

## **An Analytical Study on Role of the Tourism Industry in the Indian Economy**

Dr. Bindu Nair<sup>1</sup>, Sunil Kumar Das<sup>2</sup>, Nitish Lal<sup>3</sup>, Dr. Saima Parvez<sup>4</sup>, Dr. R. Subashini<sup>5</sup>,  
Kingston Willium Binod<sup>6</sup> (Advocate)

<sup>1</sup>HOD Associate Professor, Devaswom Board College, Keezhoor MG University, Kottayam- 686605, India

Email Id: binduuthra@gmail.com

<sup>2</sup>Research Scholar, IBCS, SOA, Lecturer in Commerce, K.S.U.B College, Bhanjanagar, Rajakundu, Odisha- 761126 & Cuttack, India

Phone no: 9937310623/8249400833

Email Id: sunilkumardas9999@gmail.com

<sup>3</sup>B. Tech Mechanical, Thapar Institute of Engineering and technology, Bhadson Rd, Adarsh Nagar, Prem Nagar, Patiala, Punjab- 147004, India

Phone no: 91-9818449494

Email Id: nitishlal@hotmail.com

<sup>4</sup>Assistant Professor, Delhi Metropolitan Education Noida, College in Noida, Uttar Pradesh, India

Email Id: Saima\_pervez\_12@yahoo.co.in

<sup>5</sup>Associate Professor-VIT Business School, Vellore Institute of Technology, Vellore -632014, Tamil Nadu, India.

Email Id: rsubashini@vit.ac.in

<sup>6</sup>Research Scholar, Sunrise University, Alwar, Rajasthan, 301028, India

Email Id: binod5008@gmail.com

---

### **ARTICLE INFO**

### **ABSTRACT**

Received: 29 Dec 2024

Revised: 19 Feb 2025

Accepted: 27 Feb 2025

The tourism industry in India has mainly emerged as a pivotal sector contributing very significantly to that of economic growth, employment generation, as well as foreign exchange earnings. This paper provides a proper in-depth analysis of the role of tourism in the Indian economy, focusing on its actual direct as well as indirect economic impacts, policy framework, and regional development. Using data from that of the main Ministry of Tourism, World Travel & Tourism Council, and other forms of credible sources, the study explores the linkages between tourism, GDP contribution, as well as the employment across formal as well as the informal sectors. The paper also addresses challenges such as infrastructure, seasonality, and sustainability. The findings also suggest that the sector holds a very much immense potential for inclusive development, especially in that of the post-pandemic recovery efforts.

**Keywords:** Tourism industry, Indian economy, GDP, employment, foreign exchange, sustainable tourism.

## I. INTRODUCTION

### A. Evolution of Tourism in India

Tourism in India has mainly been transformed from a very much primarily leisure-oriented activity into a major pillar of economic development. Over the years, the arena has expanded dramatically, driven through India's wealthy cultural diversity, ancient history, varied climates, and scenic landscapes. These attributes make India an appealing destination for each home and international tourists searching for non-secular, cultural, medical, and adventure reviews.

### B. Economic Significance and Scope

According to the Ministry of Tourism (2024), the tourism sector had mainly contributed approximately **9.2% to about India's GDP** as well as supported over **80 million jobs**, both directly and indirectly[1]. This includes employment in lodges, transport offerings, tour corporations, event control, and wellbeing tourism. Tourism also plays a vital position in selling nearby economies, especially in rural and remote areas.

### C. Purpose and Objectives of the Study

This examination aims to conduct a comprehensive evaluation of the tourism industry's position within the Indian economic system. It will explore the sector's monetary relevance, structural dynamics, employment impact, and its contribution to forex income. The examination also addresses present challenges and affords hints to beautify the sustainability and effectiveness of tourism as a device for socio-monetary development in India.

### D. Background

The tourism industry in India has mainly undergone significant evolution, emerging as a powerful engine for the purpose of economic growth as well as social development. Historically viewed as a leisure pursuit, tourism has now ended up an important contributor to the kingdom's GDP, employment technology, and foreign exchange income. India's full-size cultural history, religious traditions, biodiversity, and geographic diversity offer a unique blend of stories for travelers, positioning the country . Most of the pinnacle international locations. The region spans a big selection of offerings, which includes hospitality, delivery, medical tourism, eco and journey tourism, spiritual travel, and wellness retreats, which together make contributions to each urban and rural economic growth[2]. According to the Ministry of Tourism (2024), the tourism quarter accounted for nine.2% of the USA's GDP and generated over eighty million jobs throughout formal and informal sectors, making it one of the biggest employment companies. The improvement of presidency schemes which include Swadesh Darshan, PRASAD, and the advent of e-Visa services has made accessibility more desirable and promoted India as a holistic tour vacation spot. Moreover, the role of virtual platforms, clever tourism projects, and personal sector participation have in addition improved increase and accessibility. Despite its potential, the world faces several demanding situations, which includes infrastructure gaps, seasonality, environmental degradation, and problems of hygiene and safety, in particular for women tourists . The COVID-19 pandemic in addition exposed vulnerabilities inside the region, but also highlighted opportunities for innovation, domestic tourism, and sustainable practices. In this context, knowledge tourism's multifaceted effect on the economy is essential for policymakers, stakeholders, and researchers. This has a look at, therefore , aims to research the structural and economic relevance of the tourism enterprise in India, compare its direct and indirect contributions, observe regional dynamics, and suggest strategies for sustainable and inclusive growth. The research provides a timely perception into how tourism can function as a transformative pressure in shaping India's socio-monetary future.

