

Indigenous Culture and the Economic Contributions of Tourism in India

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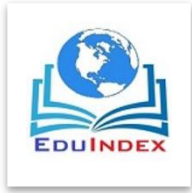
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Abstract

Culture plays a significant role in the economic development of any nation. Since inception, India is well known for its art, architecture, sculpture, painting, dance, music, drama, literature, theatre, folk traditions, rites and rituals, festivities, food, and languages and is known as the 'Intangible Cultural Heritage' of humanity. Rajasthan, Tamil Nadu, Uttar Pradesh, Uttaranchal are the most popular states for cultural tourism in India. India's share in foreign tourist arrivals in the world is 1.17 percent and ranks 26th position in world tourist arrivals; the share of India in international tourist arrivals among Asia and Pacific is 4.81 percent and stands 7th position (Annual Report 2017-18 Ministry of Tourism Government of India). Various schemes are announced by the Government in India to promote the rich cultural diversity and tourism in the country. Bharatpur and Paryatan Parv were organized in 2018 by the tourism ministry to popularise the concept of 'Ek Bharat Shreshth Bharat', 'Dekho Apna Desh' and 'Tourism for All'. Incredible India! Campaign launched by the Ministry of Tourism and Culture led to the growth of cultural tourism in India. The objective of the present study is to understand the culture of India and to examine the economic contributions of tourism in India. Secondary data is collected from World Travel and Tourism Economic Impact 2019, Annual Report 2017-18 Ministry of Tourism Government of India, India Tourism Statistics at Glance- 2018 and Ministry of Culture, GOI. The linear regression trend line, Percentage method, and annual growth rate are used to analyze the data. Bar graph and Pie charts are used to present the findings of the study. The present article finds that there is an increase not only in domestic tourist arrivals but also foreign tourist arrivals in India and this has further encouraged employment opportunities as well contributed to the national income of the country.

Keywords: Indigenous Culture, Tourism & Economic Development.

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Introduction

Tourism is recognized as the engine of economic growth and economic development. Tourism plays a significant role in providing employment opportunities, poverty alleviation, reducing inequality and sustainable developments. Tourism encourages the improvement of other sectors such as agriculture, manufacturing, transport, communication, accommodation, and other infrastructure too. In India tourism is considered as the most dynamic service sector which contributes in crore to the national income of the country. The indicators of tourism are domestic tourist arrivals, international tourist arrivals, foreign exchange earnings, and the total contribution of tourism on employment. India is known not only for the beaches and hill stations but also a treasure trove of customs, traditions, religions, and culture. The most important cultural destinations in India are Udaipur and Jaipur in Rajasthan known for its scenic lakes and majestic palaces, Fort Kochi in Kerala is a collection of customs, traditions and rich culture. Mysore Palace and the Mysore Dasara festival in Karnataka are known for the cultural festivals in India. Varanasi is one of the top cultural destinations in India. The historic temples at Bhubaneswar in Orissa, Khajuraho group of monuments in Madhya Pradesh, the monolithic sculptures at Mahabalipuram in Tamil Nadu, Ahmedabad in Gujarat known for the Dandiya Raas and Garba during Navratri. Hampi in Karnataka known for its art, architecture, and music, the golden temple in Amritsar, Goa is known for its distinct culture and ethnicity.

Objectives

The following are the objectives

1. To understand the indigenous culture of India.
2. To examine the economic contributions of tourism in India.

Research Methodology

Secondary data is collected from World Travel and Tourism Economic Impact 2019, Annual Report 2017-18, Ministry of Tourism Government of India, India Tourism Statistics at a Glance-

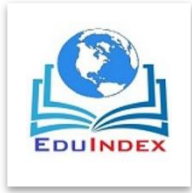


2018 and Ministry of Culture, GOI. The linear regression trend line, percentage method, and compound annual growth rate are used to analyze the data. Bar graph and pie charts are used to present the findings of the study.

Indigenous culture in India

India is known for its glorious culture which consists of values, belief, art and architecture, religion, traditions, customs, music, festivities, food and languages since ancient period. Rajasthan, Tamil Nadu, Uttar Pradesh, and Uttaranchal are the most famous states for culture in India. Rajasthan is popular for its incredible cultural heritage; the state is famous for its beautiful palaces and forts. Tamil Nadu is known for the Dravidian culture and tradition. Taj Mahal in Agra, Varanasi, Allahabad, Ayodhya in Uttar Pradesh is also prominent for cultural tourism. The Himalaya Mountains which is situated in Uttaranchal is also popular for the ancient temples and has become the center for the tourist attraction.

