities have been increased. The main goal of this corporation is to provide transport, conventional services, shopping and entertainment to the tourists. It also provides dependable and innovative money solutions for the development of tourism. Besides the transport facilities the corporation is also running restaurants and hotels at various places around India. The corporation is also diversified into several innovative services like consultancy services related to engineering, among others.

Chapter 6 : Medical tourism in India - Wikipedia

According to Indian official estimates the tourism in India has out performed the global tourism industry in accordance with the growth, volume of foreign tourists & even the revenue. Tremendous growth in the Indian economy is the main reason for the growth in tourism in India.

History of India History of India India is a land of ancient civilization. Indian history begins with the birth of the Indus Valley Civilization and the coming of the Aryans. These two phases are usually described as the pre-Vedic and Vedic age. Hinduism arose in the Vedic period. The fifth century saw the unification of India under Ashoka, who had converted to Buddhism, and it is in his reign that Buddhism spread in many parts of Asia. In the eighth century Islam came to India for the first time and by the eleventh century had firmly established itself in India as a political force. It resulted into the formation of the Delhi Sultanate, which was finally succeeded by the Mughal Empire, under which India once again achieved a large measure of political unity. It was in the 17th century that the Europeans came to India. This coincided with the disintegration of the Mughal Empire, paving the way for regional states. The Rebellion of , which sought to restore Indian supremacy, was crushed; and with the subsequent crowning of Victoria as Empress of India, the incorporation of India into the empire was complete. India Timeline Indian timeline takes us on a journey of the history of the subcontinent. Right from the ancient India, which included Bangladesh and Pakistan, to the free and divided India, this time line covers each and every aspect related to the past as well as present of the country. Read on further to explore the timeline of India. Economic History of India Indus valley civilization, which flourished between BC and BC, had an advanced and flourishing economic system. The Indus valley people practiced agriculture, domesticated animals, made tools and weapons from copper, bronze and tin and even traded with some Middle East countries. The Rajputs were known for their bravery and chivalry but family feuds and strong notions of personal pride often resulted into conflicts. The Rajputs weakened each other by constant wrangling. He was the son of Nasiruddin Humayun and succeeded him as the emperor in the year , when he was only 13 years old. Shah Jahan succeeded the throne after revolting against his father, Jahangir. He is considered to be one of the greatest warriors of his time and even today, stories of his exploits are narrated as a part of the folklore. King Shivaji used the guerrilla tactics to capture a part of, the then, dominant Mughal empire. These two phases are generally described as the pre-Vedic and Vedic periods. It is difficult to date this work with any accuracy on the basis of tradition and ambiguous astronomical information contained in the hymns. Modern Indian History During the late 16th and the 17th Centuries, the European trading companies in India competed with each other ferociously. By the last quarter of the 18th Century the English had outdone all others and established themselves as the dominant power in India. The British administered India for a period of about two centuries and brought about revolutionary changes in the social, political and the economic life of the country.

Chapter 7 : Travel & Tourism | National Portal of India

Growth of Tourism in India: Its impact on Employment and Economic Development! Tourism in India has a strong relevance to economic development, cultural growth and national integration. As mentioned earlier, India is a vast country of great beauty and diversity and her tourist potential is equally.

History of medical travel The History of Medical Tourism Long before Americans stepped onto foreign soil for cardiac surgery, a tummy tuck or a dental job, medical travelers from around the world have been searching far and wide to seek the best medical services. One can say that the concept of medical travel is as old as medicine itself. Medical tourism history in fact dates back to ancient times. The following is a short excerpt into the colorful history of medical tourism. These time lines indicate that if ever healthcare is in short supply - wherever the location or whatever period in time it may be - sick and injured people will travel for healthcare. Medical Tourism History - Ancient Times Studies of ancient cultures depict a strong link between religion and healthcare, which dates back thousands of years. Most ancient civilizations recognized the therapeutic effects of mineral thermal springs and sacred temple baths. The following are some of the earliest civilizations. The Sumerians circa BC constructed the earliest known health complexes that were built around hot springs. These healthcare facilities included majestic elevated temples with flowing pools. Moritz, Switzerland recognized the health benefits in drinking and bathing in iron-rich mineral springs. The same bronze drinking cups that they used were found in thermal springs in France and Germany, which could signify health pilgrimages within these cultures. The Ancient Greeks were the first to lay a foundation for a comprehensive medical tourism network. People from all over, traveled to these temples to seek cures for their ailments. By the year BC, other therapeutic temples flourished under the Greek domain. One facility called the Epidaurus was the most famous and included services like a gymnasium, a snake farm, a dream temple, and thermal baths. In India, the history of medical tourism was also slowly unfolding with the popularity of yoga and Ayurvedic medicine. As early as years ago, constant streams of medical travelers and spiritual students flocked to India to seek the benefits of these alternative-healing methods. When Rome became a global power, several hot-water baths and springs called thermae came into existence and gained popularity among the elite. These baths were not only healthcare facilities, but became commercial and social networking centers for the rich and the elite. Medical Tourism History - The Middle Ages With the downfall of the Roman Civilization, Asia continued to be the prime medical tourism destination for healthcare travelers. Temples gave way to hospitals that provide clinical services to travelers seeking healthcare. These institutions are chronicled in medical tourism history. In Medieval Japan, hot mineral springs called onsen became popular throughout the nation due to their healing properties. The warrior clans soon took notice of these springs and began using them to alleviate pain, heal wounds, and recuperate from their battles. Many early Islamic cultures established health care systems that also catered for foreigners. In AD, the Mansuri Hospital was built in Cairo and became the largest and most advanced hospital in the world of that time. With the capacity to accommodate 8,000 people, this hospital became a healthcare destination for foreigners regardless of race or religion. History of Medical Tourism - The Renaissance Period The Renaissance Period of the 14th to 17th century, not only highlighted the rebirth of art and culture in Europe and England, but was also a period where medical tourism flourished. Prominent visitors like Peter the Great and Victor Hugo visited these wellness resorts. During the 16th century, the rich and the elite of Europe rediscovered Roman baths and flocked to tourist towns with spas like St. Bath or Aquae Sulis enjoyed royal patronage and was famous throughout the known world. It became the center of fashionable wellness and became a playground for the rich and famous. He was the French inventor of the essay, and was believed to be the father of luxury travel. He helped write the earliest documented spa guide in medical tourism history. History of Medical Tourism - The Post-Renaissance Period Towards the end of the Renaissance period, aristocrats from around Europe continued to swarm to Bath for healing and therapeutic cleansing. In the 18th century, Bath became the first city in England to receive a covered sewage system and was ahead of London for several years. The city also received technological, financial, and social benefits. Roads were paved, streets had lights, hotels, and restaurants were beautified – all because of