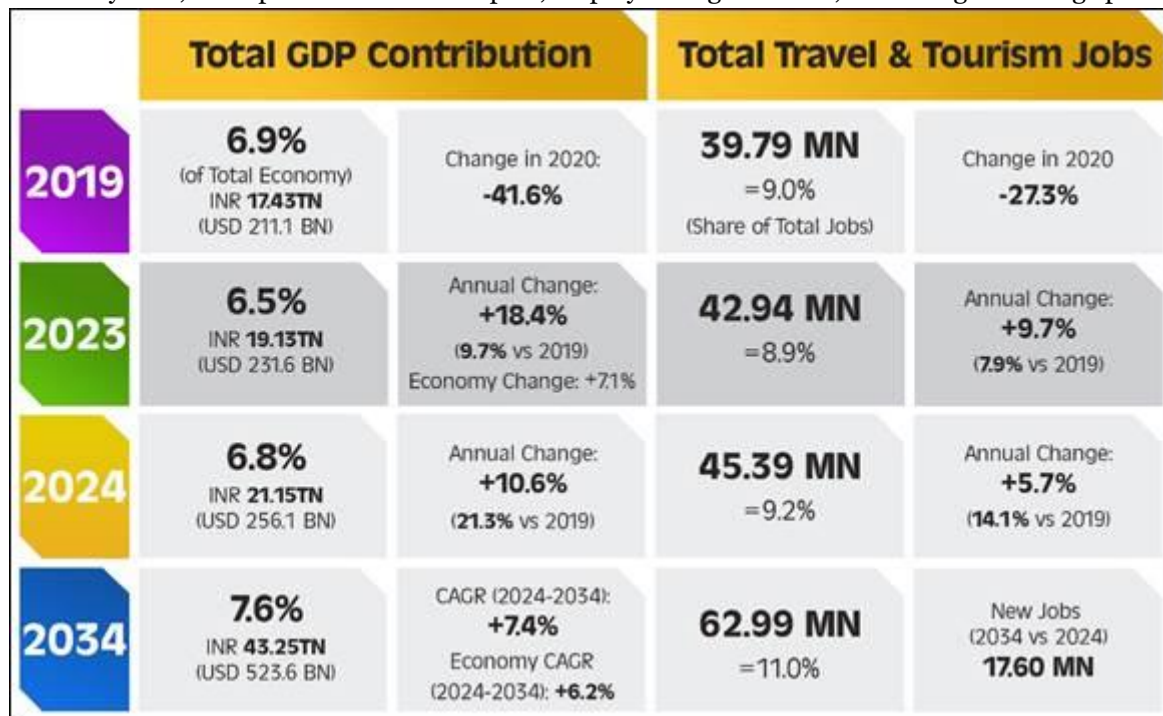
**II. LITERATURE REVIEW**

<b>Approach</b>	<b>Key Findings</b>	<b>Method</b>	<b>Application</b>
The study used economic modeling to analyze tourism’s effect on GDP, unemployment, and exchange rate from 2000 to 2019.[3]	Tourism positively influences India’s GDP and economic growth, showing a significant relationship with unemployment reduction and exchange rate stability.	Researchers applied simple and multiple regression models to evaluate tourism’s economic impact using two decades of macroeconomic data.	Findings support tourism-focused policies to stimulate economic growth, generate employment, and enhance India’s global tourism competitiveness.
The study analyzed long-term relationships between inbound tourism, financial development, and economic growth in BRICS countries using panel data (1995–2015).[4]	Tourism and economic growth are cointegrated long-term. A bi-directional causality supports the feedback hypothesis between tourism and economic growth.	Panel ARDL cointegration and Granger causality tests were used to examine long-run and causal relationships among key economic variables.	Findings suggest BRICS nations should promote tourism-friendly policies to boost economic growth, which in turn enhances inbound tourism further.
The study examines COVID-19’s effects on India’s tourism sector by forecasting tourist arrivals and earnings using artificial neural networks (ANN).[5]	COVID-19 significantly reduced foreign tourist arrivals and earnings, disrupting jobs, regional economies, and local communities across India’s tourism sector.	Artificial neural networks (ANN) were applied to predict tourist arrivals and earnings under four scenarios with/without lockdown impacts.	The findings guide policymakers in developing recovery strategies, financial support, and sustainable planning for India’s post-pandemic tourism sector.
The study explores how tourism and hospitality contribute to socioeconomic development through job creation, foreign exchange, and cultural preservation.[6]	Tourism boosts foreign exchange, supports handicrafts, fosters national integration, and generates direct and indirect employment across diverse population sectors.	A qualitative analytical approach was adopted to evaluate tourism’s economic impact by categorizing domestic and international tourism contributions.	Findings support policy initiatives to enhance tourism infrastructure, promote local arts, and develop employment programs within the hospitality sector
The study investigates how tourism development and structural economic changes affect CO <sub>2</sub> emissions and	Tourism development increases CO <sub>2</sub> emissions, while structural economic shifts and economic growth improve	Quarterly time-series data (1995Q1–2016Q4) analyzed using ARDL bounds testing, FMOLS, DOLS, and CCR to explore long-term	Results inform policymakers to foster sustainable tourism and promote the service sector to balance economic growth with

environmental quality in India over time.[7]	environmental quality; energy use harms it.	cointegration and causality.	environmental protection.
The study explores how different sub-sectors of China's tourism industry affect energy consumption, economic output, and environmental pollution.[8]	Tourism boosts economic growth but worsens environmental quality through higher energy use and increased emissions, especially from food, travel, and entertainment.	ARDL bounds testing and Gradual Shift Causality models were applied to quarterly data from 2001Q1–2019Q4 to examine sectoral impacts	Findings urge policymakers to design sector-specific green strategies to balance tourism growth with environmental sustainability and cleaner energy usage

**III. CONTRIBUTION OF TOURISM TO INDIAN ECONOMY**

The tourism sector in India has very much become one of the actual most dynamic as well as rapidly growing components of the actual country’s economy. . As a multi-dimensional enterprise, tourism contributes to GDP, employment, foreign exchange income, infrastructure development, and regional fairness. The interaction among tourism and different sectors such as transport, hospitality, retail, handicrafts, and wellness services in addition amplifies its effect on the national financial system[9] . Over the years, India has leveraged its cultural diversity, natural sights, and ancient importance to construct a robust tourism atmosphere. The advent of focused guidelines and the rise of area of interest tourism segments including clinical, eco, and non secular tourism have considerably extended the sector's reach. This phase delves into the core contributions of the tourism industry to the Indian financial system, that specialize in GDP impact, employment generation, and foreign exchange profits.



**Figure: CONTRIBUTION OF TOURISM TO INDIAN ECONOMY**

(Source:pib.gov, 2021)

## **A. GDP Contribution**

Tourism has consistently been an every much major contributor to that of India's Gross Domestic Product (GDP), reflecting its actual expansive influence on that of the country's economic output. According to data from the **Ministry of Tourism** as well as the **World Travel and Tourism Council (WTTC)**, the world's overall contribution to India's GDP in 2023 turned out to be INR 16.9 lakh crore, accounting for about eight. Eight% of the full GDP. While this parent represents a robust healing from the pandemic lows, it is nonetheless barely below the pre-COVID stages. In 2018, tourism contributed around 9.4% to India's GDP, which declined marginally to 9.2% in 2019 [10]. The sharp drop to 6.2% in 2020 came on the whole due to the worldwide tour regulations and health issues arising from the COVID-19 pandemic. However, as regulations eased and domestic tourism surged, the arena started to rebound by 2022.

The revival is essentially credited to the resurgence of home tourism, which offset the slower go back of global travelers. Indians started to discover destinations within the U.S., giving upward push to weekend tourism, stays, and faraway work-friendly tours. The increasing adoption of virtual reserving systems and centered advertising campaigns with the aid of the authorities, including Dekho Apna Desh, have further bolstered this restoration. Additionally, India's progressed rank within the World Economic Forum's Travel and Tourism Development Index, because of infrastructure investments and greater safety requirements, has improved the U.S.'s international tourism enchantment.

The GDP contribution isn't always simply constrained to direct sales from lodges or transportation services. Tourism stimulates ancillary industries like handicrafts, food services, event control, and local artisan organizations [11]. This results in a multiplier impact—where the financial advantages ripple at some point of the local and country wide financial system. In rural areas, as an example, even small-scale guesthouses or homestays contribute to the local economy through tourism spending. Thus, tourism serves as an effective financial enabler that not only fuels GDP increase but also promotes inclusive improvement across city and rural India.

## **B. Employment Generation**

Tourism is recognized as one of the most labor-intensive industries, offering very many employment opportunities across a very wide spectrum of the form of skill levels. In India, the arena supports approximately eighty five million jobs, making it the 1/3-largest contributor to employment after agriculture and construction. This includes each direct and oblique employment possibilities. Direct employment entails jobs in accommodations, airlines, journey groups, restaurants, and tour businesses, whilst oblique employment extends to sectors consisting of meals manufacturing, transport, handicrafts, textiles, and infrastructure.

One of the key characteristics of employment in the tourism region is its ability to generate jobs with low entry barriers, making it particularly effective in decreasing unemployment amongst teens, women, and people in rural regions. For instance, tour guides, transport operators, and small marketers in the meals and crafts quarter frequently require minimal formal education or expert qualifications [12]. Moreover, tourism is one of the few industries that actively engages the informal group of workers, offering earnings assets for avenue vendors, nearby artists, drivers, boat operators, and home-live proprietors.

Cultural and rural tourism initiatives have similarly elevated employment in traditionally marginalized regions. In states like Rajasthan, Himachal Pradesh, Kerala, and the Northeastern states, tourism has helped arrest migration to urban centers with the aid of creating viable employment regionally. Women, particularly, have benefited from self-employment possibilities inside the shape of conventional cooking instructions, craft workshops, or dealing with homestays. Government tasks together with the Hunar Se Rozgar software, geared toward skill development within the hospitality and tourism sectors, have similarly bolstered the employability of the Indian group of workers.



It is critical to observe that tourism employment is noticeably seasonal and sensitive to outside shocks, as witnessed during the COVID-19 pandemic whilst hundreds of thousands of people, specially within the informal zone, confronted task losses [13]. Therefore, even as tourism is a crucial employment generator, it requires a protection internet and sustainable practices to make certain long-term activity safe. Diversification into year-round tourism, promoting offbeat locations, and integrating virtual tools for marketing and business operations can assist stabilize and amplify employment potentialities.