Festivals in India have attracted tourist from all over the globe. Kumbh Mela which takes place at the intersection of Yamuna, Ganga and Saraswathi, Pushkar fair in Rajasthan, Navratri festival and Rann Utsav of Kutch in Gujarat, Ladakh festival conducted for 15 days, Carnivals in Goa, the snake boat race festival in Kerala, the Elephanta, Ellora festival and the Ganesha festival in Maharashtra are few of the most well-known festivals of the state that attracts tourist domestically as well from the international level. Thus, India is known as 'land of festivals'. Varanasi is known for the blend of the traditions and culture, the city is also renowned for artistic sarees and classical music. Jaipur is famed for its royal forts and palaces and rich cultural traditions. Meenakshi temple at Madurai attracts tourist across the world, Kolkatta in West Bengal is recognized for the artistic and literary works and also for Durga pooja, the Mysore palace in Karnataka, its eminent glorious history and cultural heritage of the woodeyar dynasty. Bhubaneswar in Orissa is reputed for its art and culture and is home for many temples. The Virupaksha temple and Vittala temple in Hampi, Karnataka is identified for the Dravidian style of architecture.



Economic Contributions of Tourism in India

The following figures portray the economic contributions of tourism in India.

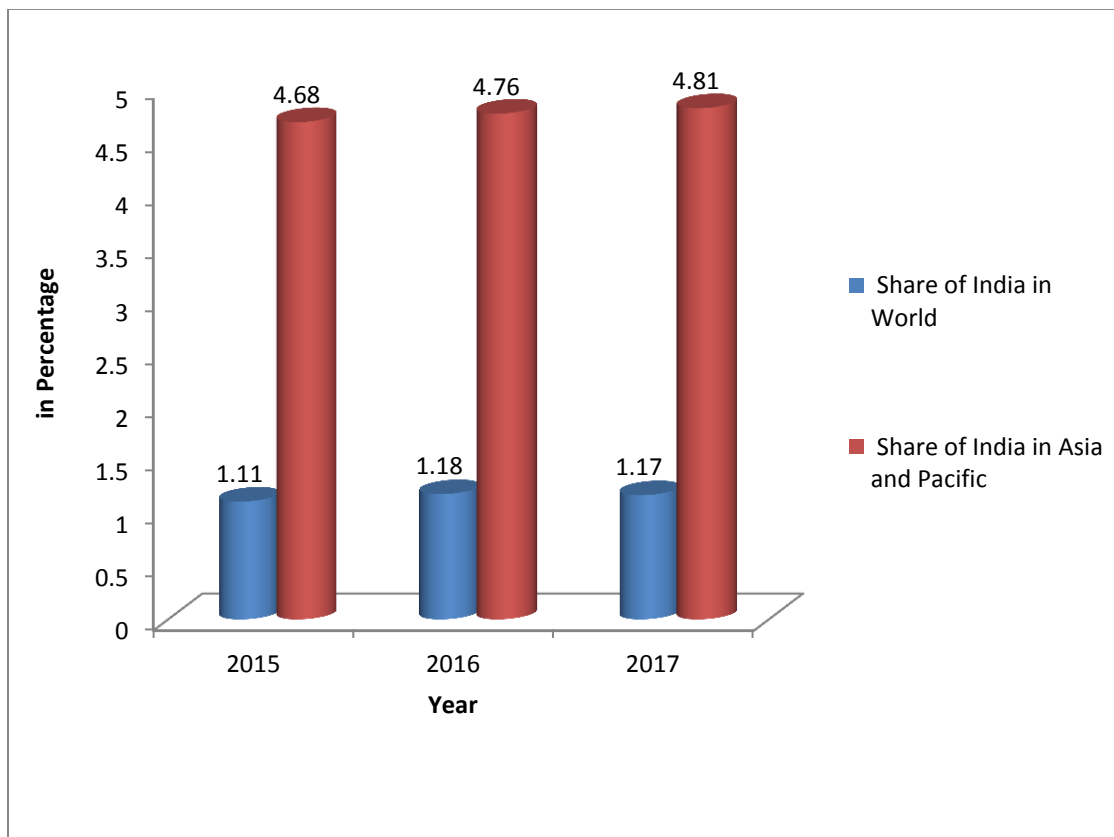


Fig.1. Share of India in International Tourist Arrivals (TTAs) in the world and Asia & the Pacific Region.