Medical Tourism. The discovery of the New World brought new destinations for European medical travelers. During the 1600s, English and Dutch colonists started building log cabins near mineral springs rich with medicinal properties. During this time, it was noted that the Native Americans in the New World were adept in the healing arts. Knowledge in herbal medicine was exceptional and rivaled those in Europe, Asia or Africa. During the 18th and 19th century, several Europeans and Americans continued to travel to remote areas with spas and health retreats hoping to cure various ailments like tuberculosis. Medical Tourism History from the 1600s to 1900s. During this time, the USA and Europe were not only the commercial and industrial centers, but they were also the center of the healthcare world. Medical travel was limited to the affluent rich who traveled to these countries in order to receive high-end medical services. The ABMS established educational and professional policies, which became the blueprint of standards around the world. The flower child movement, which drew the elite and socialites of America and the UK, eventually developed into a fully-fledged medical tourism industry, with yoga and Ayurvedic medicine rediscovered. With the cost of healthcare rising in the 1970s and 1980s, American patients started considering offshore options, like dental services in Central America. Whilst US doctors were appalled at the idea of seeking healthcare in foreign hospitals during these periods, Cuba started programs luring foreigners for eye surgeries, heart and cosmetic procedures. History of Medical Tourism from 1900s to 2000s. The Asian economic crisis in 1997 and the collapse of Asian currencies prompted government officials in these nations to direct tourism efforts in marketing their countries as premiere destinations for international healthcare. Thailand quickly became the hub for plastic surgery, with fees charged at a fraction of what Western countries could offer. It was in 1997 that the Joint Commission International was formed to check and investigate international healthcare facilities for conformance to international standards due to the emergence of health providers around the world. During this time, the dentistry and cosmetic surgery industries reached new heights in these countries. Other Southeast Asian and Latin American countries are emerging as healthcare destinations as well with JCI accreditation and partnerships with prominent US-based health providers. Medical Tourism in 2000s and Beyond The number of American medical tourists increased to 1.5 million in 2008, the largest ever in medical tourism history. This figure is estimated to reach 2.5 million by 2015. In the last few years, several healthcare and insurance companies in the United States considered medical outsourcing. These offered their members the possibility to get non-emergency procedures and surgeries in other countries. Many are also considering foreign medical procedures as part of a health plan coverage.

Chapter 8 : History of tourism in India

India is the land of myriad experiences and exotic locales. It is a world of resplendent colours and rich cultural locales, be it magnificent monuments, heritage temples or.