### **C. Foreign Exchange Earnings**

Tourism is a key contributor to India's foreign exchange earnings, enhancing the main country's balance of payments as well as the currency reserves. According to the opinion of the Ministry of Tourism, India earned approximately USD 29.9 billion in forex from tourism in 2019, marking a constant rise from previous years. This profit is generated mainly through international vacationers' spending on lodging, shipping, dining, purchasing, and other offerings during their life in India.

The influx of overseas travelers plays a vast function in city economies, mainly in towns such as Delhi, Mumbai, Chennai, Bengaluru, and Hyderabad, which serve as entry factors to the United States of America. Popular visitor circuits like the Golden[14] Triangle (Delhi–Agra–Jaipur), in addition to locations inclusive of Goa, Kerala, Varanasi, and Rishikesh, entice a huge quantity of overseas site visitors who make a contribution significantly to the neighborhood economic system via direct spending.

Besides amusement tourism, clinical and wellness tourism has emerged as an excessive-fee section for foreign exchange income . India is an increasing number of being diagnosed as a global hub for low-cost and great healthcare services, drawing sufferers from the Middle East, Africa, Southeast Asia, or even advanced international locations. According to industry estimates, scientific tourists spend nearly 3–four times greater than amusement travelers, making this a beneficial section. The availability of superior scientific facilities, English-speaking doctors, shorter wait instances, and a favorable foreign exchange fee make India an appealing vacation spot for medical tourists.

The pandemic did lead to a steep decline in international tourist arrivals, which dropped by over 70% in 2020–21. However, data from 2022 and early 2024 show encouraging symptoms of recuperation. Key projects inclusive of the e-Visa facility for over one hundred seventy countries, advanced airport infrastructure, and competitive worldwide advertising campaigns underneath the Incredible India 2.0 emblem have contributed to regaining worldwide confidence.

In addition to financial advantages, foreign exchange earnings from tourism also assist cultural diplomacy, improving India's smooth electricity on the global stage[15].. Tourists act as informal ambassadors, sharing their studies and influencing worldwide perceptions of India. As international tourism bounces returned, India is poised to regain its status in most of the pinnacle 20 worldwide traveler destinations in phrases of the forex era.

## **IV. SECTORAL DYNAMICS AND TOURISM TYPES**

The tourism industry in India is as very diverse as the country itself, encompassing a wide range of experiences that appeal to different types of travelers from around the globe.. Each segment of tourism in India caters to particular pursuits, demographic organizations, and geographical areas . The sectoral dynamics of tourism consult with the useful sub-divisions within the industry, each having its personal infrastructure necessities, monetary linkages, and cultural importance. These segments not only make a contribution to the overall economic development but also play a critical role in promoting inclusive increase by means of engaging various groups, keeping nearby tradition, and encouraging entrepreneurship.

India's tourism is shaped by its multifaceted identity, with hundreds of years of records, a big range of ecosystems, over 2,000 ethnic groups, and limitless religious traditions[16]. This intrinsic richness has given an upward push to a dynamic tourism landscape that consists of everything from background

walks in historic towns to Ayurvedic retreats in coastal villages. The following sections offer a complete assessment of the predominant forms of tourism that pressure India's sectoral growth and the way virtual platforms are reshaping the enjoyment and attainment of tourism offerings within the twenty-first century.

## A. Types of Tourism in India

### 1. Cultural and Heritage Tourism

Cultural and heritage tourism remains the actual cornerstone of India's tourism sector. With a recorded history spanning more than about 5,000 years, India is home to **40 UNESCO World Heritage Sites**, over 500 palaces and forts, and hundreds of temples, mosques, church buildings, and museums. Cultural tourism is driven by vacationers' interests in structure, history, delicacies, track, art, language, and conventional apparel. Cities like Jaipur, referred to as the Pink City, provide royal palaces and forts which includes Hawa Mahal and Amer Fort, which show off Rajput structure and regal life-style. Similarly, Varanasi, one of the oldest constantly inhabited towns inside the world, offers a mix of spirituality and antiquity through its ghats, temples, and rituals at the Ganges.

Other outstanding background websites encompass Khajuraho in Madhya Pradesh, famed for its complex temple carvings; Mysuru, celebrated for its royal heritage and Dasara festival; and Hampi, a UNESCO heritage site recognized for its ruins of the Vijayanagara Empire. Cultural tourism also prospers through fairs like Holi, Diwali, Durga Puja, and regional fairs along with the Pushkar Camel Fair, which attract worldwide audiences.

This segment no longer most effectively contributed extensively to the financial system via accommodation, transport, and hospitality services; however [17], it also sustains conventional artisans, performers, and publications. It performs a critical position in preserving intangible historical past and reinforcing cultural identity, specifically while community participation and conservation ethics are integrated into tourism planning.

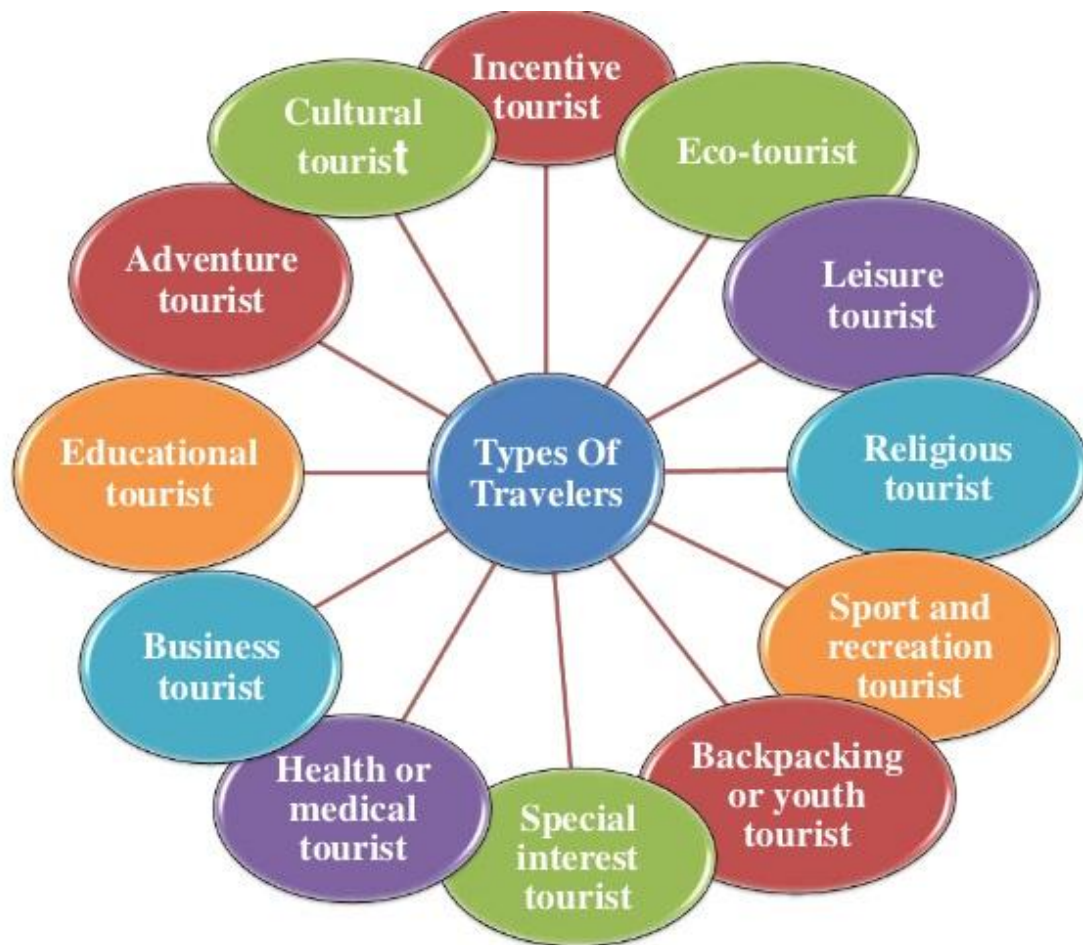
### 2. Medical Tourism

India has emerged as a **global hub for medical tourism**, owing to its actual combination of affordability, quality healthcare infrastructure, as well as the skilled professionals. The sector has seen exponential growth, particularly from the various countries in **Africa**, the Middle East, and Southeast Asia, in which excessive medical prices and lengthy ready durations push sufferers to are looking for options. India offers remedies in cardiology, oncology, orthopedics, ophthalmology, and organ transplants at a fragment of the price in Western international locations.