From Fig.1 we can observe that India's share in international tourist arrivals in the world is increased from 1.11 percent in 2015 to 1.18 percent in 2016 and the percentage share of India in Asia and Pacific has increased from 4.68 percent in 2015 to 4.81 percent in 2017. This increase in international tourist in India is mainly because of the heritage and its incredible culture.

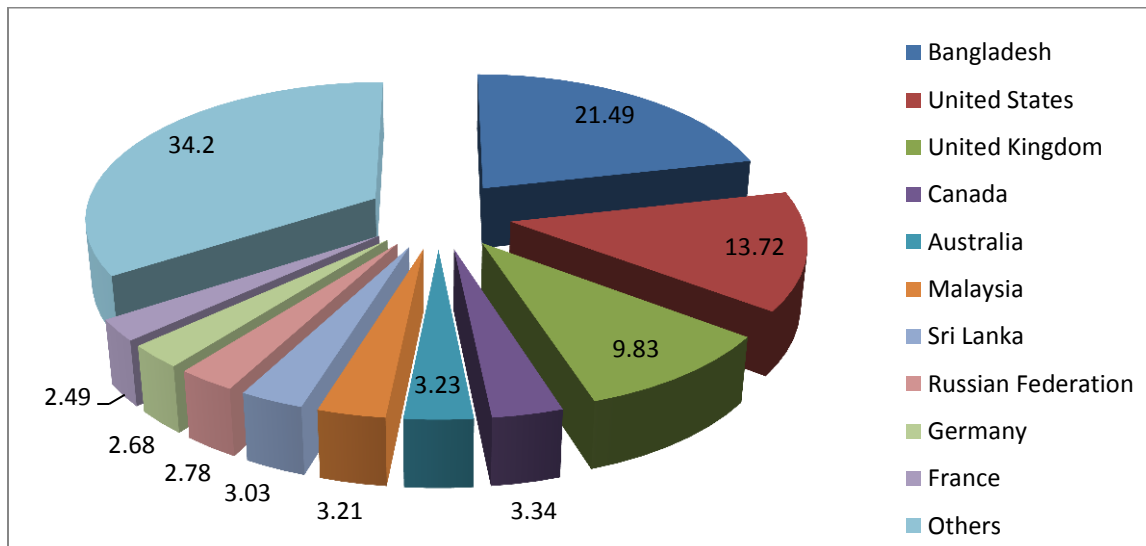
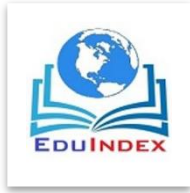


Fig.2. Percentage Share of Top Ten Source Countries for Foreign Tourist Arrivals (FTAs) in India.

Fig.2. portrays that Bangladesh with 21.49 percent stands highest among the top ten source countries for foreign tourist arrivals in India followed by the USA with 13.72 percent and the United Kingdom with 9.83 percent. Bangladeshi tourist mainly visits India for recreational, medical business and professional purposes. The repeat travelers from the USA have a finer appreciation and are fascinated by India’s culture and diversity.

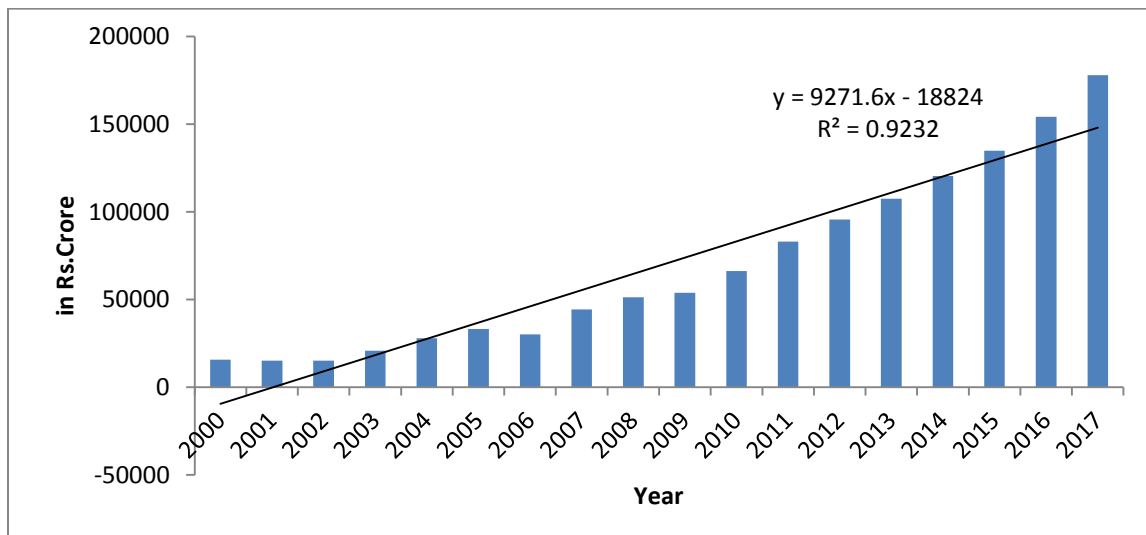


Fig.3. Foreign Exchange Earnings from Tourism in India, 2000-2017.