History The history of India is shrouded in antiquity. India is one of the cradles of civilization with a history dating back more than 9, years. Indian history begins with the birth of the Indus Valley Civilization and the coming of the Aryans. We can summarize its vast and extensive history as below. The arts flourished during this period, with some of the finest work being done at Ajanta, Ellora, Sanchi and Sarnath. The Mughal Era In India lasted from to The Mughal dynasty was established by able Muslim rulers who came from the present day Uzbekistan. The Mughal rule in India saw the country being united as one single unit and being administered under one single powerful ruler. During the Mughal period, art and architecture flourished and many beautiful monuments were constructed. The rulers were skillful warriors and admirers of art as well. British Empire It was in the 17th century that the Europeans came to India. This coincided with the disintegration of the Mughal Empire, paving the way for regional states. The British established its colony in in east of India Bengalen after a war with the French. They expanded their influence thereafter and controlled most of present day Indian Pakistan by A rebellious outbreak in India in led to the transfer of all powers from the East India Company to the Crown in England. In , the Mogul rule finally breathed its last after which the Empire created British India and styled the Empire of India as well. Although Britain ruled most of India but it also had local treaties with the feudal local rulers. The first steps towards self-governance were taken by late s by the British where they appointed Indian councilors to acts as advisories to the British Viceroy and aid in establishment of provincial councils with members in India. Independence The anti British struggle became truly a mass movement with the arrival of Mahatma Gandhi - It was followed by numerous movements against the British rule. With the passage of time and stubbornness of the Indians the British had come to realize that the day was not far off when they will have to quit India. Successive campaigns had the effect of driving the British out of India in In the years since independence India has made huge progress and coped with great problems, and has developed its industry and its agriculture, and has maintained a system of government which makes it the largest democracy in the world. For detailed tour programme of mainly all tourist destinations of India please visit:

Chapter 9 : Indian History, History of Incredible India

The Government of India understands the importance of promoting Tourism. Tourist hotels, tourist lodges, dormitories and rest houses are made and maintained by various state Governments to look to the comforts of the tourists.

Accordingly, a maximum of 30 per cent of the foreign tourists visiting India come from Western Europe. Its neighbouring Eastern Europe has an insignificant contribution of 2 per cent tourists only. South Asian countries have a geographical advantage of being in close proximity to India and consequently this region contributes about one-fourth of the total foreign tourist arrival in India. About 19 per cent of the total foreign that the market is growing at an average annual rate of about 30 per cent and medical tourism is easily the next big business in India after Information Technology IT revolution. By , if medical tourism were to reach 25 per cent of the revenues of private up-market players, then upto Rs. Domestic tourism is an important segment of the overall tourist scenario although no reliable data are available in this regard. It is relatively easy to keep record of foreign tourists as they are registered at entry points like international airports which are not possible in case of domestic tourists. It may be emphasised here that domestic tourism is no less pronounced than the foreign tourism. In fact, domestic tourists far outnumber foreign tourists. This is by far the largest segment of market with a potential of 20 crore local tourists travelling annually. It is domestic tourism which fosters a sense of unity in the otherwise diverse environment of the country and contributes to national integration. Even if 10 per cent of the population travels outside the native state, it involves a massive movement of over 10 crore people who develop the feeling that they are travelling within their own country. Domestic tourism has increased considerably during the last couple of decades. The improved economy and greater exposure through mass media have developed increasing awareness among the people about tourism; a new dimension to their life style. Larger income, longer holidays coupled with certain incentives given by public and private organisations to their workers, have contributed a lot in infusing interest among the hitherto stay-at-home people to look around for a place for an annual or biannual visit with family members. Employment Opportunities in Tourism: Tourism in India has vast employment potential, much of which still awaits exploitation. At present about This is about 5. By , it would provide 25 million jobs. In addition, the industry provides indirect employment to about 40 million persons. Further, it is interesting to note that the employment generation in proportion to investment is very high in tourist industry. According to one estimate, an investment of Rs. The ratio further increases if one takes into account the ancillary services associated with hotels and restaurants. Another important aspect of employment in tourism is that it employs a large number of women, educated and uneducated, as well as skilled and unskilled. In fact, women are greater in number than men in hotels, airline services, travel agencies, handicraft making and cultural activities, etc. Tourism is a labour-intensive industry and is likely to offer more jobs in the coming years. And since most of the natural beauty and wildlife are to be found in non-urban areas, rural people could find employment as guides and transporters; with proper training. More jobs in rural areas would also help reduce continuous migration of people to towns. The hotel sector forms the key segment of tourism industry. Most of the foreign exchange earned by tourist industry is accounted for by hotel segment. Realising the importance of hotel segment, the Government has taken initiatives to encourage hotel industry by providing tax benefits and other incentives. The Industrial Policy has now placed the hotels and tourism related activities as a priority industry. Foreign investment and collaborations are now facilitated under the new economic policy. The Department of Tourism classifies functioning hotels under the star system into various categories from one to five-star deluxe and Heritage Heritage Classic, Grand and Heritage Renaissance and Apartment Hotels from three stars to five star deluxe. The Department also reclassified these hotels after every five years to ensure that requisite standards are maintained by them. Heritage hotels have been introduced to cover functioning hotels in palaces, have lies, castles, forts and residences built prior to Since foreign tourists are crazy about Indian culture and heritage, care has been taken to preserve the original form of the buildings while developing them as heritage hotels. So far, 32 properties have been classified in heritage hotel category providing a room capacity of rooms. Another 38 heritage hotels projects comprising of rooms are in the pipeline. The hotel industry has shown a spectacular

growth during the last one decade. Industrial Policy has now placed hotels and tourism related activities as a priority industry. Automatic approval is available for foreign direct investment FDI upto per cent in hotel and tourism sector.