According to the Ministry of Health and Family Welfare (2023), India gets over 500,000 clinical vacationers annually. Top towns for clinical tourism encompass Delhi, Mumbai, Chennai, and Bangalore, where leading hospitals including Apollo[18], Fortis, and AIIMS cater to worldwide sufferers. A key advantage is the supply of English-speaking medical workforce, mixed with hospitality offerings tailor-made to affected person desires.

Additionally, Ayurveda, yoga, naturopathy, and different traditional healing systems are an increasing number integrated with modern medicinal drugs, enhancing India's enchantment as a holistic healthcare destination. The National AYUSH Mission promotes the convergence of traditional structures with mainstream tourism, attracting well-being seekers from around the world.

Medical tourism has titanic monetary capability, with tourists spending considerably extra in line with capita than average amusement travelers. It additionally strengthens related sectors consisting of pharmaceuticals, diagnostics, coverage, and hospitality[19]. However, to stay competitive, India ought to spend money on higher clinic accreditation, visa facilitation, and publish-treatment follow-up mechanisms to make certain affected persons pleasure and comply with worldwide healthcare standards.



**Figure: Types of tourism in India**

(Source: rashidfaridi, 2022)

### 3. Eco and Adventure Tourism

Eco and adventure tourism represent one of the actual fastest-growing segments, aligned with the global trend toward that of sustainable **as well as experiential travel**.. These types of tourism focus on environmental conservation, neighborhood community involvement, and occasional-impact exploration of natural regions [20]. India, with its varied topography—starting from the Himalayas to the Western Ghats, from wasteland landscapes to mangrove forests—offers enormous scope for these reviews.

Eco-tourism is flourishing in states like Kerala, Sikkim, Meghalaya, and Madhya Pradesh, where country wide parks and biodiversity hotspots are advanced with eco-friendly infrastructure. Initiatives like Periyar Tiger Reserve's eco-development programmes and community-primarily based tourism inside the Sundarbans have efficiently confirmed how tourism can coexist with conservation.

Adventure tourism, then again, appeals to thrill-seekers and youngsters demographics. Activities inclusive of hiking in Ladakh, skiing in Gulmarg, white-water rafting in Rishikesh, paragliding in Bir-Billing, and scuba diving in the Andaman Islands have received full-size popularity. Our bodies which include the Ministry of Tourism and the Indian Mountaineering Foundation (IMF) are actively selling these sports via education, safety requirements, and international collaborations.

Despite the possibilities, this section faces challenges inclusive of inadequate safety law, environmental degradation because of over-tourism, and absence of trained courses[21]. There is a developing want for standardized eco-certifications, capability building amongst operators, and recognition campaigns to ensure that the growth of adventure and ecotourism does no longer come at the value of ecological balance.



## 4. Spiritual Tourism

Spiritual tourism, or religious travel, is deeply rooted in the casual Indian culture and also properly continues to be a very major driver of domestic as well as inbound tourism. India is the birthplace of Hinduism, Buddhism, Jainism, and Sikhism, and home to sacred websites for Islam and Christianity, making it one of the most spiritually substantial nations within the international community.

Pilgrimage facilities like Varanasi, Tirupati, Amritsar, Rishikesh, Bodh Gaya, Ajmer Sharif, and Velankanni appeal to hundreds of thousands of pilgrims annually. The Kumbh Mela, the most important non secular gathering on this planet, draws over one hundred million humans and extensively boosts nearby economies[22]. Buddhist tourism circuits, specifically the one encompassing Lumbini, Bodh Gaya, Sarnath, and Kushinagar, are being developed in collaboration with Southeast Asian nations.

Spiritual tourism no longer simplest encourages introspection and cultural immersion but additionally promotes civic infrastructure development in in any other case far off locations. Furthermore, non secular tours have evolved past conventional pilgrimage to encompass meditation retreats, yoga tourism, and religious learning centers. Destinations like Auroville, Osho International Meditation Resort, and Art of Living Centre have come to be global hotspots for seekers of intellectual wellbeing and philosophical exploration.

The government's PRASAD Scheme (Pilgrimage Rejuvenation and Spiritual Augmentation Drive) is designed to improve amenities, enhance connectivity, and hold the cultural integrity of religious destinations. However, crowd control, commercialization, and waste era stay pressing troubles that must be addressed through integrated making plans and network involvement.

## 5. Rural and Village Tourism

Rural and village tourism is gaining traction as vacationers searching for actual and immersive stories that cross past the usual vacationer circuits. This shape of tourism encourages traffic to experience rural life, subculture, traditions, and herbal historical past, providing a counterbalance to city over-tourism[23]. States like Rajasthan, Gujarat, Kerala, and Nagaland have led the manner through promoting village tourism via government-supported programs, homestays, and network-run background tasks.

Rural tourism plays a key position in inclusive development, as it brings economic blessings at once to the grassroots level. Local artisans, weavers, farmers, and performers gain direct admission to profits without the need for migration. It additionally contributes to the renovation of crafts, cuisine, languages, and fairs which can be regularly susceptible to disappearing.

The Ministry of Tourism's "Rural Tourism Scheme", released under the UNDP partnership, has helped broaden model rural tourism initiatives that integrate infrastructure development with talent schooling. Examples include the Hodka village in Kutch, known for its handicrafts, and Kumarakom in Kerala, celebrated for its responsible tourism.

However, challenges inclusive of loss of connectivity, negative sanitation, and virtual illiteracy can deter ability increase[24]. To scale this section, there's a desire for capability constructing, microfinance guidance, and integration with e-commerce systems which could empower rural entrepreneurs and make rural locations extra handy to both home and worldwide vacationers.

## B. Role of Digital Platforms

In the digital age, the role of technology in the process of transforming the tourism industry cannot be overstated. **Digital platforms have well revolutionized every aspect of the tourist experience**, [25]. With the penetration of smartphones and internet offerings, mainly publish-2016's Digital India initiative, the journey of Indian vacationers has gone through a paradigm shift.

**Online Travel Agencies (OTAs)** like that of the **MakeMyTrip, Yatra, Goibibo, and Airbnb** have made tour making plans seamless, offering actual-time fee comparisons, digital payments, and immediate confirmation services. These structures no longer best cater to tech-savvy urban travelers but are increasingly becoming handier to Tier II and Tier III city populations as well.

Government projects have also harnessed the energy of digital media. The “Incredible India” marketing campaign, made over as “Incredible India 2.Zero”, leverages AI, VR, and social media advertising and marketing to have interaction with worldwide audiences[26]. Similarly, the “Dekho Apna Desh” marketing campaign promotes home journey thru digital excursions, webinars, and storytelling systems, mainly inside the put up-COVID era whilst domestic travel received priority.

Digital technology including Google Maps, TripAdvisor, and Zomato empower tourists with real-time information, peer evaluations, and hints. Mobile apps of kingdom tourism departments now offer particular publications, multilingual assist, emergency touch information, and AR-enabled experiences at background websites.

The integration of Artificial Intelligence (AI), Blockchain, and Big Data is shaping the destiny of smart tourism. AI-enabled chatbots now help vacationers with queries 24/7, while blockchain is being piloted for secure digital identity and e-ticketing. Big Data analytics help tourism forums apprehend tourist conduct, optimize advertising and marketing strategies, and enhance protection.

However, virtual tourism additionally raises worries about information privacy, digital exclusion, and over tourism inspired by using viral content[27]. Thus, while virtual platforms are a sport-changer in tourism advertising and marketing and operations, there have to be safeguards and inclusivity measures to make certain that technology blesses all stakeholders equitably.