The above Fig. 1.3. shows the drastic increase in the foreign exchange earnings from tourism in India. It is inferred that the foreign exchange earnings from tourism in India are significantly exponential with an R-square value of 0.923. The increasing linear trend is primarily due to expansion in the infrastructure. The Foreign earnings were ₹120367 crore in 2014 which increased to ₹177874 crore in 2017. The average growth rate is 47.7 percent during the said period.

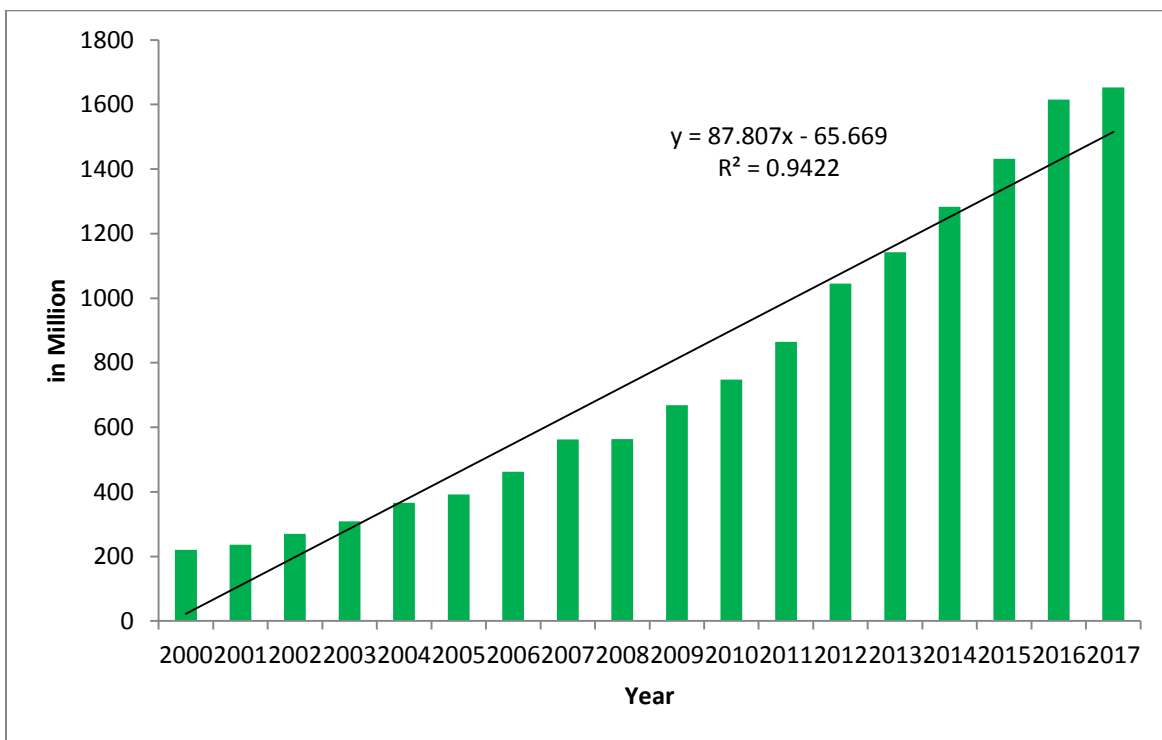


Fig.4. Domestic Tourist Visits (DTVs) to all States/ UTs in India, 2000-2017.

Fig.4. shows that there is spectacular growth in domestic tourist visits in India. It shows a linear trend with the exponential R-square is 0.942 and this is due to India’s rising middle-class population and increasing disposable income and the other reason is for business purposes. The domestic tourist visit in 2000 was 220.11 million which increased to 1652.49 million in 2017 and it is increased is by 1432.38 million.

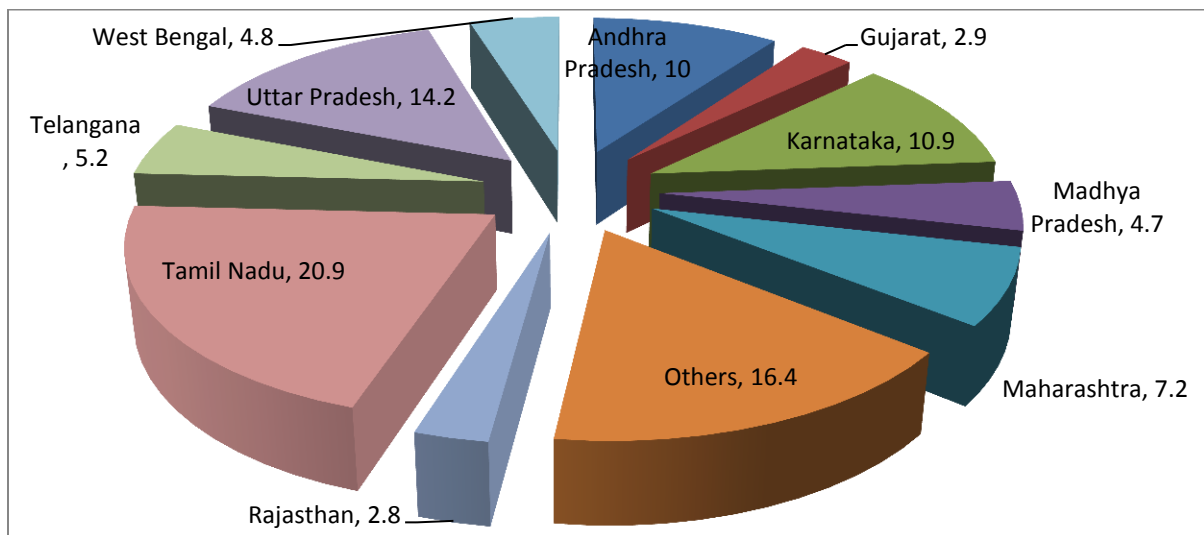
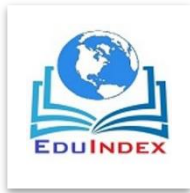
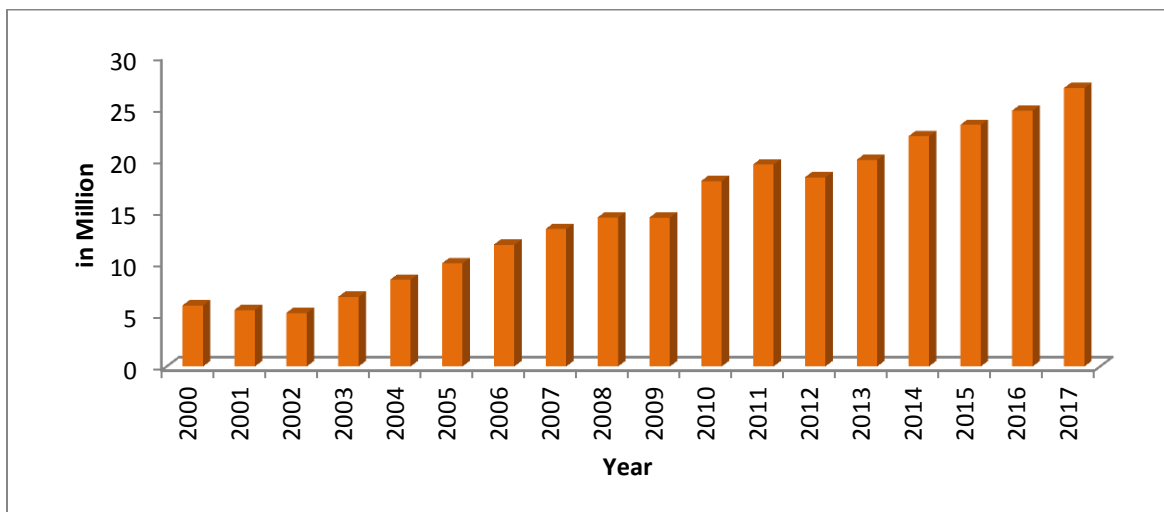


Fig.5. Percentage Share of Top 10 States/UTs in domestic Tourist Visits in 2017.

The above fig.5. depicts that Tamil Nadu stands highest with 20.9 percent followed by Uttar Pradesh with 14.2 percent and Karnataka with 10.9 percent among the top ten states in India. Tamil Nadu is known for its fabulous temple. Rameswaram, Madurai and Trichy are known for the beautiful temples in Tamil Nadu and this one of the reasons the domestic tourist visitors have increased in this state. Taj Mahal is the most favored destination by domestic as well as foreign visitors. Hampi in Karnataka and Mysore Palace are the most preferred destination by the tourist. They are known for the art, architecture and cultural heritage.