## V. GOVERNMENT POLICIES AND INITIATIVES

India’s tourism sector has been very much significantly shaped as well as supported by strategic government policies aimed at sustainable development, cultural preservation, ability enhancement, and global competitiveness [28]. These coverage frameworks are designed to promote balanced regional improvement, entice funding, and decorate the overall experience for home and worldwide tourists. In the past decade, India has witnessed a transformation in how tourism is deliberate and marketed in large part due to policy tasks which include the Swadesh Darshan and PRASAD schemes, the creation of e-Visa facilities, and the formulation of ahead-wondering National Tourism Policy. These interventions replicate a shift from conventional tourism models to greater inclusive, theme-primarily based, and technology-pushed frameworks.

### **Swadesh Darshan Scheme: Thematic Tourism Development**

Launched in 2014-15, the **Swadesh Darshan Scheme** represents a huge and major government initiative aimed at the process of developing **thematic tourism circuits** across that of India[29]. . The middle concept at the back of the scheme is to integrate tourism with historical past conservation, environmental sustainability, and infrastructure improvement. The authorities recognized over 15 thematic circuits, together with the Buddhist Circuit, Ramayana Circuit, Coastal Circuit, Eco Circuit, and Tribal Circuit, among others.

These circuits are evolved to provide curated vacationer reviews while enhancing connectivity, amenities, and community involvement in tourism-related activities . For example, the Buddhist Circuit, spanning states like Bihar and Uttar Pradesh, has seen considerable investment in avenue infrastructure, signage, interpretation facilities, and motels to draw pilgrims and vacationers from Southeast Asia and East Asia. Similarly, the North East India Circuit beneath Swadesh Darshan has helped enhance air and avenue connectivity, permitting more right of entry to unexplored areas.

The scheme has not simply strengthened tourism infrastructure but also empowered nearby groups by means of regarding them in homestay projects, neighborhood craft promoting, and talent development programs[30]. However, demanding situations continue to be in phrases of preserving quality requirements, timely mission completion, and ensuring sustainable visitor float at some point of the 12 months.

### **PRASAD Scheme: Rejuvenating Pilgrimage Sites**

The **PRASAD Scheme (Pilgrimage Rejuvenation as well as the Spiritual Augmentation Drive)** was mainly launched in 2015 to increase pilgrimage locations in a planned, included, and sustainable way. Recognizing that spiritual tourism accounts for a prime share of domestic tourism in India, the scheme targets spiritual websites throughout various faiths to enhance simple facilities, accessibility, cleanliness, and cultural preservation.

The scheme covers key non secular sites inclusive of Varanasi, Amritsar, Puri, Tirupati, Dwarka, and Ajmer, among others. Under PRASAD, government funding is used to create tourism-pleasant infrastructure like sanitation facilities, illumination, interpretation centers, and waiting regions[31]. For instance, Varanasi's ghats have been rejuvenated under the scheme to offer an extra immersive and hygienic experience for pilgrims.

PRASAD has helped increase religious tourism, specifically in Tier 2 and Tier three towns, supplying economic possibilities to neighborhood organizations. Furthermore, the scheme focuses on eco-friendly interventions consisting of solar lights and stable waste control. However, its fulfillment depends on coordination among imperative, country, and nearby bodies and the involvement of temple trusts and religious institutions in lengthy-time period protection.

## **VI. REGIONAL IMPACT ANALYSIS**

Tourism in India exhibits a very much highly localized impact, reflecting the main country's cultural, geographical, and economic diversity.. Different states and regions benefit uniquely from tourism relying on their natural assets, cultural property, administrative performance, and investment in infrastructure. While a few states have constructed worldwide tourism brands, others stay beneath-explored due to connectivity and ability constraints. This section highlights the specific impact of tourism throughout 5 key regional clusters.

### **Himachal Pradesh and Uttarakhand: Eco-Tourism and Homestays**

The hill states of Himachal Pradesh and Uttarakhand have long been synonymous with nature tourism, attracting tourists looking for mountains, rivers, non secular retreats, and adventure sports[32]. Tourism right here plays a huge role in the employment era , in particular through homestays, local transport offerings, courses, and seasonal jobs in trekking and camping operations.

Homestay tasks supported through state tourism forums and NGOs have empowered nearby families, especially ladies, to generate earnings while maintaining cultural practices. Destinations like Manali, Kasol, Mussoorie, and Rishikesh see year-round tourist footfall, contributing to livelihoods and infrastructure growth.

However, tourism additionally exerts pressure on fragile ecosystems and municipal services. Waste control, water scarcity, and visitors congestion are continual troubles. A shift in the direction of regulated ecotourism guidelines and rancid-season advertising and marketing is wanted to ensure sustainability.

### **Kerala: Ayurveda and Backwater Tourism**

Often advertised as "God's Own Country," Kerala has evolved a successful tourism model that blends natural beauty, health and health tourism, and cultural richness. Its backwaters, seashores, houseboats, and Ayurvedic facilities entice both home and worldwide travelers, specifically from Europe and the Middle East.

Tourism is a primary contributor to Kerala's economy, producing over 1.2 million jobs and extensively impacting sectors together with hospitality, handicrafts, well-being, and delivery[ ] . The kingdom's Responsible Tourism Mission has received worldwide popularity for integrating community development with tourism, selling nearby produce, and encouraging girls' cooperatives.

Kerala's strength lies in product diversification and branding; however it additionally faces risks from climate-related disruptions (like flooding), political unrest, and pandemic-related travel shifts.

Continued funding in digital advertising and marketing and catastrophe resilience will assist preserve its worldwide competitiveness.

### **Northeast India: Untapped Potential Amidst Infrastructure Gaps**

The Northeastern place of India, comprising 8 states such as Assam, Meghalaya, Sikkim, and Nagaland, gives a huge untapped capability in terms of eco-tourism, adventure travel, tribal studies, and cultural diversity[33]. Despite its scenic splendor and specific heritage, tourism right here remains underdeveloped because of terrible infrastructure, restricted connectivity, and security perceptions.

Initiatives underneath the Swadesh Darshan Scheme, in particular the North East Circuit, have started to deal with these issues via improving roads, signage, and homestay schemes. Destinations like Tawing, Kaziranga, Mawlynnong, and Ziro Valley have ended up famous among niche vacationers and backpackers.

Tourism in the Northeast has the capacity to come to be a primary source of employment for indigenous communities and youngsters. However, to harness this potential, the area needs more inter-kingdom coordination, sustainable tourism education, and digital infrastructure like excessive-pace internet and online booking portals.

### **Rajasthan and Uttar Pradesh: Cultural Tourism and Revenue Generation**

Rajasthan and Uttar Pradesh are at the actual heart of India's culture as well as the heritage tourism circuit. From the forts and also the palaces of Jaipur, Jodhpur, and Udaipur to the spiritual and spiritual historical past of Varanasi, Mathura, and Ayodhya, these states appeal to tens of millions of vacationers each year. Key attractions consist of the Taj Mahal, Fatehpur Sikri, Ganga Aarti, and Rajasthan's wasteland galas.

In Rajasthan, tourism accounts for over 15% of the country 's revenue, employing a big segment of the body of workers in hotels, shipping, and handicraft[34]. Meanwhile, Uttar Pradesh has seen a surge in pilgrimage and cultural tourism due to authorities' efforts to develop Ayodhya, Kashi Vishwanath Corridor, and the Buddhist Circuit.

Despite excessive footfall, both states face troubles related to over-tourism, pollution, and insufficient urban planning in key towns. Better crowd management, city mobility planning, and growth of tourism to lesser-acknowledged websites are hard to sustain growth even as retaining heritage.

## **VII. CHALLENGES FACED BY THE TOURISM INDUSTRY**

India's tourism sector holds a very much vast potential, but it mainly continues to face some of the several critical challenges that hinder its actual full-scale development as well sthe global competitiveness. These challenges are multidimensional—ranging from infrastructural constraints and environmental degradation to socio-cultural worries and coverage limitations. For India to become a main international visitor destination, it is crucial to perceive and address these barriers strategically. The following subsections element the maximum urgent barriers faced through the enterprise.