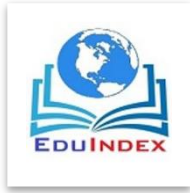


Fig.6. Foreign Tourist Visits to all States/UTs in India, 2000-2017.

Fig.6. shows the number of foreign tourist visit to all states/UTs during 2000- 2017. The increasing trend is mainly due to India’s magnificent monuments, its glorified tradition, wonderful music, and dance and primarily since India has a peaceful environment that attracts foreign tourist all over the globe.

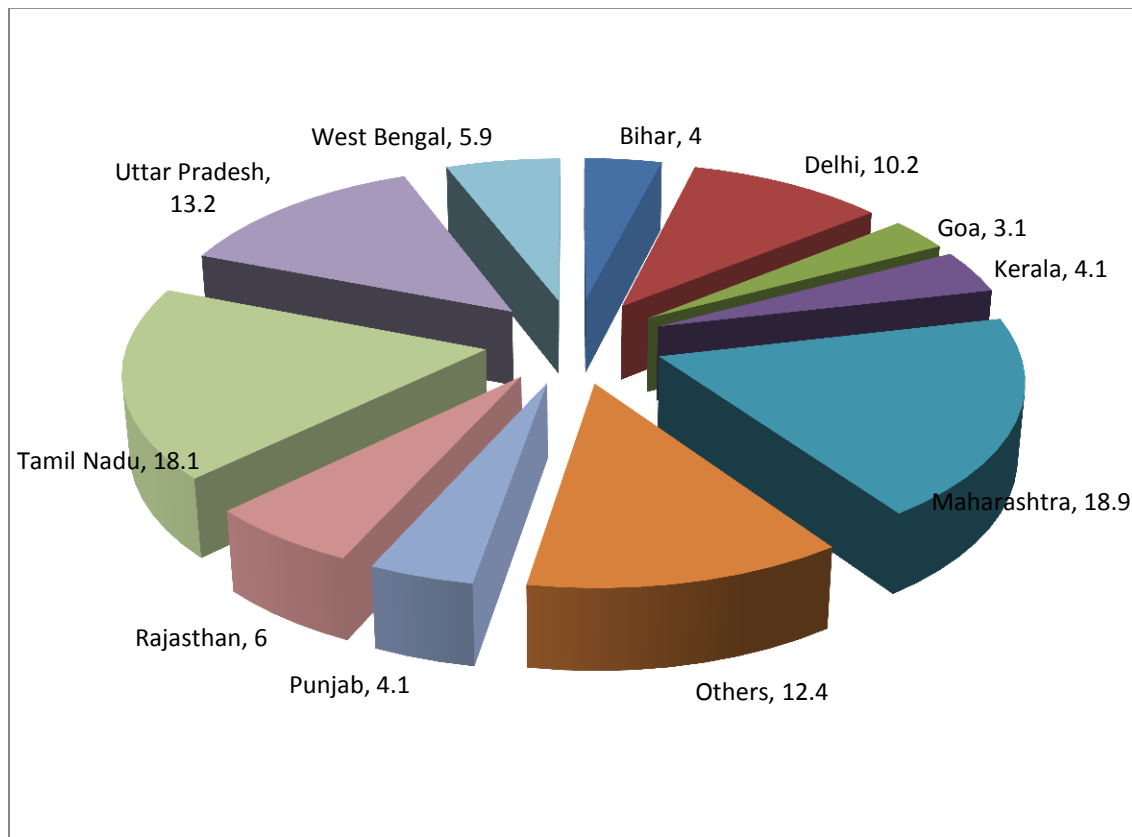


Fig.7. Percentage of Top Ten States/UTs in Foreign Tourist Visits in 2017.

In Fig.7. we can observe that Maharashtra stands highest with 18.9 percent especially Mumbai attracts highest foreign tourist visits followed by Tamil Nadu with 18.1 percent, Uttar Pradesh with 13.2 percent in 2017. Maharashtra is popular because of Gateway of India, Ajanta and Ellora caves, Haji Ali Dargah and the other wonderful places.

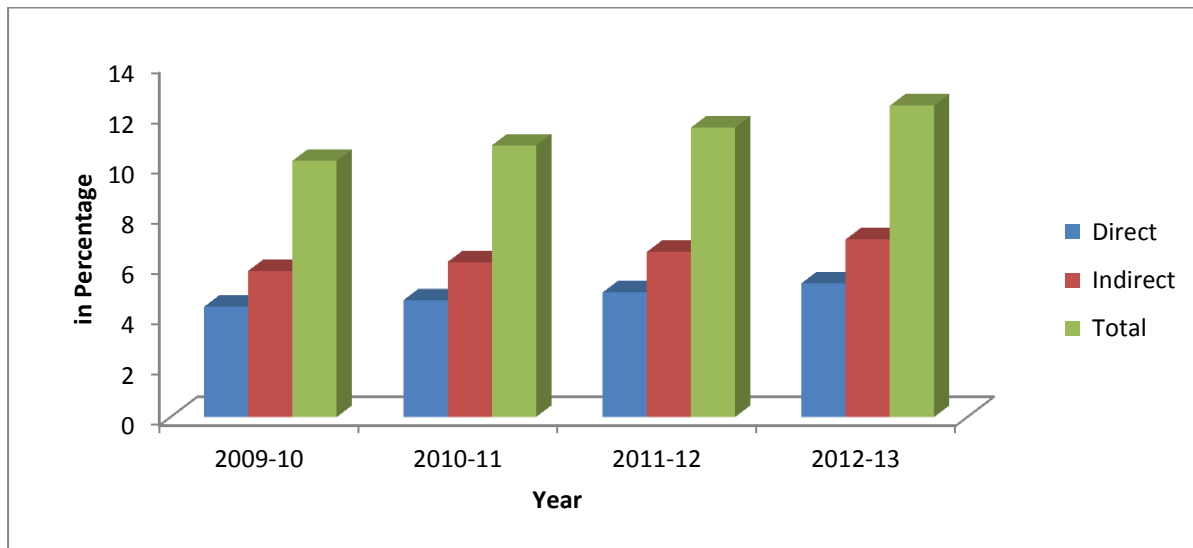
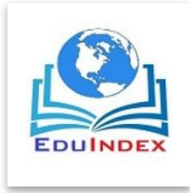
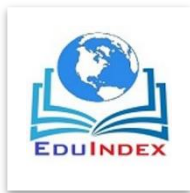


Fig.8. Contributions of Tourism in Employment of Country (in Percentage).

The above fig.8. shows the direct and indirect contribution of tourism in the employment of the country. It includes employment by hotels, travel agents, airlines and other passenger transportation services. It also includes the employments created by restaurant and leisure industries. We can observe the upward trend in the contribution of tourism in the employment of the country. The direct employment in 2009-10 was 4.37 percent which increased to 5.31 percent in 2012-13; on the other hand, the indirect employment was 5.80 percent in 2009-10 which increased to 7.05 percent in 2012-13. On average, the employment has increased from 10.17 percent in 2009-10 to 12.36 percent in 2012-13.

Conclusion

It is inferred from the analysis of trend that India's culture and tourism have drastically improved. The prosperous and varied cultural heritage, enormous biodiversity and natural resources, growing health care facilities and education are attracting the foreign tourist in India. We can also observe the increasing trend in domestic tourist visits within the country as well. The tourism in India has helped in the growth of foreign tourist visits, foreign exchange earnings and providing direct and indirect employment opportunities. The Government of India should take more initiatives to protect the ancient and rich culture and heritage of our country from getting damaged and thus India can be the most preferred destinations in the globe.



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2. Bureau of immigration, Govt.of.India, 2018
3. India Tourism Statistics at a Glance, 2018.
4. State/Union Territory Tourism Departments, 2018
5. Ministry of Tourism, Annual Report 2017-18.

Appendix

Table.1.Share of Indian International Tourist arrivals in World and Asia & the Pacific Region.

Share of India in International Tourist Arrivals (TTAs) in World and Asia & the Pacific Region		
Year	The percentage share of India in the World	The percentage share of India in Asia and Pacific
2015	1.11	4.68
2016	1.18	4.76
2017	1.17	4.81

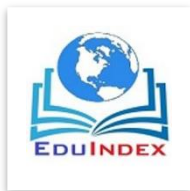
Source: UNWTO Barometer June 2018 for countries other than India. Ministry of Tourism for India.

Table.2. Source Countries for Foreign Tourist Arrivals in India.