### **A. Infrastructure Bottlenecks**

Infrastructure remains one of the maximum substantial limitations to the seamless growth of tourism in India. Despite enhancements in airports and luxury hotels in metro cities, rural and background tourism hotspots still lack fundamental facilities. Poor avenue conditions, confined remaining-mile connectivity, abnormal electricity delivery, inadequate signage, and susceptible internet access have an effect on the overall vacationer experience, mainly in remote Himalayan regions, Northeast India, and indoors components of Rajasthan and Odisha[35].

Additionally, public sanitation centers are insufficient in many famous traveller spots, inflicting pain for vacationers and discouraging repeat visits. A lack of incorporated shipping systems often forces travelers to depend upon fragmented and unreliable neighborhood offerings, which affects the efficiency and pride of their adventure. For global vacationers, negative connectivity between airports and final locations also limits their exploration past important towns like Delhi,

## **B. Seasonality and Income Volatility**

Tourism in India is particularly season-established, developing good sized fluctuations in income and employment. Most regions enjoy peak visitor influx at some stage in specific months, which includes the winter season for Rajasthan or the monsoon for Kerala's backwaters. This seasonality affects underutilization of infrastructure and assets throughout off-top durations, at the same time as local workers face earnings lack of confidence and process losses.

For example, destinations together with Shimla or Manali thrive in summer but witness a large downturn in winter unless marketed for snow-primarily based activities[36]. Similarly, seaside tourism in Goa peaks from November to February, leaving motel groups of workers, neighborhood vendors, and shipping services underemployed for the rest of the 12 months. This cyclic fashion not only hampers the financial stability of small tourism agencies but additionally creates inefficiencies in operational planning.

## **C. Environmental and Cultural Impacts**

The fast boom of unregulated tourism has brought about ecological degradation and cultural dilution in many sensitive regions. Popular locations like Ladakh, Ooty, Goa, and Manali are dealing with tremendous pressure because of over-tourism[37]. These consequences include waste accumulation, water shortages, air pollution, and habitat disruption. For example, traveller stress in Ladakh has caused the drying up of water assets, site visitors congestion, and plastic pollutants in pristine landscapes.

## **X. RESULTS AND FINDINGS**

This section presents the key findings from a very much in-depth analysis of the Indian tourism industry, supported by the various recent data as well as the policy evaluations. It examines the world's economic contribution, employment potential, foreign exchange generation, regional developments, impacts of COVID-19, rising challenges, and the role of virtual transformation. These insights are crucial for know-how the multi-dimensional nature of tourism and its potential as a motive force of inclusive boom in India.

### **Economic Contribution and Employment Impact**

Tourism continues to play a pivotal role in the actual Indian economy, contributing very much significantly to the actual national GDP and employment technology. According to the World Travel and Tourism Council (WTTC) and the Ministry of Tourism (2024), the arena contributed nine. Four percent to India's GDP in 2018. This barely declined to 9.2 percent in 2019. However, the industry was critically tormented by the COVID-19 pandemic in 2020, with its contribution falling sharply to six.2 percent[38]. A gradual recuperation commenced in 2021, with a 6.8 percentage contribution, accompanied through 7.5 percent in 2022, and in addition stepped forward to 8.8 %in 2023. These figures replicate the resilience of the sector and its capability to get over outside shocks.

In terms of employment, the tourism region supported about 82 million jobs in 2018. This number rose to eighty five million in 2019 earlier than losing to 65 million in 2020 due to the pandemic. Recovery efforts and a surge in home tours helped the industry regain traction, with employment ranges attaining 80 million by the end of 2023. These jobs span throughout the formal and casual sectors, encompassing services in lodging, shipping, meals and beverage, nearby guides, artisans, and occasion management.



**Table 1: Tourism Contribution to Indian GDP and Employment (2018–2023)**

Year	Contribution to GDP (%)	Estimated Jobs Supported (millions)
2018	9.4%	82
2019	9.2%	85
2020	6.2%	65
2021	6.8%	65
2022	7.5%	76
2023	8.8%	80

### **Foreign Exchange Earnings and Inbound Travel Trends**

Foreign exchange earnings from tourism represent a critical aspect of India’s balance of payments. In 2019, the main country earned approximately USD 29.9 billion through worldwide tourism. This revenue experienced a major decline in 2020 and 2021, in response to travel restrictions and international lockdowns[39]. However, symptoms of recuperation were visible in 2022 and 2023 . Countries including Bangladesh, the US, the UK, Canada, and Australia have been a number of the leading sources of inbound tourists. The growth of the e-Visa facility to 171 countries appreciably stepped forward tour accessibility and boosted traveler arrivals. With the resumption of global flights, many towns like Delhi, Mumbai, and Chennai experienced a sluggish go back to pre-pandemic travel volumes.

India has also more suitable its reputation as a favored vacation spot for medical and wellbeing tourism. In 2023, over 500,000 global sufferers visited India for treatment. The use of affordability, superior clinical infrastructure, and fairly professional doctors have made it one of the top locations for health-related travel.

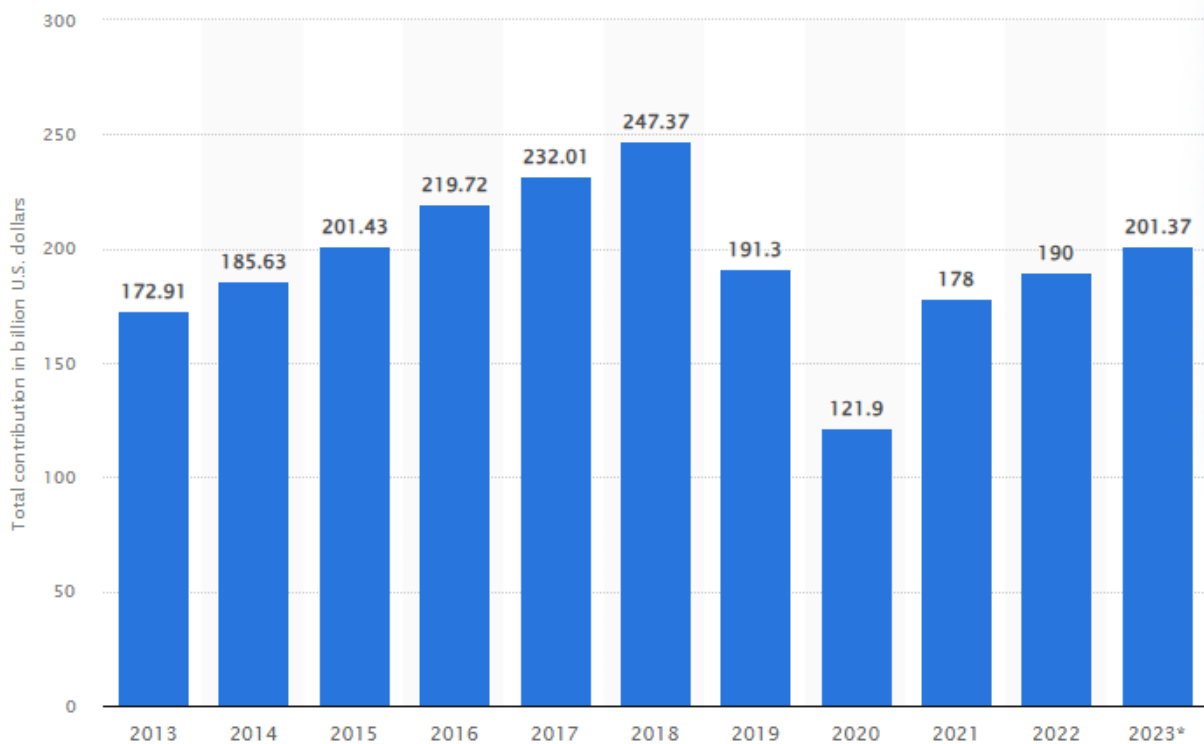


Figure 1: Total contribution of tourism industry to GDP in India

(Source: statista, 2022)

## Tourism Types and Sectoral Diversification

Tourism in India is not monolithic; it mainly encompasses the various diverse themes that cater to various interests as well as the traveler demographics.. Cultural tourism remains the most prominent kind, accounting for about 36 percent of all traveler pastime in 2023. Cities like Jaipur, Agra, Varanasi, and Mysore attracted each home and foreign tourists, drawn through the ancient structure, spiritual landmarks, and rich traditions.