Source Countries for Foreign Tourist Arrivals (FTAs) in India			
Rank in 2017	Source Country	Foreign Tourist Arrivals (FTAs)	Percentage (%) Share
1	Bangladesh	2156557	21.49
2	United States	1376919	13.72
3	United Kingdom	986296	9.83
4	Canada	335439	3.34
5	Australia	324243	3.23
6	Malaysia	322126	3.21
7	Sri Lanka	303590	3.03
8	Russian Federation	278904	2.78
9	Germany	269380	2.68
10	France	249620	2.49
	Total Top 10 Countries	6603074	65.80
	Others	34327729	34.20
	Grand Total	10035803	100

Source: Bureau of immigration, Govt.of.India, 2018

Table.3. Foreign Exchange Earnings from Tourism in India.

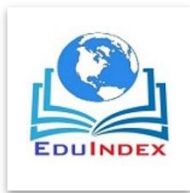


Foreign Exchange Earnings (FEEs) from Tourism in India (in Rs. Crore)		
Year	FEE from Tourism in India (in Rs. Crore)	Percentage change over the previous year
2000	15626	20.7
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	30025	17.8
2007	44362	13.7
2008	51294	15.6
2009	53754	4.8
2010	66172	23.1
2011	83036	25.5
2012	95607	15.1
2013	107563	12.5
2014	120367	11.9
2015	134844	12.0
2016	154146	14.3
2017	177874	15.4

Source: India Tourism Statistics at a Glance, 2018.

Table.4. Domestic Tourist Visit to all States/ UTs in India.

Number of Domestic Tourist Visits (DTVs) to all states/UTs in India, 2000-2017		
Year	Domestic Tourist Visits (in Millions)	Annual Growth (%)
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.04	7.0
2006	462.44	18.0
2007	562.70	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.80	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017*	1652.49	2.3



Source: State/Union Territory Tourism Departments, 2018

*Provisional

Table.5. The Source States for the Domestic Tourist Visits in 2017.

Rank	State/UT	Domestic Tourist Visits in 2017	
		Number	Percentage (%) Share
1	Tamil Nadu	345061140	20.9
2	Uttar Pradesh	233977619	14.2
3	Karnataka	179980191	10.9
4	Andhra Pradesh	165433898	10.0
5	Maharashtra*	119191539	7.2
6	Telangana	85266596	5.2
7	West Bengal	79687645	4.8
8	Madhya Pradesh	78038522	4.7
9	Gujarat	48343121	2.9
10	Rajasthan	45916573	2.8
Total of top 10 states		1380896844	83.6
Others		271588513	16.4
Total		1652485357	100

Source: State/Union Territory Tourism Departments, 2018

*Estimated figure for the year 2017 using the all-India growth rate

Table.6. Number of Foreign Tourist Visits to all states/UTs in India, 2000-2017

Number of Foreign Tourist Visits to all states/UTs in India, 2000-2017		
Year	Foreign Tourist Visits (in Million)	Annual Growth (%)
2000	5.89	1.1
2001	5.44	-7.8
2002	5.16	-5.1
2003	6.71	30.1
2004	8.36	24.6
2005	9.95	19.0
2006	11.75	18.1
2007	13.27	12.9
2008	14.38	8.4
2009	14.37	-0.1
2010	17.91	24.6
2011	19.5	8.9
2012	18.26	-6.3
2013	19.95	9.2
2014	22.23	11.9
2015	23.33	4.4
2016	24.71	6.0
2017*	26.89	8.8

Source: State/Union Territory Tourism Departments, 2018

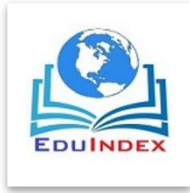


Table.7. The Source States for Foreign Tourist Visits in 2017.

Rank	State/UT	Foreign Tourist Visits in 2017	
		Number	Percentage (%) Share
1	Maharashtra*	5078514	18.9
2	Tamil Nadu	4860455	18.1
3	Uttar Pradesh	3556204	13.2
4	Delhi*	2740502	10.2
5	Rajasthan	1609963	6.0
6	West Bengal	1574915	5.9
7	Punjab	1108635	4.1
8	Kerala	1091870	4.1
9	Bihar	1082705	4.0
10	Goa	842220	3.1
Total of top 10 states		23545983	87.6
Others		3340655	12.4
Total		26886638	100

Source: Indian Tourism Statistics at a Glance, 2018

Table.8. Contribution of Tourism in Employment of country

Contribution of Tourism in Employment of country (in Percentage)			
Year	Direct	Indirect	Total
2009-10	4.37	5.80	10.17
2010-11	4.63	6.15	10.78
2011-12	4.94	6.55	11.49
2012-13	5.31	7.05	12.36

Source: Ministry of Tourism, Annual Report 2017-18.