Medical and health tourism has emerged as a major contributor to the financial system, producing a predicted USD 7 billion annually. Hospitals and health facilities in towns like Chennai, Delhi, and Mumbai are favored through international traffic because of their fine services and competitive pricing. Eco and journey tourism is swiftly gaining reputation, specifically among more youthful tourists. Regions along with Sikkim, Himachal Pradesh, and Uttarakhand have experienced growth in hiking, river rafting, and natural world tourism.

Spiritual tourism remains a dominant pressure in home travel [40]. Pilgrimage locations along with Varanasi, Ayodhya, Tirupati, and Amritsar attracted record numbers of traffic in 2023. The Kashi Vishwanath Corridor alone obtained multiple crore visitors in a single 12 months. Meanwhile, rural tourism is rising as a platform for showcasing traditional crafts and local cultures. More than 400 rural tourism tasks had been launched, presenting monetary possibilities and lowering rural-city migration.

## Infrastructure Development and Government Policy Outcomes

The Indian government has made significant policy interventions to support tourism. The Swadesh Darshan Scheme has been very much instrumental in the integrated development of that of the 15 thematic circuits across the various countries. Since its inception, seventy six projects had been

sanctioned, with a complete allocation exceeding INR 5,500 crore. These circuits encompass the Buddhist Circuit, Desert Circuit, and Coastal Circuit, each designed to provide an immersive enjoyment to vacationers.

The PRASAD Scheme, aimed at rejuvenating pilgrimage locations, has facilitated enhancements in infrastructure at 37 key web sites. A cumulative funding of greater than INR 1,three hundred crore has greater facilities consisting of illumination, sanitation, and traveler data structures at temples and religious centers.

Air connectivity has additionally advanced underneath the UDAN scheme, which links underserved airports and complements get entry to faraway visitor destinations[41]. Digital tasks along with the expansion of e-Visa facilities and smart tourism dashboards have stepped forward the ease of tour and contributed to a 42 percent boom in e-Visa utilization since 2022.

The National Tourism Policy 2022 has additionally made large strides in aligning tourism with sustainability, ability development, and generation. This policy framework encourages state-degree making plans, personal funding, and vacation spot control strategies that promote neighborhood employment and accountable tourism.

## Regional Tourism Trends and Economic Distribution

Tourism development has had varying impacts across that of the different states and regions. In Himachal Pradesh and Uttarakhand, eco-tourism and homestay models have contributed to 14 percent of the kingdom's GDP all through peak travel months. These states have seen improved participation from nearby households in tourism-related sports.

Kerala remains a leading nation in terms of tourism branding and wellbeing journey. In 2023, the tourism sector generated INR 35,168 crore for the country's financial system, supported through its successful Responsible Tourism Mission and properly-regulated Ayurvedic health services .

The Northeast place has a visible annual footfall boom of over 22 percent, in particular in Sikkim, Meghalaya, and Nagaland[42]. Although infrastructure remains a constraint, focused funding underneath the North East Circuit of the Swadesh Darshan Scheme is enhancing entry to and consciousness.

Rajasthan and Uttar Pradesh maintain to dominate cultural and heritage tourism. Rajasthan on my own generated INR 56,000 crore in tourism sales in 2023, with Jaipur, Jodhpur, and Udaipur ranking most of the top ten home destinations. Uttar Pradesh's tourism figures were boosted by means of tasks like the Ayodhya corridor and the Kumbh Mela infrastructure overhaul.

## Impact of the COVID-19 Pandemic and Post-Crisis Recovery

The COVID-19 pandemic devastated India's tourism sector. In the year 2020, the industry suffered losses exceeding INR 5 lakh crore . Hotels, airways, tour businesses, and avenue carriers were some of the worst-hit segments. Employment dropped dramatically, with an predicted 21 million people losing their livelihoods for the duration of the primary wave. Occupancy quotes in accommodations fell below 20 percent, and international tourist arrivals came to a virtual halt.

However, the healing publish-2021 has been encouraging. Domestic tourism has surged, with over 1.3 billion trips recorded in 2023[43]. A sizable fashion has been the upward push of "workcations" in places together with Rishikesh, Coorg, and Goa, in which vacationers blend faraway work with amusement. Wellness journey also received momentum, with Ayurvedic motels and yoga retreats seeing a 38 percent upward push in bookings .

The pandemic also extended virtual transformation within the industry. Contactless test-ins, digital excursions, and online fee structures became mainstream, enhancing provider efficiency and customer self assurance. Platforms like Incredible India and Dekho Apna Desh recorded over five million month-to-month traffic, reflecting a shift in tourist engagement.

## **Emerging Challenges: Seasonality, Sustainability, and Safety**

Despite its recovery, the tourism industry mainly continues to face some of the several challenges. Seasonality remains a very major issue, leading to that of the underutilization of infrastructure and profits insecurity for employees at some stage in off-peak months. For instance, in Goa, lodge occupancy dropped beneath 20 percent in the course of the monsoon season, affecting sales stability. Environmental degradation is any other extreme challenge. Popular destinations along with Ladakh, Ooty, and Manali have pronounced severe strain on natural assets, specifically in phrases of water scarcity, visitors congestion, and waste accumulation. Studies indicate that waste technology in many hill stations has tripled considering the fact that 2018.

Safety and hygiene are ongoing issues that have an effect on India's worldwide image. Surveys have proven that sixty five percent of international vacationers are worried about personal protection, mainly for solo women travelers. In addition, inadequate public toilets, abnormal waste disposal, and unhygienic meals retailers in lots of regions retain to hamper traveler pride.

There is also a great ability hole inside the region. Only 38 percent of employees have acquired formal training in hospitality, generation use, or overseas languages. This impacts carrier satisfaction and limits possibilities for upward mobility among tourism people.

## **Technology Integration and Smart Tourism Innovations**

Technological integration is transforming the main tourism landscape in India. Augmented Reality (AR) as well as the Virtual Reality (VR) were delivered at background web sites inclusive of the Red Fort and Hampi, enhancing the tourist experience and attracting more youthful demographics. Digital gear like AI-powered chatbots at the moment are used by country tourism departments to offer 24/7 customer service, multilingual statistics, and customized tour hints. Blockchain-primarily based ticketing and identification management structures are being piloted in Maharashtra and Karnataka, providing transparency and efficiency. Smart tourism portals, cellular apps, and IoT-primarily based offerings are assisting screen traveller flows and control crowding at famous places. India's development in digital tourism is likewise glaring in its international scores. According to a record with the aid of UNWTO, India is now among the top 5 international locations in terms of mobile-first tourism engagement, with developing adoption of QR code-based totally tour publications, smart signage, and I-pushed content advent.

## **X. CONCLUSION**

Tourism is not just an actual leisure activity—it is a very robust driver of inclusive economic growth in India. It has mainly been demonstrated strongly backward as well as the forward linkages with employment, foreign income, nearby development, and cultural merchandising. However, to comprehend its complete potential, problems of infrastructure, regulation, sustainability, and protection ought to be tackled with coordinated efforts from government, enterprise, and groups. With strategic planning and digital integration, tourism can become a cornerstone of India's \$five trillion economy vision through 2030.

## **REFERENCE LIST**

- [1] rashidfaridi (2022) <https://rashidfaridi.com/2017/03/20/15754/>
- [2] Acaroğlu, H., Güllü, M. And Seçilmiş, C., 2023. Climate alternate, the spinoff of tourism and strength consumption via a sustainable monetary increase: a non-linear ARDL analysis for Turkey. *Environmental Science and Pollution Research*, 30(34), pp.81585-81599.
- [3] Acharya, A., Mondal, B.K., Bhadra, T., Abdelrahman, K., Mishra, P.K., Tiwari, A. And Das, R., 2022. Geospatial analysis of geo-ecotourism web site suitability the use of AHP and GIS for sustainable and resilient tourism planning in West Bengal, India. *Sustainability*, 14(4), p.2422.

- [4] Alcalá-Ordóñez, A. And Segarra, V., 2025. Tourism and financial improvement: A literature assessment to focus on major empirical findings. *Tourism Economics*, 31(1), pp.76-103.
- [5] Bano, S., Liu, L. And Khan, A., 2022. Dynamic effect of growing older, business innovations, and ICT on tourism improvement and renewable strength consumption in BRICS economies. *Renewable electricity*, 192, pp.431-442.
- [6] Das, S.S. And Tiwari, A.K., 2021. Understanding international and home travel aims of Indian travelers for the duration of COVID-19 using a Bayesian method. *Tourism Recreation Research*, forty six(2), pp.228-244..
- [7] El-Said, O. And Aziz, H., 2022. Virtual tours a means to give up: An evaluation of digital excursions' function in tourism restoration put up COVID-19. *Journal of Travel Research*, sixty one(three), pp.528-548.
- [8] Godara, R.S. And Fetrat, D.J., 2022. Impact of the tourism industry on the Indian economic system: a multidimensional evaluation. *International Journal of Economic Policy in Emerging Economies*, 15(2-four), pp.351-367.
- [9] Henseler, M., Maisonnave, H. And Maskaeva, A., 2022. Economic impacts of COVID-19 at the tourism area in Tanzania. *Annals of Tourism Research Empirical Insights*, three(1), p.100042..
- [10] Jaipuria, S., Parida, R. And Ray, P., 2021. The effect of COVID-19 on tourism in India. *Tourism Recreation Research*, 46(2), pp.245-260.
- [11] Jayasinghe, M. And Selvanathan, E.A., 2021. Energy intake, tourism, economic increase and CO2 emissions nexus in India. *Journal of the Asia Pacific Economy*, 26(2), pp.361-380.
- [12] Kabil, M., Priatmoko, S., Magda, R. And Dávid, L.D., 2021. Blue economy and coastal tourism: A comprehensive visualization bibliometric evaluation. *Sustainability*, thirteen(7), p.3650.
- [13] Kaushal, V. And Srivastava, S., 2021. Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on demanding situations and learnings from India. *International journal of hospitality management*, ninety two, p.102707.
- [14] Kaushal, V. And Srivastava, S., 2021. Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India. *International journal of hospitality control*, 92, p.102707.
- [15] Khan, T. And Emon, M.H., 2024. Exploring the Potential of the Blue Economy: A Systematic Review of Strategies for Enhancing International Business in Bangladesh within the context of the Indo-Pacific Region. *Review of Business and Economics Studies*, 12(2), pp.Fifty five-73.
- [16] Kour, P., Jasrotia, A. And Gupta, S., 2021. COVID-19: a plague to tourism guest-host courting in India. *International magazine of tourism towns*, 7(3), pp.725-740.
- [17] Krishnan, T., Gangwani, K.K. And Papi Reddy, A.R., 2023. Barriers to sustainable waste control in mountain tourism: Evidence from India. *Tourism: An International Interdisciplinary Journal*, 71(2), pp.252-269.
- [18] Kumar, S. And Valeri, M., 2022. Understanding the connection amongst elements influencing rural tourism: a hierarchical approach. *Journal of Organizational Change Management*, 35(2), pp.385-407.
- [19] León-Gómez, A., Ruiz-Palomo, D., Fernández-Gámez, M.A. And García-Revilla, M.R., 2021. Sustainable tourism improvement and financial growth: Bibliometric overview and analysis. *Sustainability*, thirteen(four), p.2270.
- [20] Liu, Z., Lan, J., Chien, F., Sadiq, M. And Nawaz, M.A., 2022. Role of tourism development in environmental degradation: A step in the direction of emission discount. *Journal of environmental management*, 303, p.114078.
- [21] Mathew, P.V., 2022. Sustainable tourism improvement: discerning the effect of responsible tourism on community properly-being. *Journal of Hospitality and Tourism Insights*, five(5), pp.987-1001.
- [22] Naseem, S., 2021. The position of tourism in economic increase: Empirical evidence from Saudi Arabia. *Economies*, 9(three), p.117.



- [23] Nooripoor, M., Khosrowjerdi, M., Rastegari, H., Sharifi, Z. And Bijani, M., 2021. The function of tourism in rural development: Evidence from Iran. *GeoJournal*, 86(4), pp.1705-1719.
- [24] pib.gov (2021) <https://pib.gov.in/FactsheetDetails.aspx?Id=149085&reg=3&lang=1>
- [25] Rasool, H., Maqbool, S. And Tarique, M., 2021. The courting among tourism and economic growth amongst BRICS international locations: a panel cointegration evaluation. *Future Business Journal*, 7(1), p.1.
- [26] Richardson, R.B., 2021. The role of tourism in sustainable development. In *Oxford research encyclopedia of environmental technology*
- [27] Selvanathan, E.A., Jayasinghe, M. And Selvanathan, S., 2021. Dynamic modelling of inter-relationship among tourism, electricity consumption, CO2 emissions and monetary growth in South Asia. *International Journal of Tourism Research*, 23(4), pp.597-610.
- [28] Shahbaz, M., Bashir, M.F., Bashir, M.A. And Shahzad, L., 2021. A bibliometric analysis and systematic literature evaluate the tourism-environmental degradation nexus. *Environmental Science and Pollution Research*, 28(forty one), pp.58241-58257.
- [29] Sharma, M., Sehwat, R., Daim, T. And Shaygan, A., 2021. Technology evaluation: Enabling Blockchain in hospitality and tourism sectors. *Technological Forecasting and Social Change*, 169, p.120810.
- [30] Singh, S., Chamola, P., Kumar, V., Verma, P. And Makkar, N., 2023. Explaining the revival techniques of Indian MSMEs to mitigate the outcomes of COVID-19 outbreak. *Benchmarking: An International Journal*, 30(1), pp.121-148.
- [31] Sood, K., Seth, N. And Grima, S., 2022. Portfolio overall performance of public area general insurance corporations in India: A comparative analysis. In *Managing chance and decision making in times of economic distress, Part B* (pp. 215-230). Emerald Publishing Limited.
- [32] Thommandru, A., Espinoza-Maguiña, M., Ramirez-Asis, E., Ray, S., Naved, M. And Guzman-Avalos, M., 2023. Role of tourism and hospitality commercial enterprise in economic development. *Materials Today: Proceedings*, eighty, pp.2901-2904.
- [33] Villanthenkodath, M.A., Ansari, M.A., Shahbaz, M. And Vo, X.V., 2022. Do tourism development and structural trade promote environmentally high-quality? Evidence from India. *Environment, Development and Sustainability*, 24(4), pp.5163-5194.
- [34] Zeeshan Zafar, S., Zhilin, Q., Mabrouk, F., Ramirez-Asis, E., M Alzoubi, H., Hishan, S.S. And Michel, M., 2023. Empirical linkages among ICT, tourism, and change in the direction of sustainable surroundings: evidence from BRICS countries. *Economic studies-Ekonomska istraživanja*, 36(2)
- [35] Zeng, L., Li, R.Y.M., Nuttapong, J., Sun, J. And Mao, Y., 2022. Economic improvement and mountain tourism research from 2010 to 2020: Bibliometric analysis and technological know-how mapping method. *Sustainability*, 14(1), p.562.
- [36] Zhang, J. And Zhang, Y., 2021. A qualitative comparative evaluation of tourism and gender equality in rising economies. *Journal of Hospitality and Tourism Management*, 46, pp.284-292.